



# Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea into a Reality

By Lori Greiner

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## NATIONAL BESTSELLER

From one of the stars of ABC's *Shark Tank* and QVC's *Clever & Unique Creations* by Lori Greiner comes a hands-on, nuts-and-bolts guide to getting a new product or company off the ground and making it a success.

**Turn your idea into a reality.**

**Become your own boss.**

**Make your first million.**

**Achieve financial freedom.**

**Lori Greiner shows you how.**

Lori Greiner is one of America's most successful, prolific, and sought-after entrepreneurs. But before she created her first hit product, all she had was a great idea, a tireless work ethic, and no clue how to get it to market. So Lori taught herself everything she needed to know about bringing an invention from concept to creation to consumers in months. She learned the ins and outs of business, manufacturing, investors, patents, marketing, and more. Now, five hundred million dollars in retail sales later, in an honest and straightforward fashion, Lori reveals the path she took to her wealth of experience and hard-won wisdom so that you, too, can achieve financial freedom and see your invention become reality.

*Invent It, Sell It, Bank It!* is a hands-on, nuts-and-bolts guide to getting a new product or company off the ground and making it profitable. Sharing her own secret formula and personal stories along the way, she provides vital information and advice on topics that can often intimidate, frustrate, and stump aspiring entrepreneurs.

Offering behind-the-scenes insights into her experiences on ABC's *Shark Tank* and QVC-TV's *Clever & Unique Creations* by Lori Greiner, as well as valuable lessons learned from the mistakes and triumphs of her early career, Lori proves that, with hard work and the right idea, anyone can turn themselves into the next

overnight success.

So a note to all the weekend inventors, armchair CEOs, and get-rich-quick dreamers: No more excuses! With Lori Greiner as your personal mentor, the only thing left to do is make your product, get out there, and sell it!

*Inside, Lori covers such topic as . . .*

- **Market research:** Is your idea a hero or a zero? Don't be so fixated on the end result that you forget to make something that people actually want to buy.
- **Product design:** I have an idea, now what's next? From concept to prototype to final product: How do I make it and where do I start?
- **Funding:** Although loans, investments, and crowd-sourcing are great ways to access cash, first tap into your own resources as wisely as possible.
- **Manufacturing:** Seeing your final product roll off the assembly line is a magical moment, but there are things to watch out for so you get there in a cost-effective way.
- **Protecting your idea:** To patent or not to patent, and other things you can do to safeguard your idea.
- **The secrets to selling successfully:** You got the product made, now learn how to get people to buy it!

**Advance praise for *Invent It, Sell It, Bank It!***

“I am used to dealing with Mavericks and Lori fits the bill! Lori Greiner's insightful and practical book, *Invent It, Sell It, Bank It!* should be on the required reading list for anyone who wants to take an idea and turn it into a real business.”—**Mark Cuban**

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### **Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea into a Reality By Lori Greiner Bibliography**

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### Editorial Review

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Greiner's obsession with an idea for an earring organizer launched her into a long career as inventor and entrepreneur. With no background or education in business and none of the advantages of the Internet age, she now has more than 400 inventions to her credit, 15 years on QVC's *Clever & Unique Creations*, and her notoriety as the "warm-blood shark" on *Shark Tank*. Greiner has much to share with aspiring inventors. From her own early efforts, both failures and successes, she shares what she's learned along the way from concept to market shelf, including designing, patenting, manufacturing, pricing, and marketing. Greiner includes step-by-step instructions and checklists to identify the basic elements—usefulness, uniqueness, safety, well-priced, desirable, and easily demonstrated—of promising inventions. She includes advice on how to use social media and online surveys to do market research and the pros and cons of getting financing through friends, family, banks, crowd funding, or venture capitalists. Most fascinating are her behind-the-scenes looks at QVC and *Shark Tank* as she recalls the ups and downs of pitching ideas. --Vanessa Bush

Review

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"Inventors, look no further—Lori Greiner's book has it all. It's fast, it's fun to read, and it's packed with all the information you need to turn your big idea into a huge success."—**New York Times bestselling author Gary Vaynerchuk, CEO, Vaynermedia**

About the Author

**Lori Greiner** is one of the most prolific inventors of retail products. She's created more than 400 products and holds 120 U.S. and international patents. She stars as the "warm-blooded shark" on ABC's hit show *Shark Tank* and is a well-known celebrity personality on QVC-TV, where she has hosted her own show, *Clever & Unique Creations by Lori Greiner*, for more than fifteen years. Greiner's collection of cleverly designed products range from kitchen gadgets to travel bags to some of the most popular and unique organizers for all around the home. They are regularly featured in top magazines such as *Town & Country*, *O: The Oprah Magazine*, *InStyle*, *Woman's Day*, and *Family Circle*. She has also been profiled in *Financial Times*, *Success*, and *Entrepreneur*. Her Silver Safekeeper® Jewelry boxes were chosen as one of Oprah's Favorite Things.

### Users Review

**From reader reviews:**

**Caleb Hutto:**

The guide untitled *Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea into a Reality* is the reserve that recommended to you to study. You can see the quality of the reserve content that will be shown to anyone. The language that publisher use to explained their ideas are easily to understand. The article author was did a lot of investigation when write the book, and so the information that they share for you is absolutely accurate. You also will get the e-book of *Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea into a Reality* from the publisher to make you considerably more enjoy free time.

**Bryan Foxworth:**

Playing with family within a park, coming to see the marine world or hanging out with close friends is thing that usually you might have done when you have spare time, after that why you don't try point that really opposite from that. One activity that make you not feeling tired but still relaxing, trilling like on roller coaster you already been ride on and with addition of knowledge. Even you love *Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea into a Reality*, it is possible to enjoy both. It is great combination right, you still desire to miss it? What kind of hangout type is it? Oh come on its mind hangout men. What? Still don't buy it, oh come on its known as reading friends.

**James Scott:**

The book untitled *Invent It, Sell It, Bank It!: Make Your Million-Dollar Idea into a Reality* contain a lot of information on that. The writer explains her idea with easy means. The language is very easy to understand all the people, so do not really worry, you can easy to read this. The book was written by famous author. The author will take you in the new period of literary works. You can easily read this book because you can read on your smart phone, or gadget, so you can read the book throughout anywhere and anytime. If you want to buy the e-book, you can wide open their official web-site along with order it. Have a nice go through.

**Anthony Martin:**

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