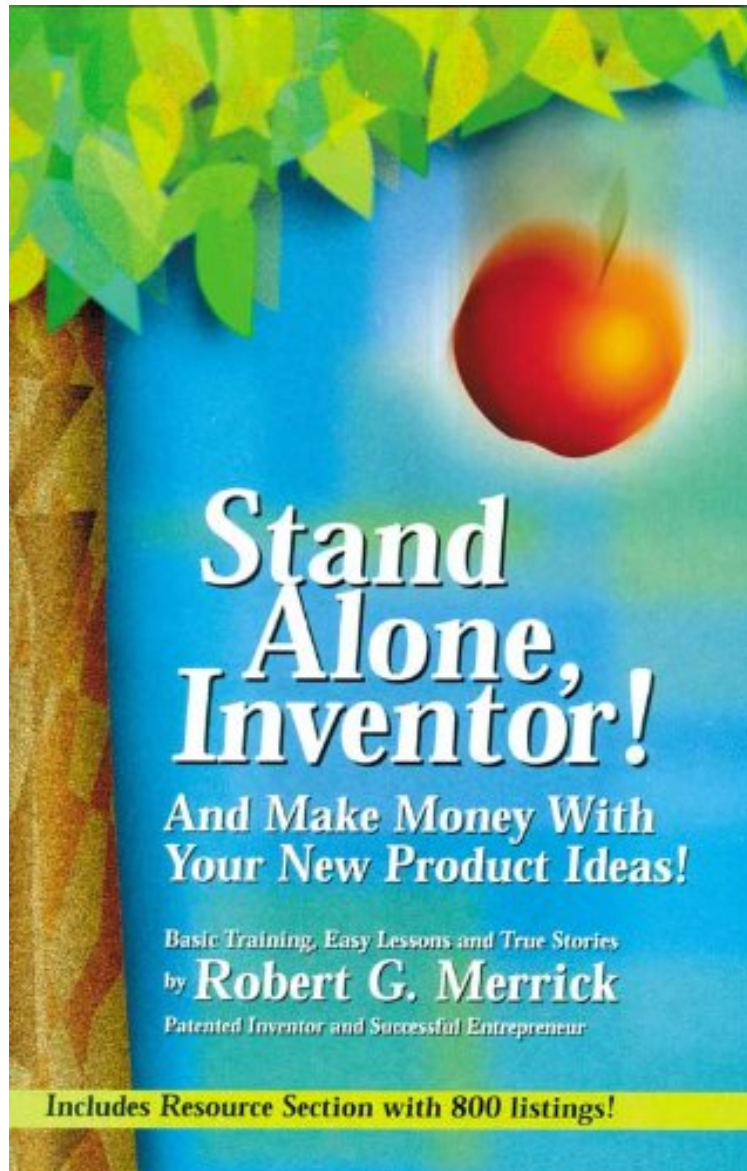


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Stand Alone, Inventor!: And Make Money with Your New Product Ideas!

Robert G. Merrick

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Robert G. Merrick : Stand Alone, Inventor!: And Make Money with Your New Product Ideas! before purchasing it in order to gauge whether or not it would be worth my time, and all praised Stand Alone, Inventor!: And Make Money with Your New Product Ideas!:

1 of 1 people found the following review helpful. For a Particular Type of Inventor By Clarke Waldron Although this is a very useful book about inventing, it is geared specifically toward the "stand-alone inventor"; that is, an inventor who

wishes to take his own product from concept through production, marketing, sales, everything. There are the main chapters which deal with the various aspects of accomplishing the task; one of which was the idea that such inventions need to be small and simple. It was at this point that I realized that this book was not what I was seeking; for the invention on which I am working is highly complex and would definitely be something that I would much rather license than supervise all the aspects beyond producing a working model. So, this is not a truly thorough review. However, I did skim through the book and it seems to be well-done and the author spoke with the voice of experience. I would only recommend that you scan the chapter titles in any book to help give yourself a better idea of what will be covered within it before buying it. That is what I should have done. 0 of 0 people found the following review helpful. promote and sell your invention better than you By Anca I. Finally a book for ordinary inventors. Because who else can explain, promote and sell your invention better than you, its inventor? 5 of 5 people found the following review helpful. A MUST READ for anyone interested in inventing, marketing and selling their own products! By R. Tom This practical and insightful book from experienced veteran Robert Merrick, delivers exactly what it promises and more! A brisk, enjoyable read full of valuable lessons, resources, ideas, entertaining anecdotes, and real-world wisdom that will help save you from making costly mistakes and greatly improve your probability of success. I have a handful of other books on inventing, but I would easily trade them all for this one! I only wish I had found this book earlier. A MUST READ for anyone interested in inventing, marketing and selling their own products! With this book, you CAN be a stand alone inventor, without feeling quite so "alone" on the journey. Thank you, Mr. Merrick!

