

# INVENTORS COUNCIL

OF MID-MICHIGAN

PO Box 232, Lennon Michigan 48449

Web Site: [INVENTORSCOUNCIL.ORG](http://INVENTORSCOUNCIL.ORG)

The Inventors Council is an independent, non-profit 501 C-3 corporation formed to help inventors pursue their dreams of bringing new and innovative products to market. Our goal is to help fellow inventors succeed in the most efficient and least costly manner possible by providing education and business networking.

Founded by Robert (Bob) Ross in 1995

We meet monthly at Walli's Restaurant, 1341 South Center Road Burton, Michigan. Just Two blocks south of I-69, Exit 139

VOLUME EIGHTEEN

NEXT MEETING THURSDAY April 10, 2014 7:00PM

NUMBER FOUR

## Thursday April 10, 2014 Meeting

The meeting will begin at 7:00pm at Walli's as usual in the upstairs conference room.

We have a guest speaker, Brian Fried from New York via Skype tonight. Brian hosts a radio show for inventors called "Got Invention Radio". Inventors call in to the show and have their questions answered, products evaluated and get exposure on the show.

We will not be broadcast live tonight, but will be talking direct to Brian and our members will have a chance to interact with Brian from New York.

Come be part of the presentation and bring your questions for Brian.

[www.gotinvention.com](http://www.gotinvention.com) to view his show

## Thursday March 13, 2014 Meeting

We had a guest speaker, Trevor Winn from the Grand Blanc Library. He showed us web sites to use to find marketing information. Very informative. Great job Trevor and thanks.

### Contact Information is:

Trevor L. Winn, MTS, MLS  
Business Center Librarian  
Robert T. Bolo, Jr. Business Center  
515 Perry Road | Grand Blanc, MI 48439  
810.694.5190 | [twinn@thegd.com](mailto:twinn@thegd.com)

In the March ICMM Membership Meeting we listened to one of our new members, Lynn Soave about how she and her husband, Dave launched the sales of their new invention (product) at the Novi showcase Golf Show.

The launch was a rousing success with many individual sales and they even signed up a wholesale distributor.

Lynn talked about following the system and process we teach at ICMM and the assistance members have given their new invention.

She also talked about all the challenges they faced and the networking they received from the club. They went all the way to production and sales in an amazing short time. They kept the costs under control and did not waste a lot of money on things they did not need at this time.

It is a great start, but they are already looking at ways to increase and enhance their product. Lynn and Dave quit dreaming and took action with some help from the ICMM network. They have a great product and many dealer inquiries to move them along their path to success with a positive cash flow so far.

We are proud of their courage and hard work. This was not luck, but following a good product plan, minimizing risk, and learning from other inventors what worked for them.

You too can take your product to market and make a profit if you are careful and follow a carefully designed plan of action. Great job and keep selling!!!!

ICMM  
Home of the Happy Inventors



## MARKETING

Hints from the Fog

by Mike Ball, President



This month we be listening to another member of the ICMM who has his second invention ready to go on the market. He will talk about the product plan he followed. His first product was a golf product, but this product is a consumer safety product that has wide ranging appeal.

He will talk about research, design, engineering, manufacturing, costs, networking, and all the challenges he faced and how he overcame some of them.

It is still in launch mode, but with production scheduled soon and marketing ongoing, this is another great story of how to take an Idea from concept to market in a cost effective low risk method.

Come and listen and learn from each other.

We will remain an action based inventors club with our concentration on research, design, engineering, manufacturing, and marketing in a cost effective low risk method. Many have done it but it takes discipline and networking to make it happen.

Each month we will try to review real products (inventions) both already on the market and those inventors who are trying to get their inventions to market.

We want to provide a platform that provides time to pitch inventors projects or products and provide feedback to help members improve their performance in front of an audience.

If you have an idea you want help with, let us know and we will try to help. The ICMM is a 501C charity formed to help each other, not a profit making operation.

We do not try to take over an invention and make money on it. We want our members to succeed, not our club. We love to help people take their ideas and make them real. It is not easy and we do not do the work for you. We do advise and help you with to do lists and contacts when you are ready. It is your invention idea, if it is going to be its up to you, we will only help you to succeed in a low risk cost effective manner. Come enjoy the meetings and network with other inventors.

## Invention Review Panel

For objective evaluation and priceless feedback, share your invention ideas with an educated group of inventors, business owners, engineers and authors!

Our Panel will sign a non-disclosure agreement to guarantee your ideas are kept secret while we provide you with the input needed to make decisions, no matter what stage of the invention process you're at!

There's a \$25.00 Donation for a Review. The Panel meets at 6:15pm before each meeting. Call Panel Chairman Rick Mason at 810-659-7935 for an appointment.

Review Panel Members  
Marty Sovis Rick Mason  
Jim White

**Bob Ross 1919 - 2004**  
*Inventors Education Column*

## *Inventors Resources*

**Michigan Inventors Clubs**  
Inventors Council of Mid-Michigan  
[Inventorscouncil.org](http://Inventorscouncil.org)

**Muskegon Inventors Network**  
[Muskegoninventorsnetwork.org](http://Muskegoninventorsnetwork.org)

**Grand Rapids Inventors Network**  
[GRinventorsnetwork.org](http://GRinventorsnetwork.org)

**Jackson Inventors Network**  
[Jacksoninventors.org](http://Jacksoninventors.org)

**MidMichigan Innovation Center**  
[www.mmic.us](http://www.mmic.us)

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