

***Create a Compelling Presentation for Your Invention!***

By

Mary Russell Sarao

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Please do not copy this book or give it away. You are getting the benefit of my experience, which will give you the ability to become an independent inventor, at a very reasonable price. Please allow me to earn a living so I can continue to create valuable books for you.

***This book is dedicated to the best partner in the work---my sister, Barbara. Our talents and abilities complement one another perfectly. She helps me to be the best I can be!***

# ***Create a Compelling Presentation for Your Invention!***

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# ***Create a Compelling Presentation for Your Invention!***

## Introduction

If you have reached the point in the inventive process where you are ready to present your product to potential licensees then congratulations are in order! You have accomplished much more with your invention than most independent inventors ever do. It is good to savor your accomplishments, but don't drop the ball now! You are about to embark on one of the most thrilling parts of inventing, presenting your product to manufacturers.

When you first thought of your great idea you were undoubtedly thinking of how needed and accepted your product would be by the consumer. In order for your product to succeed in the marketplace, it must solve a problem and be a value for the money. Consumers must welcome it. That's great, but now it is time to shift gears. *Your* customer is the manufacturer and your presentation to manufacturers must give them compelling reasons why your product will *make money for them!* They want the product to be accepted in the marketplace, but the bottom line for them is whether or not it fits in with their product line and whether or not it will make money for them. Therefore, as you prepare each page of your presentation remember who your audience is . . . the manufacturer!

Before you call a manufacturer to make an appointment to show them your invention you must prepare a professional looking presentation that explains what your invention is and why it would be advantageous for them to license it. Even if you are going to meet with them personally it is important to leave a presentation with them that they can have to refer back to or to show to other key decision-makers in the company. Your presentation must be compelling enough to explain the value of your invention to that company *even if you are not there!* It must speak in your behalf and *sell* them on the worthiness of your product.

In order to *sell* them on your product it must answer all their questions completely, accurately and honestly. It must explain why your invention is a logical extension of their line of products and it must explain how it will make money for them. That's the bottom line.

We would encourage you to call the manufacturer and make an appointment. Meeting with them in person is the best way to go. You know your product better than anyone else in the world. You understand why it is needed and you can explain it with more enthusiasm than a paid agent ever could. That is not to say that there are not a few *legitimate* agents who will do their best to represent you with enthusiasm and integrity. There aren't many though and you can usually represent your product better than anyone else ever could.

Now, if you are just paralyzed with fear at the thought of walking into the office of a president of a company, employing a *legitimate* agent to represent you is the best choice. However, we have found that even people who are agonizingly shy "blossom" when the time comes to promote their product. Being shy in social situations and being shy when explaining their terrific product are two entirely different things.

When we first invented Ghostline<sup>®</sup>, our roles were very clearly defined. I, Mary, was the sister who did the work behind the scenes and Barbara was the sales person who made all the contacts for selling and representing Ghostline<sup>®</sup>. It continued on that way comfortably for quite a while, until we were invited to show Ghostline<sup>®</sup> at a tradeshow for a seven-state distributor of school and office products. Whoa! When it came to talking about Ghostline<sup>®</sup> and selling people on its benefits I, Mary, made a carnival barker look shy! I enthusiastically called people over to our booth to look at our exciting new product. Barbara couldn't believe the transformation and neither could I. We relay this story to illustrate that when it comes to representing your product, in most cases, *you* can give the most exciting and enthusiastic presentation of all.

There is one very important thing you must do before preparing your presentation. You must *name your product!* The importance of finding just the right name cannot be underestimated. Choose a name that is catchy, memorable and describes what the product is or what it does. If your product already has a catchy name it will help the manufacturer to visualize it on the shelves, and that is an important point of the presentation, to help them visualize your product in their product line and on the shelves along side their other successful items. The right name can go a long way in achieving this. It is well worth setting the time aside to brainstorm, ponder and decide on the perfect name.

When we prepare a presentation for a new product we use the following format and suggest that you do so also. This format will insure that you answer *all* the questions about why the product is right for them.

