

Introduction

To my fellow inventors:

My name is John R. Hobbs. I wrote this book from knowledge based on first hand experience and observations of other successful and unsuccessful inventors. The information contained within its pages will help you no matter what stage you're at in developing your invention– even if your inventions on the market now and not doing well. My intent is to help you to put all the components into place before you start spending money or before it's too late.

If you are at the very beginning stages of invention with our information you will easily be able to make a decision to move forward with your idea or not – before you invest a lot of time and money. If you do find you have a viable concept worth pursuing this book will provide guidance to help you achieve your goal: to get your product to market in less time with and with less wasted money. Because you do the action steps one at a time you're building your dream on a solid foundation that makes your journey easier and more enjoyable.

If you already started developing your idea you will easily be able to evaluate it for market viability analyzing whether your invention is worth the investment. If the concept has a reasonable chance of success, applying the knowledge contained within these pages will surely make your journey faster, easier and much more enjoyable.

If you have a product already on the market and its is not doing well information presented in this book will help you figure out the missing pieces of the puzzle allowing you to implement a successful strategy. For most inventors a common missing piece is the lack of a “clear, concise, powerful and quick” message to convey your idea and provide the proper sales tools for buyers. The book provides you an example as a suggestion.

Remember, it will usually take longer and cost more to get a product to market than you think so be persistent and keep striving to succeed and you will!

In Napoleon Hill's book *Think and Grow Rich* I quote from his chapter on persistence he wrote “I've had the happy privilege of analyzing both Mr. Thomas Edison & Mr. Henry Ford, year by year, over a long period of 6 years, & therefore the opportunity to study them at close range. Therefore, I speak with actual knowledge when I say I found no quality, save Persistence, in either of them, that even remotely suggested the major source of their stupendous achievements.”

“All the secrets to success will never work if you don't.”
- Thayne Dandy”