



Common Sell Sheet Screw-Ups

Getting your product sell sheet right the first time will save so much time when you're out there selling or licensing your invention.

A smart product flyer simply describes your idea in an efficient, attractive manner.

Get to the point, why is this thing good for the world?

A short bullet list of the best features and benefits gets attention fast.

List the *truly* important things about your idea.

Does it make life easier at work, or your pets more friendly?

Will it help kids thrive and save the planet at the same time?

Definitely list how it will last forever and save money and save your back on yard work.

...how it'll make users lose weight, make exercising safer or more fun, make stinky things smell great, keep the office neater, and make your car get double the mpg's...all while making everyone sign with relief!

At the same time, you've gotta make your flyer streamlined and exciting.

- Stay on point.
- Show smiling people using your product.
- Use fonts and colors that are current or you risk looking outdated.

Getting a sell sheet made to your specs isn't too expensive but a designer will probably keep you waiting a week or two, with a lot of time spent messaging.

By then you could've produced a flyer faster on your own!

Download a template from Inventor Shortcuts and you might just get your sell sheet done by *tonight*.

Now, go whip up a beautiful sell sheet following these tips, and keep inventing!

You may help (and make?) thousands...

Kristina Powell-Raines

[Inventor Shortcuts](#)

helpdesk@inventorshortcuts.com