

# Inventors COUNCIL

## OF MID-MICHIGAN

P. O. Box 311, Flushing, Michigan 48433

[www.inventorscouncil.org](http://www.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 by providing education and business networking.

Founded by Robert (Bob) Ross in 1995

We meet on the second Thursday of every month at:  
Walli's Restaurant, 1341 S. Center Rd Burton, Michigan  
Two blocks south of I-69 at Exit 139

Volume 2018

Next Meeting Thursday, March 08, 2018 - 7:00 pm

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### ***Inventor Resources***

#### **Officers & Directors**

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#### **Michigan Inventor Clubs**

Grand Rapids Inventors Network  
[www.grinventorsnetwork.org](http://www.grinventorsnetwork.org)

Inventors Council of Mid-Michigan  
[www.inventorscouncil.org](http://www.inventorscouncil.org)

Jackson Inventors Network  
[www.jacksoninventors.org](http://www.jacksoninventors.org)

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

Muskegon Inventors Network  
[www.muskegoninventorsnetwork.org](http://www.muskegoninventorsnetwork.org)

Inventors Association of Metro Detroit  
[www.inventoriamd.org](http://www.inventoriamd.org)

Lansing Inventors Network  
[www.facebook.com/LansingInventorsNetwork](https://www.facebook.com/LansingInventorsNetwork)

#### **National Affiliations**

Inventor Group of America  
[www.inventleader.org](http://www.inventleader.org)

United Inventors Association of America  
[www.uiausa.org](http://www.uiausa.org)

#### **Upcoming Events:**

- Meet the Buyer 2018 – Flint on May 11. [www.FlintandGenesee.org/ptac](http://www.FlintandGenesee.org/ptac)
- MiQuest March Calendar of Events: [www.MiQuest.org](http://www.MiQuest.org)
- Upcoming Small Business Trainings in Flint  
<https://clients.sbdcmichigan.org/workshop.aspx?key=60380003>
- MTC Expo – San Diego, April 24-26 [www.mtcshow.com](http://www.mtcshow.com)
- Big Resources for Small Business [www.bizboxmichigan.org](http://www.bizboxmichigan.org)
- IGA goes to Washington - [www.inventleader.org](http://www.inventleader.org)
- Inventor Showdown – [www.mycoolinventions.com](http://www.mycoolinventions.com)
- Wayne County Business Roundtable 3/27/18 at Schoolcraft College - register online [www.waynecountyroundtable.com](http://www.waynecountyroundtable.com)

#### **March Agenda:**

- update on Michigan Inventors Coalition Expo and website
- IGA affiliations and help for inventors
- Importance of “Meet the Buyer”
- Discuss and compare the 3 Patent Bills before Congress – Outline from San Diego Inventors Forum
- Webcast – How Digital Marketing Can Help your Business
- Networking

#### **Minutes of February Meeting:**

- Michigan Inventors Coalition – Initial Draft of September Summit
- Update on Inventor Groups of America Conference in D.C.
- New Guidelines for Chamber of Commerce Entrepreneur Team
- Inventor Pitch on My Cool Inventions radio
- Get your product on the Michigan Inventors Coalition webpage
- Webcast replaces guest speakers during winter
- Update on members’ products
- Networking

### **Invention Review Panel**

For an objective evaluation and priceless feedback, present your invention ideas to 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 input you need to make decisions during the stages of getting your product to market.

We ask for a \$25.00 donation for non-members. The Panel meets at 6:00 pm prior to each meeting. You must e-mail our Panel Chairman Rick Mason to request a Pre-evaluation form and schedule a time. [xyzmason@aol.com](mailto:xyzmason@aol.com)

### **President's Note**

When introducing your product to market, I continually remind you to list on ebay, Amazon, Google shopping, etc. Listing on these websites is fairly easy, since they have you choose the categories you will be advertising in and walk you through a step by step installation process. They also have opportunities offered to help enhance your product if you choose to add a little cost. If, however, you choose to construct your own website, and there are many "apps" that can walk you through that, you will need to know the critical things your site needs to have for search engine optimization. Though you are a small business, you are competing with large companies and corporations for attention. Here are some criteria for you to consider to ensure you have a good website :

1. Your home page has to grab the audience – 75% of web users judge a company's credibility by the design of their site. It has to compete with the big boys.
2. Your site must be mobile friendly – more than half of web users use their mobile device to buy items. Unfortunately 93% of small business websites are not mobile friendly, and 60% of small businesses don't even have a mobile site.
3. Your site needs to be tied to social media – over 90% of small business websites don't have a link to twitter, Facebook, etc. It is very easy to link your own Facebook page to your site. Make SEO happy.
4. Your site needs to be updated often – Search engines like to see activity and customers like to see new input. Add and update your site often to keep it exciting.
5. Make sure your website information is correct – 85% of small businesses have incorrect information on their site. Nothing frustrates a web users more than finding information that is confusing. Proof read your site every few days to ensure accurate information.
6. Tie in a video to explain your product. It is very easy with a mobile device.
7. Have the pertinent information easily viewed or found. – Such things as
  1. List of products or services
  2. A Call to action (a "Buy Now" button)
  3. Phone Number
  4. Email address
  5. Days and hours of operation
  6. How to contact a real person

There are many things to consider besides the basics I mentioned, but keep these in mind when you build a site. If things progress in a successful manner, you may want to have a web designer update your site and host it for you. But when you are just getting started, any online presence is good for marketing.

Remember to have fun with your invention!