



newsworthy trends

Selling Your Great Idea

(NAPSA)—The next innovative product to hit consumers might be closer than you think—it could be in your head.

Each year, thousands of Americans create designs, dream up gifts and come up with great ideas that are turned into products and sold across the country.

In fact, one popular multimedia retailer introduces 1,150 products every week, with 288 of these

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items being brand new to its customers. The company, QVC, offers these tips to help you get your product on the air:

1. **Do Your Homework:** Be sure to have thoroughly researched the network and the products it offers. Watch the on-air broadcast and visit QVC.com.

2. **Know What Works:** The products that work best for QVC lend themselves well to live demonstration and have unique benefits.

3. **New to Retail?:** Consider first breaking into the business with a smaller retailer or boutique to get your feet wet.

4. **Reality Check:** Should your product be chosen, are you ready to produce large quantities in a specified time period? Can you have your items manufactured and packaged according to specifications? Can your product pass QVC's rigorous Quality Assurance testing?

5. **Merchandise Is Key:** Be sure to secure a manufacturer for your item before approaching QVC.

For more information, visit www.QVC.com.