



How to Sell Your Invention

Dave Sampson

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You've created an invention. You dream of Thomas Edison, Leonardo Da Vinci, and Benjamin Franklin. Thoughts of grandeur and fame flood your mind. You envision your invention stocked in every home in the country. Before you spend thousands of dollars mass-producing your creation, however, it's time to take a step back.

The vast majority of inventors never see their creations produced and sold to the average consumer. Why? Because they didn't spend enough time evaluating the marketability of their product. With this eBook, you can prepare yourself for the grueling process of selling your invention.

Following the steps listed in the next chapters will improve the likelihood of your invention becoming a success and earning you some profits.

Before you can sell your invention, though, your invention has to be sellable? Sounds logical, doesn't it? Surprisingly, many inventors don't stop to consider just whether or not their invention is useful, marketable, or appealing to the average consumer. For example, you may have invented something that solves a problem in your life, but your invention may not have real-world application. Spend some time considering the marketability of your product. Consider how you can improve your invention, so that it appeals to a larger portion of consumers. Even small change and adaptations can make an enormous difference as you begin the process of selling your invention.

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