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—TIM FERRISS, author of the #1 *New York Times* bestseller, *The 4-Hour Workweek*



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2. Invent for the marketplace.

3. Pick the winners.

4. Do I really need a patent?

5. Bring your ideas to life.

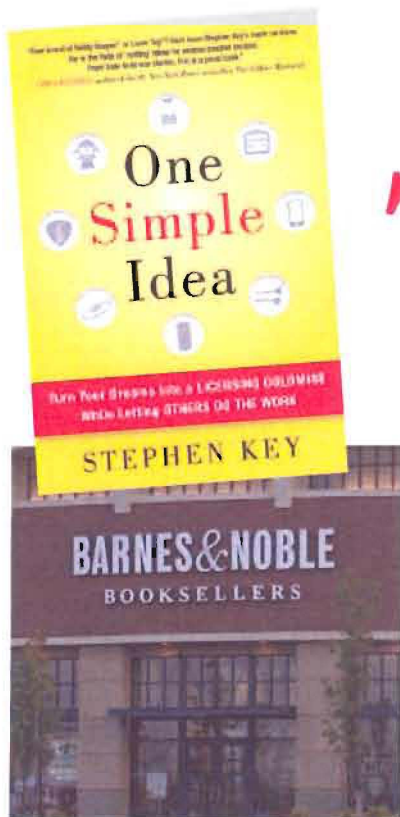
6. One line benefit statement.

7. Sell Sheets.

8. Contacting companies.

9. Cutting a great deal.

10. Increase your chances of success.



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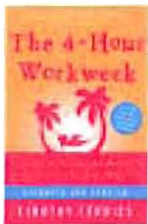
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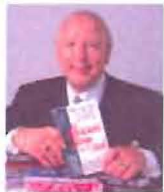
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What Others Say...

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— Tim Ferriss, author of the #1 NY Times bestseller, *The 4-Hour Workweek*



"My friend, Mr. Key's brilliance, wisdom and insight will make you rich. Buy this book!"

— Mark Victor Hansen, Best Selling Author and Co-Creator of *"Chicken Soup For The Soul"*, over 110 million copies sold.



"Since the successful marketing of the Pet Rock in 1975 I have talked with thousands of hopeful inventors who seek help in getting their ideas to market. Stephen Key has written a book which is overflowing with the all-important information that inventors need; a step-by-step guide through all that goes into a successful product introduction. It's a book I wish I would have had available to me. It's a book that would have saved me a lot of time and money."

— Gary Dahl, Inventor of the Pet Rock



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