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# **INVENT IT, SELL IT, BANK IT**

## **Make Your Million-Dollar Idea into a Reality**

**LORI GREINER**

**LORI GREINER** appears on ABC's show *Shark Tank*. She has created more than 400 products which have generated more than \$500 million in retail sales. Lori Greiner also holds more than 120 U.S. and international patents. She hosts her own show on QVC-TV called *Clever & Unique Creations by Lori Greiner*. Her products are regularly featured in magazines like *Town & Country*, *O: The Oprah Magazine*, *InStyle*, *Woman's Day* and *Family Circle*. She has also been profiled in *Success*, *Entrepreneur* and the *Financial Times*.

Lori Greiner's Web site is at [www.LoriGreiner.com](http://www.LoriGreiner.com).

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**MAIN IDEA**

There's never been a better time to take your ideas and turn them into successful products and businesses. The tools and resources required to get a product to market are now readily accessible to anyone via the Internet. You just need to follow a plan that works.



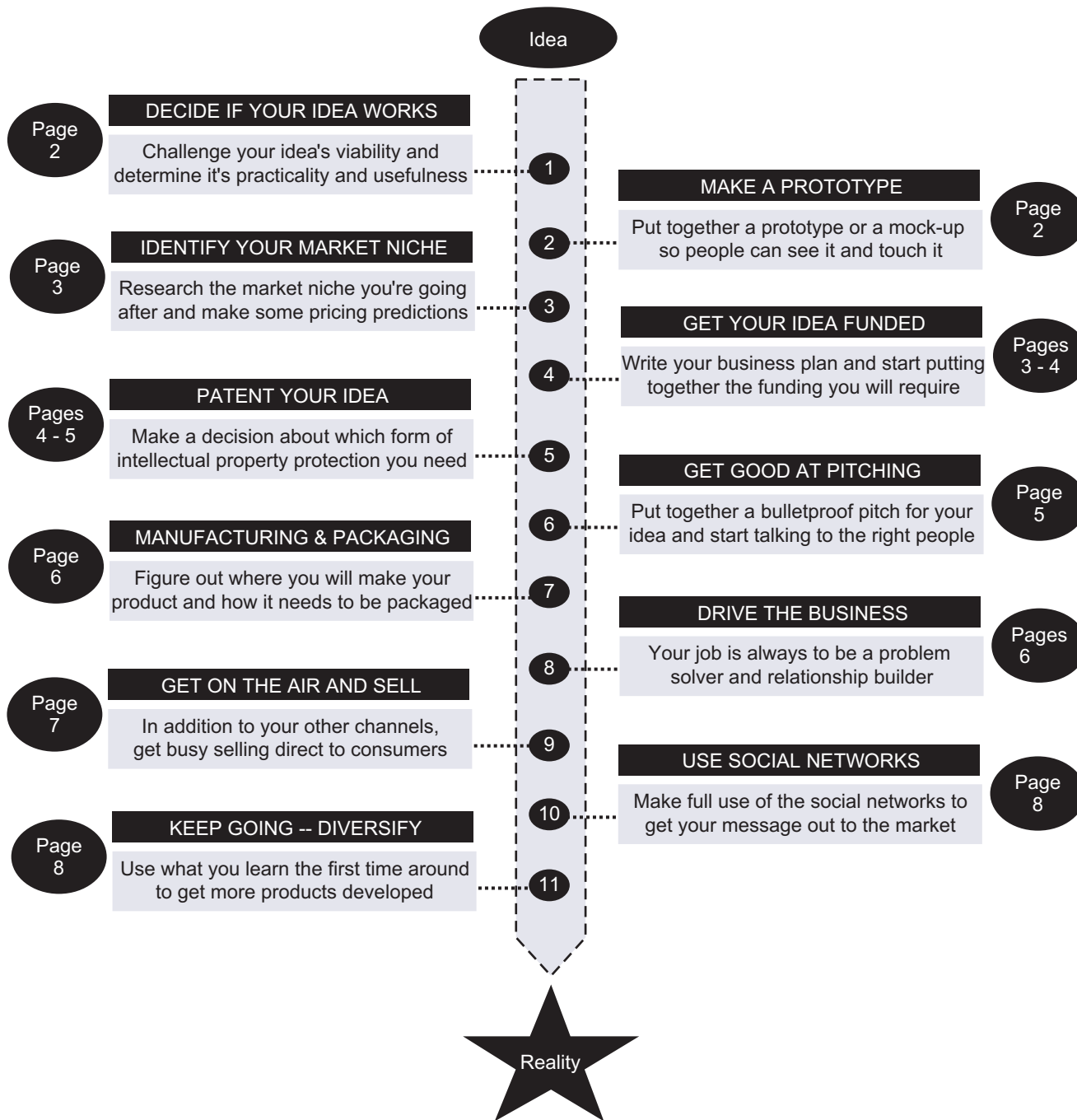
To turn your ideas into successful products, all you really need is:

1. *Passion* – to actively make great things happen rather than sit back passively.
2. *Confidence* – belief in yourself and enough gumption to ignore the skeptics and naysayers.
3. *Drive and determination.*
4. *Reasonable organizational skills* – because you'll need a team to make your idea happen.
5. *Self-sufficiency and independence* – the ability to think for yourself and work independently.
6. *Charisma and showmanship* – the capacity to get others enthused about what you're bringing to life.
7. *A good road map.*

If you tick those boxes and are prepared to work harder than you've ever worked before, you'll find a way and the money you need to make your ideas happen. Successful product development always has been something you learn by doing. Take the plunge and have some fun as you reach for the stars.

*"I can show you the road, but those fundamentals – drive, determination, and red-hot passion – must be your fuel. Do you have that fire within you? Good! While the work required to become a successful inventor is greater than you could ever imagine, it's more rewarding, too. The only regret you will ever have is that you didn't get started sooner."*

– Lori Greiner



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