These are the questions your presentation should answer:

- **What is (Your product name goes in the blanks)?**
- **How does \_\_\_\_\_ work?**
- **What will it cost to manufacture \_\_\_\_\_?**
- **What's in it for (Potential licensee name)?**
- **Who benefits from \_\_\_\_\_? Or, What is the market for \_\_\_\_\_?**
- **What can \_\_\_\_\_ be sold for?**
- **Where should \_\_\_\_\_ be sold?**
- **How should \_\_\_\_\_ be packaged?**
- **How should \_\_\_\_\_ be displayed?**
- **(Number of) Reasons (Potential licensee name) needs \_\_\_\_\_.**
- **Summary**

- **For licensing information please contact**
- **Substantiating materials (e.g. surveys, test markets, focus group studies that illustrate that your product will be accepted in the marketplace)**

You may think of even more questions about your particular invention or its industry that should be covered in your presentation. Also, if you have drawings or pictures of your invention they should be included in the presentation.

Now, before we begin taking one section at a time, we must emphasize that for your presentation to have any chance of succeeding, you must be *completely* truthful. The quickest way to destroy your credibility and any chance of getting a license is to exaggerate or tell outright untruths about your product. Keep in mind that the manufacturer knows their industry better than you do. If you state something that is inaccurate they will probably know it and then dismiss the entire presentation as unreliable. So, know your facts before you begin. Don't be afraid to brag on the true qualities of your great product, just don't exaggerate. Spend all the time you need in thinking about each item in your presentation. Remember it will be "speaking for you" long after you have left the meeting, or if you are unable to meet with the prospective licensee in person, it is "speaking for you" entirely. The importance of a first rate presentation must not be underestimated.

When preparing your presentation, keep in mind that short lists are best. Your presentation should NOT be a report consisting of page after page of prose about your product. A report will most likely be set aside to be read "when they have the time" but, that time will probably never come! Long reports are too much like work. A presentation that consists of short, easy-to-read lists *will* be looked at, and that is what you want! You want to get them to look at the salient points about your invention.

You may notice as you go through the presentation format that there is a good deal of redundancy. This is done on purpose. We hope that your potential licensee will read each and every page carefully. This is unlikely. Therefore, the redundancy will ensure that they *will* get the points you are trying to make even if they give the presentation only a cursory glance or two.



## Chapter 1 – Cover Sheet

Begin with a cover sheet with your selected product name right in the center of the page. This lends importance to the whole presentation.

The first item in your presentation should answer the question,  
**“What is \_\_\_\_\_?”**

This page should consist of no more than one or two short paragraphs. It should be a succinct description of exactly what your product is as you would explain it to someone who has never heard of it. (The manufacturer *has* never heard of it.)

In our Ghostline<sup>®</sup> presentation we wrote:

### **What is Ghostline<sup>®</sup>?**

It is the poster board with the patented ‘ghosted’ grid. It is ready to use immediately. No measuring! No drawing lines! And, best of all, once there is writing or drawing on the board the lines seem to disappear! It is the poster board that allows you to spend your time working on the project, . . . not getting the poster board ready for use. Think of the time and energy it saves!

## Chapter 2 – How Does Your Invention Work?

The next question you should answer in your presentation is, “**How does \_\_\_\_\_ work?**”

Again, it does not have to be a long detailed description of how your invention works, just a couple of sentences or a short paragraph. Keep in mind that one of the main points of the presentation is to make it fast and easy to read and comprehend. If the potential licensee sees an entire page of fine print it is unlikely that they will read it at all. Keep it short!

In our Ghostline<sup>®</sup> presentation we wrote:

### **How does Ghostline<sup>®</sup> work?**

- It makes lettering quick and easy because the user does not have to measure and draw lines before starting a project.
- The lines are easy to see up close for lettering or drawing but virtually disappear once there is writing or drawing on the board.

Notice that we did not really tell in detail how it works. We didn't list the ink formulation, the print screening, etc. We just told “how it works” as far as the consumer is concerned.

