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Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea into a Reality

Lori Greiner

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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 topic 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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From reader reviews:

Boris Hansen:

Spent a free the perfect time to be fun activity to accomplish! A lot of people spent their free time with their family, or all their friends. Usually they carrying out activity like watching television, going to beach, or picnic in the park. They actually doing same every week. Do you feel it? Do you want to something different to fill your own personal free time/ holiday? Could possibly be reading a book could be option to fill your cost-free time/ holiday. The first thing that you ask may be what kinds of guide that you should read. If you want to consider look for book, may be the e-book untitled Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea into a Reality can be fine book to read. May be it may be best activity to you.

Logan Merritt:

A lot of people always spent their free time to vacation as well as go to the outside with them loved ones or their friend. Did you know? Many a lot of people spent they free time just watching TV, or playing video games all day long. If you want to try to find a new activity this is look different you can read some sort of book. It is really fun for you personally. If you enjoy the book that you just read you can spent all day long to reading a e-book. The book Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea into a Reality it doesn't matter what good to read. There are a lot of those who recommended this book. These were enjoying reading this book. When you did not have enough space to create this book you can buy the particular e-book. You can m0ore easily to read this book from the smart phone. The price is not too costly but this book offers high quality.

Jenny Davis:

The book untitled Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea into a Reality contain a lot of information on that. The writer explains your ex idea with easy approach. The language is very clear to see all the people, so do definitely not worry, you can easy to read it. The book was written by famous author. The author gives you in the new period of literary works. It is easy to read this book because you can continue reading your smart phone, or gadget, so you can read the book with anywhere and anytime. If you want to buy the e-book, you can start their official web-site and order it. Have a nice examine.

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