

BIO FOR INVENTORS DENNIS AND MARY LOU GREEN

Dennis Green and Mary Lou Green are coauthors of [*Shark Pitch: How to Sell Anything in Three Easy Steps, Even if You Hate Selling*](#). Shark Pitch reveals how they invented and sold more than 50 of their simple inventions generating \$120 million in retail sales.

A few of their customers included: Walmart, Target, QVC, Kmart, JC Penney, 7-11, Footlocker, Home Depot, Walgreens, Bed Bath & Beyond, Bloomingdales, Nordstrom, Pep Boys, Auto Zone, Dick's Sporting Goods, Safeway, HEB, Kroger and Whole Foods plus mail order catalogs, e-commerce sellers, and thousands of retailers in the USA and 24 countries.

They earned 10 patents, dozens of valuable trademarks and hundreds of copyrights. They created their first product in 1976. Their best-selling, longest-running product is Sneaker Balls, air fresheners for sports shoes, gym bags, and lockers, with wholesale sales averaging \$2 million per year for the past 30 years. They have created such diverse products as greeting cards, novelty products, sports bottles, air fresheners for home and auto, air filters, plus games, and toys. They developed and marketed their own inventions and also licensed their intellectual property to others.

They sold their design and marketing company in 2006 and planned to retire. But they found retirement less than fulfilling, so...they started writing books and helping other entrepreneurs and inventors realize their dreams. To do that, they founded Big Idea School.com <http://BigIdeaSchool.com> to deliver online training courses for entrepreneurs and inventors to help them create and market simple consumer products.

Dennis began his career as an architect and Mary Lou was a school teacher before they started inventing products together in 1976. They say their most successful product of all is their 41-year marriage. You can learn more about marriage for entrepreneurs in their book called ***Five Star Love: How to Treat Your True Love Like a Customer and Get the Marriage of Your Dreams***. They say this book is especially helpful for entrepreneurs and inventors who struggle working together. *Five Star Love* is available on Amazon as an ebook, paperback, or hardcover. You can learn more on their website: DennisAndMaryLou.com.