## Chapter 3 – What Will It Cost to Manufacture Your Invention?

The next main question that the potential licensee will be interested in learning is “**What will it cost to manufacture \_\_\_\_\_?**”

In order to answer this question you must do your homework. The manufacturer will *know* if you just make a wild guess. Find out what it will cost to manufacture your product if you can at all. Research the cost of the materials of which your product is to be made. Go to the suppliers of the raw materials and ask. You can also do a great deal of your research at your public library or on the Internet.

If you absolutely *cannot* find out the probable cost of manufacturing your product you can get an “in the ballpark” guesstimate by doing the following: Go to a store that sells similar products or even dissimilar products which are made of the same raw materials in approximately the same quantities that your product will be made. Make note of the retail selling price and divide it by four. This is a very rough way to arrive at an estimated cost. If you use this very rough way of estimating the costs you should make it clear in your presentation that this is only an approximate cost.

Every manufacturer will want to know what their tool-up costs would likely be to manufacture your product. That question should be answered in this section. If a plastic injection mold will be required, tell them. If a new piece of equipment will be required to manufacture your product, then you need to explain exactly what that might be and an estimated cost of it.

In our Ghostline<sup>®</sup> presentation we did our homework and had a very good estimate of what the cost per piece would be to apply the Ghostline<sup>®</sup> grid to a piece of poster board. We answered this question in this way:

### **What will it cost to manufacture Ghostline®?**

- The cost to apply the patented GHOSTLINE® grid to poster board is minimal. Estimates are that it can be done for three to four cents per sheet and possibly much less with greater volume.
- There will be virtually no tool up fees. Carolina Pad already has the equipment and facilities to manufacture GHOSTLINE®. All that will be required is the special ink formulation and a screen of the grid for use in either off-set or flexography printing.

## Chapter 4 – What’s In It for Your Potential Licensee?

The next page is a very important one, “**What’s in it for (Potential licensee’s name)?**”

List how the potential licensee will benefit by manufacturing and distributing your product. The *first* thing they want to see listed is *PROFIT!* You can explain further benefits later, but the very first benefit they are looking for is a product that will increase their bottom line. Profit is the name of the game.

How will your product attract customers? Why will it attract customers?

What are the special features about your product that will entice customers to buy it?

Is there more than one use for your product? Can it be expanded to include a whole line of products?

If your product is patented, be sure to point out that if the (name of potential licensee) elects to receive the “exclusive” license they will be the *only* source of this product. Consumers will *have* to buy from them in order to receive this exclusive product.

This is how this page looked in our Ghostline® presentation:

### **What’s in it for Carolina Pad?**

- Profit!
- Customers will choose to buy their poster board from Carolina Pad in order to get GHOSTLINE® once they have been introduced to it.

- A low profit item can be turned into a profitable one. GHOSTLINE<sup>®</sup> lifts poster board out of the commodity category. With GHOSTLINE<sup>®</sup>, poster board will have brand name appeal.
- In addition to poster board, Carolina Pad can apply the GHOSTLINE<sup>®</sup> grid to many other items such as display boards, flip charts, tablets, stationery, art papers and enhance their value also.
- And, it is patent protected! Carolina Pad will hold exclusive rights to produce GHOSTLINE<sup>®</sup>.

## Chapter 5 – Who Benefits from Your Invention?

On the next page you will point out “**Who benefits from \_\_\_\_\_?**”

Now, you get to talk about the end users and how much they, the consumers, will love your product. List all the categories of people who would welcome your product and whose lives would be made easier by your product.

The Ghostline® presentation looked like this:

### **Who benefits from Ghostline®?**

#### **Students**

Students of all ages are able to make neat and impressive science, math, history, language arts, geography, social studies, and art projects, etc. Lines are straight and even. There is no need to draw and then erase pencil lines, smudging or ruining lettering in the process.

#### **Parents**

Parents no longer have to help their children measure and draw the lines before beginning a poster board project. Children are able to spend time on productive work rather than on the time consuming task of preparing the poster board.

