

INGENIOUS IDEAS DEPARTMENT

Marketing Your Idea

(NAPSA)—Have a great idea for a product but don't know how to capitalize on the idea? "The Mom Inventors Handbook" (McGraw-Hill; \$16.95), by Tamara Monosoff, CEO of Mom Inventors, Inc. reveals the secrets to invention success and the inside scoop on turning your lightbulb idea into money-making reality.

Monosoff's guide gives practical step-by-step advice for putting inspiration into action.



The book simplifies the invention process; even providing stories from real mom inventors sharing their 'aha' moments and lessons learned.

"The Mom Inventors Handbook" is not just for moms but for anyone who wants to produce products while becoming entrepreneurs and small business owners. It includes how to:

- Brainstorm a product that the world can't live without.
- Research pre-existing patents—rarely should you apply or one as your first step.
- Do market research.
- Build a prototype and work with manufactures.
- Determine whether to license a product.
- Set up distribution and effectively sell the product.
- Market the product.
- Work successfully from home—even with kids.

The book is available at many bookstores and online. You may care to call before you shop.