



**INSTITUTE of  
INVENTORS and  
INNOVATORS™**

# **Congratulations!**

## **You want to be an Inventor!**

**The words that follow will certainly help you. It's obvious that you are curious; that you keep an open mind and that you're willing to explore new ideas and solutions, or you wouldn't be here!**

**Your journey may seem daunting, but remember, every great inventor or innovator before you started out as a beginner.**

Don't be afraid to take risks and make mistakes. Don't be afraid to ask for help. Stay focused, stay motivated and stay passionate about your vision and goals... the road ahead will be challenging, but it is also full of opportunities to learn and grow.

Become a member of the Institute of Inventors and Innovators! (OR IAN) Network! Learn from the expertise of others. Gain valuable insights.

**Good luck to you, the path you have chosen is fascinating!**



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# Do you have what it takes to be an Inventor?

Those starting out will find focus and a way to get going in the words below;  
and those with experience will get a timely reminder.

## ➔ TAKE STOCK OF YOUR RESOURCES - CLOSE THE GAPS



An inventor develops new or unique products and processes. Their inventions often aim to improve the lives of consumers or solve specific challenges.

**SELF:** Who are you? Do you know your strengths and weaknesses? Are you self-disciplined? Do you have a positive mind-set? Reliable? Proactive? Are you basically a creative person? **TIME:** How much time do you have to dedicate to your invention journey? You need to be committed and set aside enough time consistently. **MONEY:** How much spare money do you have to spend on bringing your idea to market? It does cost money, a little or a lot, but it will cost money. **OFFICE:** Do you have a place to work from? A garage, a workshop, a desk, the kitchen table? Access to the **INTERNET** and **DATA:** this is crucial and without it your inventing efforts will be nigh impossible.

## ➔ HAVE A PLAN, STICK TO IT. DON'T SCATTER YOUR ENERGIES OR ASSETS



It's easy to reduce anything to a step-by-step plan – but within each of those steps lies a myriad of different and possible mini-steps and thoughts, tasks, chores or actions which you need to take. Your plan will help you choose what to do next for *your product*. Stick to your plan but be flexible. Be ready to change, to adapt or even to pivot. Keep an Inventor's journal. Find a way to make precise notes, document everything and update actions daily. Choose your industry or your speciality area, become an expert in your subject. Use social media smartly, have a positive LinkedIn profile - inventing is hard work and it takes discipline and perseverance. It's a lot of fun too ... and the feeling when you license or sell your first product *just can't be matched!*

## ➔ EDUCATE YOUR SELF AS AN INVENTOR - BECOME AN AUTODIDACT



**AI and Inventing ... become a specialist or get left behind. Use wisely.** Understand the LICENSING business model, *learn all about each of the main steps*, understand the jargon such as sell sheets, prototypes, proof of concept, iteration, ideate, pitch-deck, PPA, utility patent ... the list goes on. Prefer to run your own business? Inform yourself on best practice, there are resources all over the place to help you. You can find out how to do anything. There are articles, podcasts, webinars, YouTube videos, networking groups, the internet and more that *overflows* with quality training and mentoring information and techniques. What should you do next? Whatever that is, there is an answer waiting for you to find it. Seasoned Inventors and Entrepreneurs are ready to help you! The learning never stops!

## ➔ WHAT PROBLEM ARE YOU SOLVING? WHAT WILL YOUR PRODUCT DO? WHO ARE YOUR CUSTOMERS? DO YOU HAVE PROOF OF CONCEPT? WHAT ARE THE BENEFITS OF YOUR INVENTION? CHECK YOUR FACTS!

Know all about the industry you are inventing in. Know what your product does for the customer. Know *all* its features and benefits. Be careful when you select the ones you will use. Seek out the WOW factor. Be able to answer all questions that may be asked. Believe in what your product can do or does but let it go if you must; maybe its time has not yet come or you need to move on? Prototypes can help you solve design and invention problems. Look for the best solutions.

## ➔ BELIEVE IN YOURSELF - DEVELOP YOUR INVENTING SKILLS



Communication is everything in life *and* in 'this inventing game'. Deal with others as you would be dealt with (!) Be positive about your ideas, work hard, be diligent, *only you can do it*, nobody else is as interested in your ideas as you are. Don't be afraid to make mistakes, from mistakes comes experience and from experience wisdom. Learn about the Feature/Benefit sales technique, learn about tele-marketing and learn about manufacturing processes. Crafts and hobbies are important, join your local Inventors group, network, read widely, ask questions, check what you think you know, keep current - things are changing all the time. Keep up-to-date. Think like a customer. Solve a problem or answer a need. Keep generating ideas ... the more you do the more you will be able to do.