#### **Teachers**

GHOSTLINE® is great for use in preparation of bulletin boards, teaching aids, student progress charts, customized calendars, maps, graphs, and time lines without the tedious process of drawing preliminary lines.

#### **Businesses**

Poster board is not just a school supply item. The possible uses for GHOSTLINE® in the business world are unlimited. It can be used to make employee signs, notices, duty charts, goal setting charts, comparative progress charts and graphs, customized calendars and presentation projects to name just a few.

## Chapter 6

All the previous questions have had a page of their own. The following four questions can each be given their separate page or all listed on the same page depending on the length of description under each.

1. What Can Your Invention be Sold For?
2. Where Should Your Invention be Sold?
3. How Should Your Invention be Packaged?
4. How Should Your Invention be Displayed?

The first question is: “**What can \_\_\_\_\_ be sold for?**”

Again, this is a question that requires that you do your homework. Don't just pull a figure out of thin air for it will surely be wrong (and the manufacturer will recognize that you are “blowing hot air”) and this may cause the manufacturer to dismiss your entire presentation. We often have an inflated idea of the value of our inventions. We must keep in mind that the potential selling price is not its perceived value in our mind, but what the marketplace will bear.

The general rule of thumb when pricing your product for the retail market is that it will sell for four to five times the manufacturer's cost. For example, if it costs \$1 to manufacture your product it will probably retail for \$4-5.

If you have actually sold your product yourself and you *know* that the consumer will actually be willing to pay ten times the manufacturing cost or more, then by all means, report that here. That would make your product even more attractive to potential licensees. If this is the case, however, you must explain and document how you reached this



conclusion. (e.g. If you have actual sales records or invoices that show what your product sold for in the marketplace, reproduce them to attach to this presentation.)

In the Ghostline® presentation we answered this question in this way:

### **What can Ghostline® be sold for?**

It will sell for substantially more than plain poster board. Our retailers have told us that customers happily pay 99 cents per sheet and more for the convenience of not having to measure and draw the lines. (We were “right on” with our suggested retail selling price. The two pack of Ghostline® now sells for \$1.99.)

### **Where should \_\_\_\_\_ be sold?**

Make as long a list as you can of all the types of stores that would be likely to carry your product.

In the Ghostline® presentation we said:

### **Where should Ghostline® be sold?**

- Retail stores such as Target, K-Mart, Wal-Mart, Eckerd Drug Stores, grocery stores, hobby and craft store, etc. (the list is truly endless.)
- Schools and school districts
- Teacher supply stores
- Office supply stores such as Office Depot, Office Max and Staples.
- Any place that sells poster board!

## **How should \_\_\_\_\_ be packaged?**

When you picture your product in the stores what does it look like? Is it in a box, carton, shrink wrapped, in a plastic bubble, or hung on a peg? Or, does it not require any “packaging” at all? Can it just have a label?

Choose the most inexpensive yet attractive way to present your product and suggest that.

This is what we said in the Ghostline® presentation:

### **How should Ghostline® be packaged?**

Ghostline® should be packaged exactly the same way that your poster board is packaged now.

It can be sold in bulk in the trays of the poster board display.

It can be sold in plastic wrappers with inserts that explain why it is unique and a valuable time-saver for the consumer.

Or, it can be sold in cartons of 15 – 50 – 100 sheets.

## **How should \_\_\_\_\_ be displayed?**

This is where you explain how your product should be introduced to the public. Will it require special displays so that the consumers will understand its uniqueness? How should it be displayed so that buyers recognize that it is new and different and offers unique benefits? Is packaging enough? Will point of purchase (POP) signs be required?

This is how we answered this question in the Ghostline® presentation:

### **How should Ghostline® be displayed?**

Prominently! GHOSTLINE® is a great innovation. Consumers need only to be introduced to it and they will want no other. Point of purchase signs should point out that GHOSTLINE® is no ordinary poster board and the many advantages it provides as a time-saver and a tool to make neater more attractive projects and signs.

