

Get the most out of our Newsletters and Handouts

In our newsletters and handouts we try to point out useful articles of interest. Most have Long links. Some are excruciatingly L...O...N...G links.

Now, I can be a bit of a devil at times but I am not a sadist. We have built in a way to access those links without having to type in the whole line of gobble-ly-goop (only to find you missed one forward slash or question mark and it doesn't work).

Use the printed material as a guide. Mark off the articles of interest. Then go to the website www.inventorssociety.net. Access the handout or newsletter online and the links are live. "They are alive! I tell you!" There you can just click on them and GO!

Another trick, that works most of the time as long as the articles are recent, you can extract the host site from the chain and search the website for the content. For example, I have enhanced the host site in the following link.

<http://www.popsci.com/technology/article/2011-03/cornell-culinary-institute-mashup-uses-3-d-printer-produce-edible-objects>

There is a lot of great information on the website that can really help you. Including information on upcoming speakers, Slides from past speakers and sometimes contact information, handouts you might have missed, eBlasts that might have missed you (we have recently learned that Mail Chimp, the service we use for the eBlast, sometimes simply ignores random addresses. Maybe it's just being a bit of a devil too).

On the site index you can find all sorts of gems, like photos from past EXPOs, historic facts about the organization and more.

However, the absolute best way to get the most out of the information we provide is to Use It. Incorporate it into Your Project.

Sure we all enjoy the camaraderie, listening to interesting speakers and increasing our knowledge of the business of inventing but above all we are all here for one thing.

We want to get **RICH!** Sure, if we can help out humanity, make people's lives better along the way, that would be awesome but be honest, we are here to make money.

Now the only way to do that is to get your product on the market and the only way to do that is to start applying what you learn here. Once you have your product, we introduce you to opportunities to promote it and possibly sell it or license it as they become available.

I hope this makes our information more accessible, easier and more enjoyable.

PLEASE! Do Your Homework First. Learn as much as you can about your industry and how your product stands in that industry by going to tradeshows, joining industry specific organizations and of course internet research. Do your own patent, product and industry searches. Define the demographic of your end user and buyer. Determine the distributor of your product and what it takes to entice them.

Build your Frankenstein model and live with it, improve it, develop it. If you need professional help to move forward (FIRST, Talk to me about Assignment Clauses and Work for Hire Agreements).

Put together a market plan, a business plan and most importantly a Budget. There is nothing more frustrating then running out of money with you dream just in sight!

If this sounds like a lot of work, that's because IT IS but it is also extremely rewarding. After sitting on the couch, thinking about making that prototype for years, once you build it (it Will take several tries) and it WORKS! The mad scientist in you will shout, "It's ALIVE!!!"

What I have described above is an industry standard called "Best Practices". The Companies who use Best Practices have a 93% success rate while the industry as a whole has a less then 1% success rate. The Big Boys must know something.

We LOVE Dewar's here. I meant, We LOVE DOERS here. Use the monthly meetings as an incentive to be able to announce an accomplishment when I open the floor. You'll feel good and you will inspirer someone else to move ahead.

My job is to provide the tools so You can Get the Job DONE! I'm working hard on my end and I have the utmost faith in You. That you have the ability to succeed!

So Let's DO IT!

Leo Mazur

President of the Inventors Society of South Flroida

mazurelectric@earthlink.net

561-676-5677