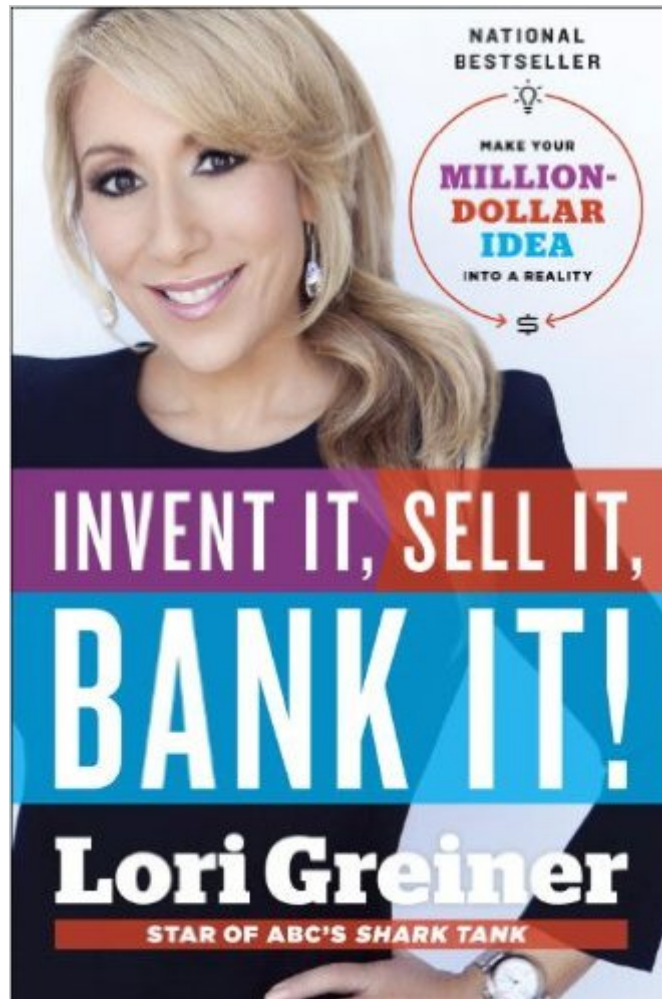


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# Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea Into A Reality



## Synopsis

**NATIONAL BESTSELLER** From one of the stars of ABC's *Shark Tank* and QVC's *Clever & Unique Creations* by Lori Greiner comes a hands-on, nuts-and-bolts guide to getting a new product or company off the ground and making it a success. • Turn your idea into a reality. Become your own boss. Make your first million. Achieve financial freedom. Lori Greiner shows you how. • Lori Greiner is one of America's most successful, prolific, and sought-after entrepreneurs. But before she created her first hit product, all she had was a great idea, a tireless work ethic, and no clue how to get it to market. So Lori taught herself everything she needed to know about bringing an invention from concept to creation to consumers in months. She learned the ins and outs of business, manufacturing, investors, patents, marketing, and more. Now, five hundred million dollars in retail sales later, in an honest and straightforward fashion, Lori reveals the path she took to her wealth of experience and hard-won wisdom so that you, too, can achieve financial freedom and see your invention become reality. • *Invent It, Sell It, Bank It!* is a hands-on, nuts-and-bolts guide to getting a new product or company off the ground and making it profitable. Sharing her own secret formula and personal stories along the way, she provides vital information and advice on topics that can often intimidate, frustrate, and stump aspiring entrepreneurs. • Offering behind-the-scenes insights into her experiences on ABC's *Shark Tank* and QVC-TV's *Clever & Unique Creations* by Lori Greiner, as well as valuable lessons learned from the mistakes and triumphs of her early career, Lori proves that, with hard work and the right idea, anyone can turn themselves into the next overnight success. • So a note to all the weekend inventors, armchair CEOs, and get-rich-quick dreamers: No more excuses! With Lori Greiner as your personal mentor, the only thing left to do is make your product, get out there, and sell it! • Inside, Lori covers such topics as . . . • Market research: Is your idea a hero or a zero? Don't be so fixated on the end result that you forget to make something that people actually want to buy. • Product design: I have an idea, now what's next? From concept to prototype to final product: How do I make it and where do I start? • Funding: Although loans, investments, and crowd-sourcing are great ways to access cash, first tap into your own resources as wisely as possible. • Manufacturing: Seeing your final product roll off the assembly line is a magical moment, but there are things to watch out for so you get there in a cost-effective way. • Protecting your idea: To patent or not to patent, and other things you can do to safeguard your idea. • The secrets to selling successfully: You got the product made, now learn how to get people to buy it! Advance praise for *Invent It, Sell It, Bank It!* • I am used to dealing with Mavericks and Lori fits the bill! Lori Greiner's insightful and practical book, *Invent It, Sell It, Bank It!* should be on the required reading list for anyone who wants to take an idea and turn it into

a real business.â •â "Mark Cuban Â â œWhile most people write a book to make money, itâ ™s evident in reading Invent It, Sell It, Bank It! that Loriâ ™s goal is to share her secrets with the reader, and make them money.â •â "Mark Burnett

## Book Information

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## Customer Reviews

Lori incorporates her story of her first product, an earring organizer, from conception to stores in 4 months, and her evolution into entrepreneur conglomerate and "unicorn" on Shark Tank, with behind the scenes info. As A preacher of DIY, she has become an expert in manufacturing, patents, and design. She also stresses importance of family, fun and compassion. The book is linear, but explains you will be doing several steps at once. It will require hard work and dedication on your part. Topics include: Are you ready? Public speaking a must amongst other listed criteria. Is your idea a hero or zero? How and why with a summary checklist provided. How to make your product, from prototype (design engineers, PMS 365, mock up, 3D printing, plastic manufacturers, injection molding, CAD design...don't know what I'm talking about? It's all in the book:-). Again, at end of chapter a helpful checklist is provided. A chapter on market research is provided and then she dives into the inevitable, daunting task of funding ( business plans and what you need to know). Without providing her personal Rolodex (dream on people!) she lists where to look for funding with many examples and the pros and cons. Very thorough and enlightening for me. Do you know what a DVRT company is? I didn't either. Next up. Patents and then Pitching. How tos, what to do...more info with some great success stories. If you are lucky enough to make it this far, Lori continues by

sharing manufacturing and packaging secrets. What to consider, overseas options with reputable contact info provided, regulations and laws, quality control, etc.

I'm not really a fan of Shark Tank. My wife loves the show and keeps telling me to watch it. I've watched bits and pieces of it, but to tell you the truth the judges, or sharks, don't appeal to me because they are so aggressive and the show is all about money money money. So then why did I read this book, written by one of the sharks? Because someone I know is an "inventor" and I wanted to see if this book would be worth recommending to him. It is. I am not familiar with Lori Greiner. The bits of the show I've watched, I have seen Mark Cuban and the other two guys talking, along with the older lady and I don't like any of them. I guess I should watch for Ms. Greiner, since she has written what I feel is a very good book. At first I thought this was a quick bit of work to make money by taking advantage of her shark status. Obviously she wants to make money from it, but the reader gets his or her money's worth; I got the impression she really cares about helping the reader to be successful. When she talks about her experiences, it seems more about helping and not about bragging. The book is well-organized, with chapters covering all the major aspects of bringing an idea or invention to market. It isn't sugar coated, and it is written in a very personable way that makes it easy to read and understand. Having a business background (but never having tried to market any of my own ideas), my two cents is she provides a sensible, solid foundation for someone who wants to market a product. There's no fluff in the book, it's all practical and wise advice.

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