If the product is wrapped in packages of two or three sheets, there should be a paper insert under the wrapping identifying GHOSTLINE® as offering unique advantages over plain poster board.

## Chapter 7 – Number of Reasons the Potential Licensee Needs Your Invention

On this page you list ALL the reasons it makes sense for this target company to license, manufacture and sell your product. This page should have five to ten reasons. Less than five reasons and your case as to why they need your product looks weak, more than ten and it gets too tedious to read and take seriously. Don't put something in just to fill space. Make sure it is really valid.

We were so proud of Ghostline® it was easy for us to come up with ten reasons. Here is how it looked in our presentation:

### **TEN REASONS CAROLINA PAD NEEDS GHOSTLINE®**

1. This product is needed by consumers! Students, teachers, parents, anyone who uses poster board will immediately see the advantage of pre-lined poster board.
2. GHOSTLINE® is an obvious improvement over the existing plain poster board that is currently available in the marketplace.
3. If all the white poster board is replaced with GHOSTLINE® the consumer will be sold on its advantages without special education. One purchase of GHOSTLINE® will convince the consumer that “old fashioned” plain poster board should be relegated to history. GHOSTLINE® is a “WHY DIDN'T I THINK OF THAT?!” improvement in poster board.
4. Millions of pieces of poster board are sold each year. The market for an improved poster board is huge and extremely lucrative. Anyone who uses poster board will immediately see the advantages of GHOSTLINE'S® patented “ghosted” grid. Our market study\* indicates an immediate acceptance by teachers, students and parents alike.
5. Carolina Pad is already a large supplier of poster board. GHOSTLINE® will allow Carolina Pad to totally dominate the market. Accounts that are not already buying their poster board from Carolina Pad will want to buy from Carolina Pad in order to provide their customers with patent protected GHOSTLINE®.

6. Tooling costs are almost nonexistent and the profit potential is great. Carolina pad already has the equipment and facilities to produce GHOSTLINE<sup>®</sup> at minimal costs. Production costs to apply GHOSTLINE<sup>®</sup> to poster board would be no more than three to four cents per sheet and possibly much less with volume. All that would be required would be a screen of the grid for either off-set or flexography printing.
7. GHOSTLINE<sup>®</sup> has many applications other than poster board. It will enhance the value of many products already produced by Carolina Pad such as display boards, flip charts, tablets, stationery, art papers, etc.
8. The spread between the cost of manufacturing and the optimum wholesale price will allow for good profits. GHOSTLINE<sup>®</sup> can turn a low profit item into a lucrative one. Plain poster board that now wholesales for 13 cents per sheet and retails for between 39 and 59 cents per sheet can wholesale for 25 to 50 cents per sheet and retail for 99 cents per sheet or more.
9. GHOSTLINE<sup>®</sup> has been awarded a U.S. patent and has an option to apply for world-wide patent protection. An application for a Canadian patent is already in progress.
10. Carolina Pad has a reputation for providing top of the line products. GHOSTLINE<sup>®</sup> would enhance the product line by providing a poster board that is far superior to any other on the market.

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\*1994 survey of public and private school elementary and middle school teachers in Dallas, Texas.

## Chapter 8 - Summary

Conclude the main portion of your presentation with the three or four main ideas you wish to impress upon the potential licensee in summary.

In our Ghostline<sup>®</sup> presentation we chose the following three points to emphasize.

### **SUMMARY**

- GHOSTLINE<sup>®</sup> is a great improvement in poster board that consumers will welcome.
- The process of applying the GHOSTLINE<sup>®</sup> grid is an easy and economical process that Carolina Pad already has the equipment and facilities to accomplish.
- The GHOSTLINE<sup>®</sup> patented grid is a perfect addition to the high quality line of products carried by Carolina Pad.

## Chapter 9 – Licensing Information

Don't forget the following page! This page lists how the potential licensee may contact you in order to explore licensing possibilities.

