

The Power Of PR

Taking It Directly To The Street

Thomas Madden (Chairman of the highly successful Public Relations firm, the **TransMedia Group**) would be the first one to say that he is NOT an INVENTOR. He told me, his Knife and Forklift TM started out as a kind of joke. He never did half the stuff we would consider standard procedure but he IS a Public Relations Master!

After just a few well-placed press releases and a few media spots (including The Ellen DeGeneres Show), he achieved more success than most independent inventors I know. So much so, that the regular duties of his staff are being overwhelmed by his little experiment.

Mr. Madden, has worked for some of the biggest firms in the business (like AT&T) down to small inventors like us. HE KNOWS PR and how to use it to sell a product. Best of all, he is willing to share some of his knowledge and vast experience (not to mention some hilarious stories and insights) with us.

His methods go completely against the strong business approach steeped in heavy research that we normally recommend. It is a more cavalier approach of taking it to the street and letting the public decide. But most importantly IT WORKS!!!

This is part of our effort to introduce you to other methods available for you to achieve your ultimate success. Maybe, like me you are more cautious, but make no mistake about it, PR WILL play a vital role in your success and NOW is your opportunity to learn about this powerful tool from one of the best.

Once you have prepared all the research and completed all of the development, you (or your licensee) will have to launch the product. Most of the times, you will need to get some exposure to create an interest in those potential licensees. That is where PR becomes vital.

One spot in a local paper or on a local TV show can make that person who would not take your calls, CALL YOU! Just imagine what some serious exposure can do.

You really don't have to imagine it. Through one of our eBlasts, two of our members learned of a media opportunity, took advantage of it and had their product LoveHandles featured on the Kelly and Regis show. Shortly afterwards their product was selling in a nation wide children's boutique.

You can learn more about TransMedia at www.transmediagroup.com and Tom's product the Knife and Fork Lift TM at www.knifeandforklift.com .

Don't miss this opportunity to learn about this vital part of YOUR success story from a Master by attending this presentation, which will be hosted by the Inventors Society of South Florida (a non-profit educational organization) at 1PM on Saturday 11/6/10 at the LIGI Tool Company (3220 SW 15th Street Deerfield Beach, FL 33442).

For more details and directions please go to our website www.inventorssociety.net or contact Leo Mazur 561-676-5677 mazurelectric@earthlink.net or Joanna Zaremba 954-486-2426 joannapoland@comcast.net