From the creator of four successful inventions, each posting sales in the millions, these step-by-step lessons and real-life experiences will help aspiring inventors move ahead and succeed with a new product idea. Beginning with the basics of what to invent, how to test it cheaply to see if it will sell, and how to protect and distribute it, "Stand Alone, Inventor!" also offers guidelines on manufacturing and merchandising products from the ground up. Advice on gaining store acceptance, writing a press release and sales material, and getting services for less than what the big guys pay make this book a valuable reference for anyone who wants to turn a simple idea into a million-dollar seller.

From Scientific American Written by one of the most savvy guys I know on the subject of entrepreneurial inventing, Bob Merrick's book does a terrific job of verbalizing inside information on how to succeed with simple inventions. Bob Merrick's story of how he achieved invention success is a fascinating read, plus good guidance for how entrepreneurs can do it themselves. -- Dr. Rick Crandall, Ph.D., author of the best seller, How to Market Your Services: For people who HATE to sell, and founder, Community Entrepreneurs Organization. Bob's book brilliantly presents creative ideas for launching new products. If you plan to profit with your new invention, start by reading this book. -- David Pressman, Author of the best seller, Patent It Yourself! Stand Alone, Inventor! teaches how to go it alone with your inventive ideas and make your fortune. This is a how-to book for fledgling inventors, and anyone who desires to develop and market their own ideas or who want to work for themselves by starting their own businesses, especially persons wanting to start a home-based business. It is an invaluable resource for anyone who has a new idea for a product, but doesn't know how to proceed. The author provides practical advice drawn from his experience as a successful inventor and manufacturer. Step-by-step guidance shows how to go from brainstorm to store shelf on your own and without going into debt. Covers financing, manufacturing, packaging, advertising, locating distributors and direct marketing, including via Cable TV and the Internet. Includes a Resource Section of over 800 hard-to-find services, product sources, and buyer contacts by industry, which are needed to launch a new product. (310 pgs., 46 illustrations, 6"x9" Paperback, 1997) -- Book Description What this country needs is more stand-alone inventors like Bob Merrick, who find out how to create their own job, and go on to create jobs for others. He teaches his readers how they can succeed and make a difference, if they assume responsibility for their inventions and for themselves. -- Joanne Hayes-Rines, Editor, Inventors' Digest magazine. From the Publisher Stand Alone, Inventor! is a book that provides aspiring inventors with a fast-track agenda. Successful inventor and entrepreneur, Robert Merrick starts off with needed basics: what to invent, how to test it cheaply to see if it will sell, and how to protect and distribute it, while avoiding partners, venture capital firms, and marketing scams. But it is his first-hand knowledge of manufacturing and merchandising products from the ground up that readers will find most valuable. In true marketing fashion, Merrick uses many photographs and illustrations to clarify his points. Merrick proffers inside information as to who you must contact to gain store acceptance; what your press releases must say to get free ink in newspapers and trade magazines; what your sales materials must look like to be accepted by buyers; where you must go to get printing and other services for less than what the big guys pay; how to determine what price your product must sell for to make a profit; how to locate the right manufacturer in the USA and offshore; and, why you are the best person to oversee the marketing of your own invention! The book includes a 43-page Resource Section that lists contact details on more than 800 hard-to-find sources and services for inventors. Here the reader is able to locate such things as low-cost manufacturers, color printers and package designers, along with contact information on key retailers and trade publications in given industries. Also listed are data on free-assistance non-profit inventor support groups, and much more. Unlike many authors of books on inventing, Merrick suggests that inventors wait before trying to license or sell

their ideas to others. Meanwhile, he advocates that inventors learn to use their ideas to begin to grow a successful company. This process results in a developed product that can always be offered to licensees. In addition to his own, he tells the stories of several other successful stand-alone inventors, who followed his formula. The reader gains not only the how-to of inventing and marketing new products, but also a feel for the excitement and personal rewards that being an inventor can bring.