We wanted our attorney to handle the negotiations for the licensing agreement so we listed this information as follows:

### **For licensing information please contact:**

Our attorney's name

His address

His phone number

Barbara Pitts

Mary Sarao

Second Sight Enterprises, Inc.

Our phone number

## Chapter 10 - Supporting Documents

You may have noticed on our list of “Ten Reasons Carolina Pad Needs Ghostline®” that number four on that list was footnoted. When we were first working on Ghostline® we conducted a market study of several hundred elementary and middle school teachers in the Dallas, Texas metropolitan area. This was very compelling to Carolina Pad when they were considering Ghostline®. They later requested the entire study, which we were happy to provide, but on the last page of the presentation we listed some of the more common comments the teachers had said about Ghostline®.

This is how the last page of our presentation on Ghostline® looked:

### **What educators say about GHOSTLINE®**

“Very superior! Makes printing easier without use of a ruler, better for graphing purposes as well as enlarging pictures.”

8<sup>th</sup> grade teacher  
Episcopal School of Dallas  
Dallas, Texas

“Much neater! You don’t have to go back and erase. The lines are light enough they are not noticeable.”

4<sup>th</sup> grade teacher  
St. Rita’s Catholic School  
Dallas, Texas

“It saves time drawing lines. Good for student use.”

4<sup>th</sup> grade teacher  
Good Shepherd Episcopal School  
Dallas, Texas

“I thought GHOSTLINE® was great! I didn’t have to measure anything and my lines were straight!”

3<sup>rd</sup> grade teacher



Withers Elementary School  
Dallas, Texas

"It enables me to write in a straight line. I usually don't take the time to draw guide lines and my projects reflect that!"

5<sup>th</sup> grade teacher  
Huffman elementary School  
Plano, Texas

"GHOSTLINE<sup>®</sup> is wonderful for both teachers and students. This items needs to be in all teacher stores."

4<sup>th</sup> grade teacher  
Walnut Hill Elementary School  
Dallas, Texas

"I love this poster board. It makes my job easier and it is easier for the students."

5<sup>th</sup> grade teacher  
Nathan Adams Elementary School  
Dallas, Texas

## Chapter 11 - Conclusion

At this point the actual presentation is complete, but there is one very important piece of the total package that is missing. Nowhere in the presentation did you describe how and why you came to invent this terrific new product. The human interest angle is important to make the potential licensee understand WHY you invented this product, why you needed it and if *you* needed it why thousands or millions of other people will need it too.

You must include a cover letter with your presentation and this is where you have the opportunity to answer these questions.

This is the cover letter we used when mailing out our Ghostline® presentations. Tell your story in a conversational way. Everyone wants to know why you invented your product.

September 11, 1996

Mr. Paul Wagner  
Marketing Manager/School supplies  
Carolina Pad  
P. O. Box 7525  
Charlotte, NC 28241

Dear Mr. Wagner:

My sister, Barbara Pitts, and I are very disappointed that we cannot meet with you in person to show you our revolutionary improvement in poster board but we appreciate your taking the time to look at the enclosed sample and presentation. We can assure you it will be well worth your time.

Let me briefly tell you the story of how we came to develop it. I am a former school teacher and the mother of two daughters. Through the years I have purchased a lot of poster board for myself or my daughters and each time, before a project could be started, we had to get out the yardstick to measure and draw faint pencil lines in preparation for doing the lettering. It was a time-consuming and tedious task but absolutely essential if we wanted to get a good final result. And, even then, the result was not always what we hoped it would be. Sometimes in the process of erasing the lines after the lettering had been completed the erasing ruined some of the lettering. It was a frustrating situation.

A couple of years ago I had been helping my younger daughter, Valerie, prepare a poster board for yet another poster board for a project when I thought, "THERE HAS GOT TO BE A BETTER WAY!" That night I went to bed but was jolted awake in the wee hours of the morning with the solution to the poster board problem. Why couldn't there be a faint grid on the poster board that would be easy to see up close for lettering but nearly impossible to see from any distance away? The solution was so obvious!

