

Contents

Introduction	5	
Action Step 1	<i>Putting the Idea in Writing</i>	7
Action Step 2	<i>Patent Research</i>	13
Action Step 3	<i>Research the Target Market and Competition</i>	17
Action Step 4	<i>The Business Plan</i>	21
Action Step 5	<i>Starting Your Business & Establishing Business Credit</i>	27
Action Step 6	<i>Honing Your Message</i>	29
Action Step 7	<i>Third-Party Service Providers</i>	43
Action Step 8	<i>Networking</i>	47
Action Step 9	<i>Building Team</i>	51
Action Step 10	<i>Written Agreement</i>	57
Action Step 11	<i>When to Seek Publicity</i>	63
Final Thoughts		67
Appendix		71
Footnotes		74
About the Author		75