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Create Simple Products For As Seen On TV: How To Make Millions With Your Unique Ideas



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Synopsis

Learn To Get Your Ideas On TV Ã¢â ¬Â¢ The Fastest Way to Earn Millions Ã¢â ¬Â¢ What You Need to Pitch Your Ideas Ã¢â ¬Â¢ Earn Royalties with No Patent Required Ã¢â ¬Â¢ Protect Yourself from Getting Knocked Off Ã¢â ¬Â¢ Simple Ideas that Solve Everyday Problems Ã¢â ¬Â¢ Identify The Right Companies to Work With DonÃ¢â ¬â„¢t spend thousands of dollars on patents, prototypes and manufacturing too early in the invention sequence. License your ideas into the Ã¢â ¬Å“As Seen On TVÃ¢â ¬Â• category with no patent, using a simple hand-made prototype and smartphone demo video. Smart inventor entrepreneurs work with trusted licensees, who thrive using a confidential speed to market strategy. Get a sneak peek on the other side of the table, with industry insider, Carrie Jeske. The secret is working with the right company to complete early stage market viability testing before putting your idea on crowdfunding sites or other public domain sources. If your ideas meet the narrow criteria of the Ã¢â ¬Å“As Seen On TVÃ¢â ¬Â• you could have the next big winner in the $350 billion dollar DR-TV industry. As Seen On TV is a home run business shot with hit products selling a whopping 5-8 million pieces a year for a short product life cycle of 1-5 years. Each product must solve and everyday problem in a visually appealing way. Since the cost of TV media is high, products much have mass appeal to the widest market segments. Inventing is a gamble. Whether youÃ¢â ¬â„¢re rich or poor, business savvy or an independent inventor, big company or small, we are all at the mercy of the elusive mass market consumer. No human can guarantee success. ThatÃ¢â ¬â„¢s why itÃ¢â ¬â„¢s so important to use low-cost, high-return inventing strategies and stay within the sequence youÃ¢â ¬â„¢re about the learn. Inventing is both an art and a science; the two combinations donÃ¢â ¬â„¢t always give us a guaranteed formula for success. Whatever the source of your dream or your motivation. This book will deliver a path to the fastest, low-cost/high-return inventing strategy on the planet. I believe there are spiritual and physical laws of reaping and sowing. If you plant beans, you harvest beans. Want corn? Plant corn. So it is with inventing. If you want great wealth, start investing your money in education and your time either helping others succeed or being genuinely happy for them when they do. Stroll by the ASOTV shelves at retail and realize there is no other place in the entire store where so many independent inventorsÃ¢â ¬â„¢ products are available to be purchased. Some inventors are making millions. You can be next.

Book Information

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Customer Reviews

Carrie Jeske thrives in long-term business and personal relationships built on mutual benefit. SheÃ¢â ¬â„¢s been married for 30 years to her Junior High School sweetheart, Stewart Jeske. Stewart is an inventor and structural engineer, and together they launched their first consumer product in 2000, raising $250,000 from friends and family. Currently, Carrie Jeske serves as a direct licensee for the Ã¢â ¬Å“As Seen On TVÃ¢â ¬Â• category and works to educate inventor entrepreneurs on low-cost, high-return product launch strategies. As president of Inventive Ideas, she connects finished product designs with trusted manufacture distributors through her team of licensing agents and helps people create new product concepts inside Inventing Workshops. Carrie Jeske is a team builder, motivator, leader and salesperson. SheÃ¢â ¬â„¢s called Ã¢â ¬Å“The Velvet HammerÃ¢â ¬Â• for her direct, but gentle way of providing candid feedback on new product ideas.

Carrie Jeske is a successful inventor and entrepreneur. She works in the trenches of the ASOTV(As Seen On TV) industry. This is a definitemust read for those interested in DRTV. (Direct Response TV). Carrie shares the ins and outs of the business and what it takes to be successful.Thanks Carrie!

This book is a great resource for those inventors who are interested in getting their products considered for sales on the ASOTV retail shelves. Carrie is a successful inventor in her own right and speaks from an expert standpoint. She openly shares her expert knowledge and experience.

If you have an idea, Carrie can help you make a lot of money.

If you dream about having the next hit on As Seen On Tv industry, this book is a must to have.

Very informative and easy to read and understand. I feel like I have the inside scoop on the As Seen on TV and crowdfunding industry! Thanks Carrie for the transparency and helpful advice. I would recommend this book to anyone who has ever had an idea about a new product and didn't know where to turn and to those who have a product but need some direction.

This book contains everything you need to know about the ASOTV world. Perfect for those that want to get a product sold quickly and on a large scale. Great as a reference book for anyone submitting ideas to ASOTV!

Fantastic book for anyone learning the game of licensing a product. Carrie has years of expertise working with ASOTV and shares what works, what doesn't and all the tips and tools, ideas and suggestions you need to become a successful inventor and licensor. It's written very conversationally, like she's just talking to you one on one. If you're considering getting into the game of product licensing, this is a great place to start.

Great read if you are interested in monetizing your creativity. Carrie Jeske gives a good overview how product licensing is working in general. She is focusing later on the particular requirements for produtcs for the As seen on TV category. I am in prooduct licensing since a few years but never really looked at the ASOTV so far. The insighs book will make me focus on that categoy now.

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