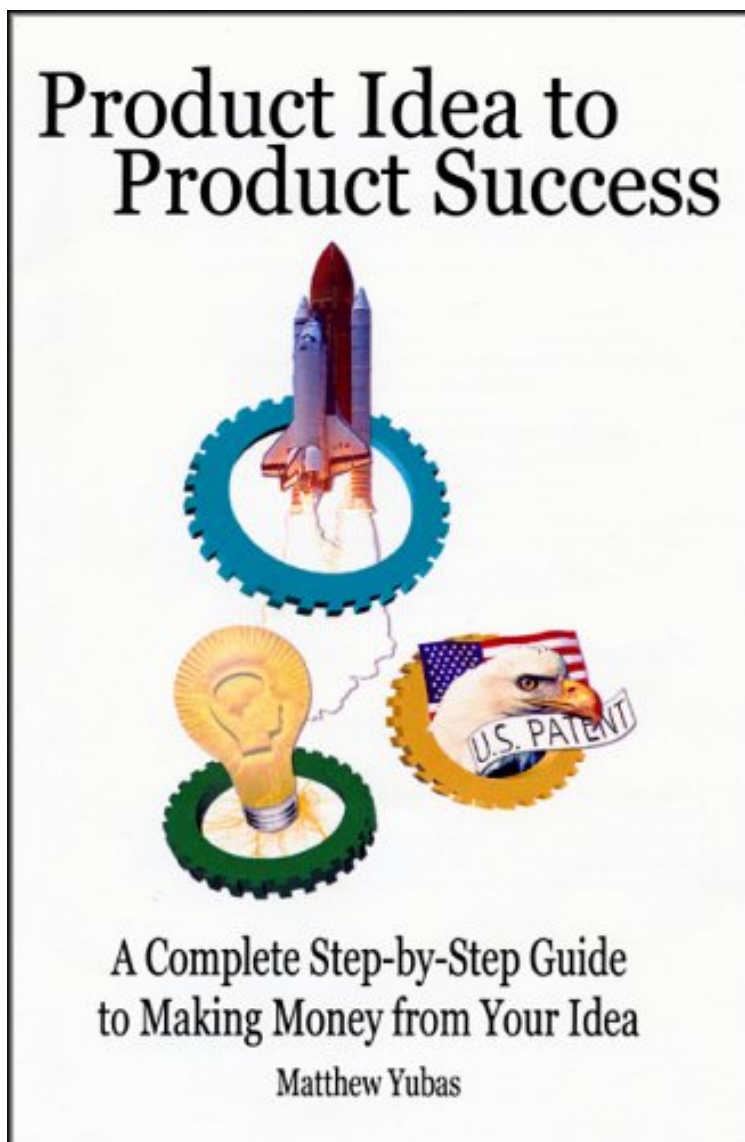


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Product Idea to Product Success: A Complete Step-by-Step Guide to Making Money from Your Idea

Matthew Yubas

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Whether it's a new product idea or service, inventions abound. Coming up with the idea is one thing, getting it to fly is another. In his new book, *Product Idea to Product Success: A Complete Step-by-Step Guide to Making Money from Your Idea*, author Matthew Yubas offers readers a comprehensive, complete, practical, and easy-to-understand guide to the process of bringing an invention to market. Anyone with a great idea for a new product or service can benefit from this book. In an engaging and conversational style, *Product Idea to Product Success* is filled with examples and real-world advice as Yubas takes readers through a step-by-step process to get from idea to finished product. Yubas even provides a method for determining whether a market exists before investing time and money on a product or service and then gives readers ways to brainstorm new ideas for future inventions. *Product Idea to Product Success* is an educational and thought-provoking mix of quizzes, surveys, marketing plans formats, and everything else readers will need to launch their ideas. Yubas fills *Product Idea to Product Success* with sound advice and cost-effective solutions which, if followed carefully, are almost guaranteed to produce success. This book will become a valued guide to new and experienced inventors and entrepreneurs alike.