The next morning I called my sister, Barbara, and she agreed to help me develop such a product. We developed the product and patented it. We have sold it ourselves in Texas and the surrounding states and it has been very well received. We have, however, come to the conclusion that the best way to give our product wide distribution is by licensing it to a large paper company. Carolina Pad, of course, was a logical choice. GHOSTLINE® is a quality product. Carolina Pad is a name synonymous with quality school supplies. GHOSTLINE® is a perfect addition to the Carolina Pad quality product line.

If you will take just a moment to examine the enclosed samples and presentation we are certain that you will agree. We will call in a couple of days after you have had the time to look over the information. Thank you in advance for taking a moment of your busy day to examine it.

Cordially yours,  
Mary Russell Sarao

After completing your presentation, proofread it again and again! You must not send or take a presentation with even one typo. Also, go over each page to be certain that it looks perfect. Make sure all the margins and indentations are exactly the same. It will defeat the purpose of making a professional-looking presentation if it does not look absolutely perfect.

Once we finished our presentation, we took the whole thing to Kinko's (Office Depot and Office Max offer the same service) and had them to bind it in a very nice looking presentation folder. We chose a clear front and a black back and spine. It looked very professional. We prepared one of these presentations for each company we were interested in approaching about possible licensing. It cost a bit to do it but it was well worth it. Just think how much more impressive it will be for a company to receive a professional-looking presentation that answers all their questions than it would be to receive a letter only. Also, if you go to the trouble of making a nice presentation it looks like it is a much more valuable product. If you respect your invention and how you present it, it is more likely that the potential licensee will respect it and have an interest in it also.

As we mentioned before, if you can actually go and meet with the decision-makers in person, that is the best way to proceed. If monetary or time restraints prevent you from going to the company for a face-to-face meeting, then you must maximize your chances that your presentation will receive the attention it deserves if it arrives without you. You can do this by sending your presentation in an "attention-getting" way.

When we were trying to license Ghostline<sup>®</sup> we found that the manufacturers of poster board were scattered all over the country. We

were operating on a shoe-string budget and could not afford to travel to each of them so we opted instead to send our presentations along with a sample of our product but we did not send it by regular mail. We wanted to get their attention and we did when we chose to send out our presentations via Federal Express. A Federal Express (or Express U.S. Mail) package gets attention. It gets delivered to the intended recipient when a regular U.S. Mail letter or package may get set aside as unimportant. Not only does it get delivered to the intended recipient, it will get opened too. Who ignores a Federal Express package?

Finally, we suggest that you send the presentation to the president of the company rather than the new products division of the company. The president of the company may never actually look at it but if the president or his assistant passes it along to the new products division they are more likely to pay attention to it than if you send it directly to them.

One last point, don't ignore the smaller companies in favor of the larger ones. While larger companies generally make excellent licensees it can take one to two years to get through the red tape of licensing with them. Smaller companies, on the other hand, usually work faster. In many cases you can deal directly with the president of a smaller company. Just be sure that the smaller companies that you target have the distribution channels to market your invention.

Congratulations! You have now completed your presentation and cover letter. Now, get going! Nothing happens until you *make* it happen. Send or deliver your presentations and move on to the next step in the inventive process, negotiating your licensing agreement!

*Good luck and best wishes for fabulous wealth and success!*

Note: You may have noticed that throughout this document every time the word Ghostline® appeared it was followed by ®. Ghostline® is now a registered trademark. At the time we were presenting it, however, it was not, so we claimed the trademark by putting ™ after the word Ghostline® (we were not yet entitled to put ®) wherever it appeared in correspondence or in our presentation. We would suggest that you do the same.

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**What is \_\_\_\_\_?**  
**(Your product name goes in the blank)**

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How does \_\_\_\_\_ work?

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**What will it cost to manufacture**

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**What's in it for \_\_\_\_\_?**

**(Potential Licensee's Name)**

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What can \_\_\_\_\_ be sold for?

Blank lined area for writing an answer.

Where should \_\_\_\_\_ be sold?

Horizontal lines for writing













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