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Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea Into A Reality



Synopsis

NATIONAL BESTSELLER From one of the stars of ABC's *Shark Tank* and QVC's *Clever & Unique Creations* by Lori Greiner comes a hands-on, nuts-and-bolts guide to getting a new product or company off the ground and making it a success. **Turn your idea into a reality. Become your own boss. Make your first million. Achieve financial freedom.** Lori Greiner shows you how. Lori Greiner is one of America's most successful, prolific, and sought-after entrepreneurs. But before she created her first hit product, all she had was a great idea, a tireless work ethic, and no clue how to get it to market. So Lori taught herself everything she needed to know about bringing an invention from concept to creation to consumers in months. She learned the ins and outs of business, manufacturing, investors, patents, marketing, and more. Now, five hundred million dollars in retail sales later, in an honest and straightforward fashion, Lori reveals the path she took to her wealth of experience and hard-won wisdom so that you, too, can achieve financial freedom and see your invention become reality. **Invent It, Sell It, Bank It!** is a hands-on, nuts-and-bolts guide to getting a new product or company off the ground and making it profitable. Sharing her own secret formula and personal stories along the way, she provides vital information and advice on topics that can often intimidate, frustrate, and stump aspiring entrepreneurs. Offering behind-the-scenes insights into her experiences on ABC's *Shark Tank* and QVC-TV's *Clever & Unique Creations* by Lori Greiner, as well as valuable lessons learned from the mistakes and triumphs of her early career, Lori proves that, with hard work and the right idea, anyone can turn themselves into the next overnight success. So a note to all the weekend inventors, armchair CEOs, and get-rich-quick dreamers: No more excuses! With Lori Greiner as your personal mentor, the only thing left to do is make your product, get out there, and sell it! Inside, Lori covers such topics as . . . **Market research:** Is your idea a hero or a zero? Don't be so fixated on the end result that you forget to make something that people actually want to buy. **Product design:** I have an idea, now what's next? From concept to prototype to final product: How do I make it and where do I start? **Funding:** Although loans, investments, and crowd-sourcing are great ways to access cash, first tap into your own resources as wisely as possible. **Manufacturing:** Seeing your final product roll off the assembly line is a magical moment, but there are things to watch out for so you get there in a cost-effective way. **Protecting your idea:** To patent or not to patent, and other things you can do to safeguard your idea. **The secrets to selling successfully:** You got the product made, now learn how to get people to buy it! Advance praise for *Invent It, Sell It, Bank It!* "I am used to dealing with Mavericks and Lori fits the bill! Lori Greiner's

insightful and practical book, *Invent It, Sell It, Bank It!* should be on the required reading list for anyone who wants to take an idea and turn it into a real business. —Mark Cuban

“While most people write a book to make money, it’s evident in reading *Invent It, Sell It, Bank It!* that Lori’s goal is to share her secrets with the reader, and make them money.” —Mark Burnett

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Customer Reviews

Greiner’s obsession with an idea for an earring organizer launched her into a long career as inventor and entrepreneur. With no background or education in business and none of the advantages of the Internet age, she now has more than 400 inventions to her credit, 15 years on QVC’s *Clever & Unique Creations*, and her notoriety as the “warm-blood shark” on *Shark Tank*. Greiner has much to share with aspiring inventors. From her own early efforts, both failures and successes, she shares what she’s learned along the way from concept to market shelf, including designing, patenting, manufacturing, pricing, and marketing. Greiner includes step-by-step instructions and checklists to identify the basic elements — usefulness, uniqueness, safety, well-priced, desirable, and easily demonstrated — of promising inventions. She includes advice on how to use social media and online surveys to do market research and the pros and cons of getting financing through friends, family, banks, crowd funding, or venture capitalists. Most fascinating are her behind-the-scenes looks at QVC and *Shark Tank* as she recalls the ups and downs of pitching ideas. —Vanessa Bush

Advance praise for Invent It, Sell It, Bank It! "I am used to dealing with Mavericks and Lori fits the bill! Lori Greiner's insightful and practical book, Invent It, Sell It, Bank It! should be on the required reading list for anyone who wants to take an idea and turn it into a real business." •Mark Cuban "While most people write a book to make money, it's evident in reading Invent It, Sell It, Bank It! that Lori's goal is to share her secrets with the reader, and make them money." •Mark Burnett "Inventors, look no further" •Lori Greiner's book has it all. It's fast, it's fun to read, and it's packed with all the information you need to turn your big idea into a huge success." •New York Times bestselling author Gary Vaynerchuk, CEO, Vaynermedia

I have not read the entire book yet but it appears to have a lot of good ideas that make sense. I will give better feedback once I have completed the book. I really bought it for my son-in-law so I will get his feedback too!

I have not read the whole book; yet, it seems like it's a good and informative book to read

There is helpful information, for sure. The best part of the book is the "feel" to it, i.e. - you get to develop a sense of who Lori Greiner is as a person. As I said, there is good information and some of it is step by step. I think that anyone interested in bringing a product to the market should include this book on their list. It was also a very lite read, not taxing at all, which helped...

I've read a great deal of business books but this one was better than expected. I've watched Lori both on QVC and Shark Tank but hadn't heard her talk 'real' business strategies. The book shared some great insights, business lessons and wisdom. It's a book I'll definitely recommend to others.

I appreciate the information in Lori Greiner's Book. I watch The Shark Tank and Lori's approach is refreshing how she relates to people when they introduce their ideas. So, I am interested in how each Shark decides on which new product is approved. I enjoy watching Lori's interaction on the show each week with potential start-up products. So, keep up the great attitude again, it's refreshing. Thanks for information in Invent It, Sell it, Bank It.....

Best book I've read on creating a new product, getting it made, and marketing it. She tells step by step how she made a success out of her first product without sugar coating anything. Straight up good advice!

Good intro into the inventor's process. I learned terminology that I needed during production. Lori thank you for at least making me sound smart,

This is a great read in which Lori has selflessly shared her knowledge and selling framework. All professionals will benefit and learn much from her material. I highly recommend.

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