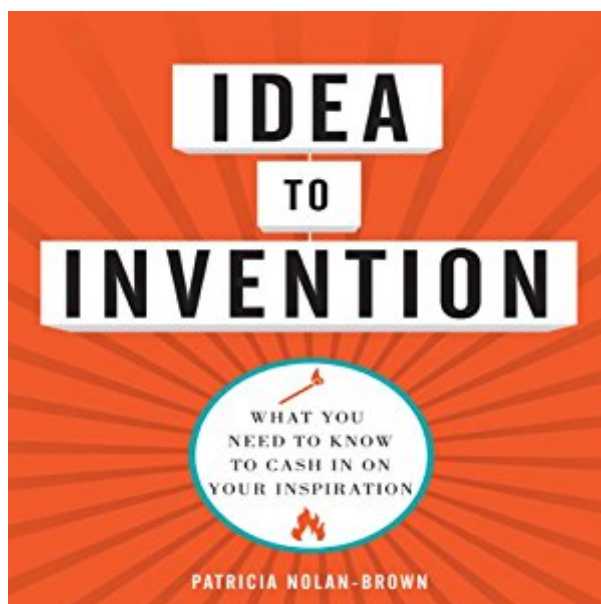


The book was found

Idea To Invention: What You Need To Know To Cash In On Your Inspiration



Synopsis

You don't have to be a mechanical genius to be an inventor. Anyone can invent - a parent wrestling with a baby sling...a coach frustrated with slick-soled running shoes...an office worker determined to keep the computer cords untangled. Inventing is simply finding clever solutions to everyday challenges. Author and inventor Patricia Nolan-Brown has turned common annoyances into ingenious and money-making products. She shares the tricks of her trade in *Idea to Invention*, a practical guide that helps ordinary people look at their world with the eyes of an inventor. Readers will learn six simple steps to invention - and discover: How they rate on six crucial personality traits; creativity habits that spark invention; the power of tape-and-paper prototypes to refine their vision; how to navigate the ins and outs of licensing and patenting their product; the pros and cons of finding a licensed manufacturer vs. running a home-based assembly line; how to promote their invention-from perfecting the pitch and finding store buyers to trade-show shortcuts and strategies for creating buzz online; and product enhancements that add years to shelf life. From initial concept to thriving business, this handy guide simplifies the invention process and gives creative thinkers the competitive edge they need to achieve success.

Book Information

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Customer Reviews

The observation by Howard Aiken correctly notes some of the challenges that await those who formulate what they believe to be a "great idea." How to convert that idea into what Patricia Nolan-Brown characterizes as an "invention," at least in the form of a prototype, and then take it to

market? Her answer to that question is provided within this book: "My message in a nutshell is that anyone can become a successful inventor. Just think 'six-plus-six' -- six personal traits for success and six simple steps to invention. You don't need a trust fund, a corner office, or a second mortgage to do it. All you need is your own imagination and this book." As I came upon the passage in the Introduction just quoted, I was again reminded of this observation by Oliver Wendell Holmes: "I wouldn't give a fig for simplicity this side of complexity but I would give my life for simplicity on the other side of complexity." Nolan-Brown's choices of words and phrases (Just think, six simple steps, all you need, etc.) suggest that completing the process from idea to invention is far simpler than in fact it is. The single greatest value of this book is that it will help those who absorb and digest the material to eliminate waste of resources, to make better choices, to sharpen their focus on what is most important, and to obtain whatever assistance and support that may be needed to achieve eventual success. All of the information, insights, and counsel provided can help to achieve those worthy objectives. These are among the dozens of business subjects and issues of special interest and value to me, also listed to indicate the scope of Nolan-Brown's coverage.

I think most people think that to be a successful inventor you need to come up with some earth shaking new idea. Patricia Nolan-Brown, author of *Idea to Invention*, says that is just not the case. What you really need to do is see a need and then invent a solution. The key to being a successful inventor is to be a good problem solver - to be able to recognize a real problem and develop a workable solution. The first thing you will learn is that Ms. Nolan-Brown writes from first hand experience. She has developed and sold many different inventions for literally millions of dollars. She writes in a simple, straightforward style. She freely shares all the experience she has gained over the years. Ms. Nolan-Brown uses the word INVENT as an acronym for the mindset you will need to take your idea from the concept stage to a marketable finished product. To be a successful inventor, you must possess the following traits: Inquisitive, Nerve, Voice, Energy, Nourish and Tenacity. At the start of the book is a quiz to see if you have what it takes to be a successful inventor. Then Ms. Nolan-Brown walks you through each step of the process - starting off with Inquisitive. You must be curious. Observe how things work, take note of what might work better. Become a life long learner. Read and research. If you want to be an inventor, you must have Nerve. You will need a thick skin because there will be plenty of people who will throw cold water on your idea. Next is your Voice - your passion for your ideas. Passion sells. Then comes Energy - You will need to follow the different ways to maintain your energy. After that you must Nourish your dreams and have the Tenacity to stick with the project to completion.

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