



Idea to Invention: What You Need to Know to Cash In on Your Inspiration

Patricia Nolan-Brown

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You don't have to be a mechanical genius to be an inventor. Anyone can invent—a parent wrestling with a baby sling . . . a coach frustrated with slick-soled running shoes . . . an office worker determined to keep the computer cords untangled. Inventing is simply finding clever solutions to everyday challenges. Author and inventor Patricia Nolan-Brown has turned common annoyances into ingenious and money-making products. She shares the tricks of her trade in *Idea to Invention*, a practical guide that helps ordinary people look at their world with the eyes of an inventor. Readers will learn six simple steps to invention—and discover:

- How they rate on six crucial personality traits

- Creativity habits that spark invention
 - The power of tape-and-paper prototypes to refine their vision
 - How to navigate the ins and outs of licensing and patenting their product
 - The pros and cons of finding a licensed manufacturer vs. running a home-based assembly line
 - How to promote their invention—from perfecting the pitch and finding store buyers to trade-show shortcuts and strategies for creating buzz online
 - Product enhancements that add years to shelf life
- From initial concept to thriving business, this handy guide simplifies the invention process and gives creative thinkers the competitive edge they need to achieve success.

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