



## Jumping to the Front: Finding Contacts...and Then What?!

As an inventor do you dive into the high-value activities that will get you the most bang...and the most buck?

Dreaming about getting your invention idea licensed is fun but can leave you with an empty bank account.

Fiddling towards prototype perfection and dwelling over lists about how you'll spend your millions won't get you there either.

What's the fastest way to get your idea or prototype in front of the companies who can get you to market?

Calling them directly of course. (I know, eek.)

Just one problem, even though those people want very much to see your ideas, they're not at all easy to find.

I know. My team and I have spent *months* putting together lists of real contacts that can get you into stores.

One of the bigger mistakes an inventor can make is spending their days or nights combing through outdated, or just plain fake, phone numbers and emails found online.

Yes, they're free, but you get what you pay for, right?

I personally have been through all the freebie lists in my quest to find potential licensees.

I'd guesstimate that 70% or more of them are long gone, moved onto to other companies or industries.

Maybe 25% have *never* worked with inventors to begin with; their names were used only as padding on these fake lists.

You certainly can spend hours making all the same calls yourself to pick out the remaining 5%.

It's a bit like panning for gold though. You win some, you lose a lot.

But of course I recommend going with a targeted, real list from Inventor Shortcuts.

They're **accurate**. And pricing is totally inventor-friendly.

Calling manufacturers and vp's directly cuts you right to the front of the line, so it's worth a few bucks.

Most importantly, it also will let you **instantly discover whether your product idea is fit for market**.

<https://www.inventorshortcuts.com/products.html>

**This is heads and shoulders above hiring an “invention service” that'll charge you tens of thousands and leave you empty-handed.**

Yeah, I use 'bold' a lot when I get miffed thinking about it!

(Personally I spent \$1,500 on a coach and \$12,000 going to market by myself...could've been worse. And at least I made some money back in sales.)

Hey, is there an industry we don't have yet on our site that you'd like to see on our contact products page?

Don't be shy: [helpdesk@inventorshortcuts.com](mailto:helpdesk@inventorshortcuts.com)

Okay, back on track, you're ready to make those calls, but what do you say?

First, **know every potential question and answer** inside and out.

Your invention is your baby...you know the color of your kids' eyes, right? And probably the color of their poop too :).

Funny thing is, the contacts you call probably won't ask any q's at first.

They just want to see your sell sheet; that's how they'll know whether to ask you for a follow-up call and more details.

If you're still not sure about what to say, try this:

[Inventor Communication Package](#)

It'll give you deets on basic calls, emails and more.

Remember your inventing-to-license steps:

- 1) Is it unique? Do the research
- 2) Make your sell sheet
- 3) Consider a PPA
- 4) Find potential licensees, make calls, send emails

- 5) Get a yes! Not that you can control this of course
- 6) Negotiate; get your product on shelves

Here's to you! **Now go get it done.**

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Inventor Shortcuts Licensing Tips