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Michael Cavallaro

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1 of 1 people found the following review helpful. Well worth the cost !By Carl SheltonAwesome book, very informative, highly recommended

Ideas are everywhere. People are constantly thinking up better ways to do things and make peoples lives easier. Every year, more than 1.6 million new patents are filed worldwide and millions of new ideas sit on the desktops of basement inventors waiting to be turned into the ultimate money making, life altering product that they have dreamed of creating since childhood. Turning those ideas into marketable products though can be an incredibly lengthy, complex process, especially for the independent inventor with limited resources. In this age of the self-made celebrity, expert, and business owner, there is no reason why you cannot market your inventions as well and create a demand for your amazing new idea. With the help of this comprehensive guide to the invention marketing process, you will learn everything you need to know to go from independent inventor to profiting . It starts with knowing exactly what the current independent inventor is dealing with ndash; the market climate and how things like the Internet have fundamentally changed how new products are presented. You will learn how to start commercializing what, to this point, has only been an idea ndash; researching the industry into which you are trying to enter, how long to wait, what the actual value of your product is opposed to the perceived value and how you can calculate that actual value, and how licensing and marketing work on a fundamental level. To supplement your patent, you will learn how to time the marketing of your product to best take advantage of a fresh patent without showing your hand. The value of test marketing and interviewing an audience of demographically valuable individuals will be explained in full detail alongside the costs and timetables for submitting your product and preparing it for licensing. The nuts and bolts of approaching potential licensees is discussed, with specific instructions as to how you can contact them, promote your product, and make them realize that they cannot do without your invention. Many inventors and business owners were interviewed in the process to gather an industry perspective that you cannot find anywhere else. Determining the market value and creating a joint venture are discussed along with the legal implications of licensing your product and making sure you receive the proper royalties for the work you do. You will be provided with the information you need to make sure you get paid properly for everything you do and an easy walkthrough to the process of negotiating a contract, no matter how little experience you have in the business world. For any inventor with an idea in hand and a desire to share it with the world, this book provides a complete guide for everything you need to do to see your invention on store shelves in no time. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

About the Author Michael J. Cavallaro was born in New Hyde Park, New York, and was educated at Villanova University. Following his years as an editor with HarperCollins Publishers, he has worked as a freelance writer for commercial business. This is his third book.