

ISSF Meeting Handout September 2016

"Everybody wants to get into the act"

Very few people will remember this famous quote from Jimmy Durante but let's face it, creative people cannot control where their creativity takes them. That's why you will find inventors who are also artists, musicians, in the building trades, Dentists (we have all seen works of art in this profession), tons of homemakers, the list goes on and on. So here is a link to tap into another side of your talent from the Broward Center of the Performing Arts <http://bit.ly/2ccHHm2>

Past Speaker's Book is #2

Oh, that didn't sound right! Richard C. Levy's "Toy and Game Inventor's Handbook," co-authored with Ronald Weingartner, is #2 on Forbes' 2016 list of the 33 Best Books Recommended by Shark Tank Entrepreneurs. Now that sounds much better. I have personally read the book many years ago and recommend it to anyone interested in inventing toys or games. Can you show me an inventor that has Not come up with at least one toy or game? While I'm waiting check out this link to the Forbes List <http://bit.ly/2cfdMvQ>

I Predict A Winner

I spend way too much time checking out new inventions to keep up with various markets and I have to admit I am mostly unimpressed. Sorry, but once you've seen yet another perpetual motion machine you've really seen them all. So when I come across something that has real potential I sit up and take a second look. This is one of those items. It fills a need felt by a very large audience in a simple yet elegant way. Oh, and it has to do with Beer. What more could you ask for? Well, let's hope it works as well as advertised. <http://bit.ly/2cppAxI>

Stop Calling Me !!!

Stacy Johnson of Money Talks News did a great video on our last EXPO that was recently aired again on MSN. Honestly, I had never heard of him before his assistant called me about doing the interview. Since then I am a big fan of his website. Talk about creativity, he and his staff always come up with some great tips you would never think of.

There must be some new legislation or maybe just an old scam revisited but once you register a new company everybody and I mean Everybody wants to give you a loan. I get at least one call a day and sometimes 3 or 4. Unfortunately, I don't have the time to follow up on them to see just what they are up to but as the old saying goes, "If it sounds too good to be true it probably is".

I know none of my members would be taken in by such chicanery but if you want to stop the calls check out this article <http://bit.ly/2cwrjyE>

We are simply passing this information along to you. We do not endorse, suggest or recommend that any of this information be relied upon without the users own independent investigation and evaluation.

Quotes, Quotes Everywhere

Once you have your CAD drawings there are a number of places that will give you a quote on prototyping or short run production all the way up to millions of units. All you have to do is ask... in the right way. I have often spoke of Protomold which is now www.protolabs.com and does everything from 3D printing to full CAM production. Here is a link to another source <http://bit.ly/2bXXT9T> It is Important To Note; that you should have your designer/engineer give you your drawings in a .stp or step. format so you can take advantage of these Free quote systems.

Great Information

Mark Reyland was a speaker here and gave a great presentation. However, he is a character and has had his share of controversy. Never the less, I am a avid reader of his blog because it contains some terrific information such as terms retailers use <http://bit.ly/2cKXz36> Whatever industry you are talking to whether it is a plastic molder, an engineer/designer or retailer, using the proper jargon shows them you know what you are talking about and makes them treat you like a professional.

Another interesting article was on all the other people who invented the light bulb other than good old Tom Edison. This really illustrates how the patent system works to "improve commerce" by building on published ideas. <http://bit.ly/2cIOC7Q>

Free Response Magazine

ISSF has been a long time member of the UIA (United Inventors Association) and has benefited by seizing upon a lot of interesting opportunities. Response Magazine is The trade magazine for the DRTV (Direct Response TV) industry and now, here is your chance to get a subscription FREE! Just go to <http://bit.ly/2cLvKtn> and click on free subscription.

I signed on a few months ago and I now read every issue cover to cover. Not only does it give you inside information regarding their industry but also useful information for all retail outlets as well as (Yes) information for your business plan. Did you know a recent study shows an average adult watching TV has an attention span of 6 seconds while a goldfish has an attention span of 7 seconds ? This means commercials will get smaller, 10 to 15 second spots are now common. So that means when you are trying to interest DRTV company you need to have your video in that 10 to 15 second format. Also, learn what product failed and who backed them in the Scimark Report. One of which is in your handout packet.

Easy Peasy

Regina Edwards is a wonderful multi talented individual who has done an excellent job on our website. She posts these handouts on the past speaker pages with live links so all you have to do is go there and click the links to get the information. It's like a miracle!

We are simply passing this information along to you. We do not endorse, suggest or recommend that any of this information be relied upon without the users own independent investigation and evaluation.