Inventors tend to either be wheeler-dealers or careful and systematic. If you're the latter, the perfect book for you is *Product Idea to Product Success: A Complete Step-by-Step Guide to Making Money from Your Idea* (Broadword Publishing) by Matthew Yubas. It can help you flesh out and evaluate your idea in the startup phase to make sure it has moneymaking potential. Yubas, an engineer, provides product development advice and a useful analysis of how to determine whether your product meets customers' needs. --Entrepreneur Magazine Expertly written by Certified Product Marketing Consultant Matthew Yubas, *Product Idea to Product Success: A Complete Step-by-Step Guide to Making Money from Your Idea* is a handy financial and business guide to determining if an idea is commercially marketable; protecting rights; getting a competitive advantage; finding investors; making prototypes; establishing pricing strategies, and more. Emphasizing tested methods that work, *Product Idea to Product Success* is a superb guide for non-specialist general readers looking to profit off their own creativity, up to and including the desire to go into business for themselves. --Midwest Book s About the Author Matthew Yubas is a Certified Professional Marketing Consultant for the Small Business Development and International Trade Center. He has worked as an independent consultant, engineer, and product manager for startups, small businesses, and Fortune 500 companies. He has launched new products such as software applications, wireless devices, and websites. In addition, he has helped clients in a diverse number of industries that include sporting goods, clothing, photography equipment, digital art, and home decor. As an entrepreneur, he was a co-founder of a software company that developed one of the first personal information management software products. Matthew earned a B.S. in Electronics Engineering from Pennsylvania Spring Garden College in Philadelphia, and an M.B.A. in Management from San Diego State University. Excerpt. Reprinted by permission. All rights reserved. INTRODUCTION Innovation is a cornerstone to long-term economic survival. Every day, newspaper headlines, magazine articles, and academic manuscripts report how new products lead to financial success. Far too many great ideas go untapped because people come up with inventions and don't know what to do next. These ideas can be both profitable and beneficial to our society, but few ever see the light of day. I grew up a frustrated inventor. As a child, I collected radios and televisions dumped as trash, brought them up into my lab our attic and took them apart. My experiments would often blackout the house. I'm lucky I didn't electrocute myself. I later went on to study electronics engineering to figure out what I had been tinkering with. Now, with a college degree I could unleash my inventions onto the world. So I thought. You mean I have to market and sell these things? I have great ideas, why can't everyone see that? How do I raise money to pay for prototypes and advertising? I was now an even more frustrated inventor, so I decided to learn about business. I worked for startups as well as Fortune 500 companies and launched software and communications products. Then I started two companies and learned more about marketing and sales. Today, I help individuals and companies launch products and grow sales with consulting and seminars. I find that people work very hard and don't always have much to show for it. During the mid-twentieth century, a single income could easily provide for a family of four. By the end of that century a double income was required, leading to both parents having to work and children being raised by outside caregivers. It's entirely possible that a triple income will be needed to support a family of four in the future. To produce a triple income, each spouse would have a full-time job and have a part-time job or side business to keep up. That's too much! Look around your neighborhood and you'll notice that the people who have an advantage usually own a business, have an advanced degree, or are entrepreneurs. Layoffs and downsizing are a fact of corporate life. Long-term employment is never guaranteed. Therefore, it's helpful to have a side business or royalty income. Now is the time to turn your idea into

something real. You'll never know what it will lead to until you try. **WHO THIS BOOK IS FOR** This book is about helping people beat the odds. It's about using a systematic process to create and market products. Many people will come up with an idea and then say, "Okay, I have this idea, what can I do with it?" This book answers that question to help you develop your ideas into successful products. All you need is a coach to guide and educate you, similar to a sports coach who teaches players the moves and then encourages and motivates them. If you're an entrepreneur, inventor, an idea person, or business intending to bring new products and services to market, this book is for you. In my experience, businesses often do not have a specific process, or there are differences of opinion about what works best. Without a clear process, wasteful redundancies and gaps often occur. A playbook or guide is needed that everyone agrees upon. **Product Idea to Product Success** is that guide. You may adopt all or part of the framework I've offered here so that you can launch your product efficiently and effectively. **ORGANIZATION OF THE BOOK** **Product Idea to Product Success** begins with three methods to develop and enhance new ideas. You'll learn ways to be creative and how you might enhance your invention. Do you want to bring your idea to market or license it? The **Roadmap** chapter will provide directions about using this book to accomplish both. How do you target customers? What are they looking for in a product? In the **How Your Customer Thinks** chapter, you'll learn how customers think, how they buy, and how to identify what they want. The essence of the book is the **Market-Step** process. The **Market-Step** process integrates marketing and sales with the technical aspects of developing your idea into a successful product. There are six steps of the **Market-Step** process. Each step includes diagrams, descriptions, examples, and exercises. While reading this book, you'll have an opportunity to flesh out your idea, test your idea, refine it, plan its future, develop it, and then make money from it. The **Appendices** contain advanced details to help you with competition, selecting a target market, raising money and business startup. In addition, there's a framework for writing a detailed product plan. I've provided Internet resources throughout the book to point you to additional information. Remember, I'm your coach. For questions and comments, please feel free to send personal email to me at info@MattYubas.com. Best of luck, Matthew Yubas