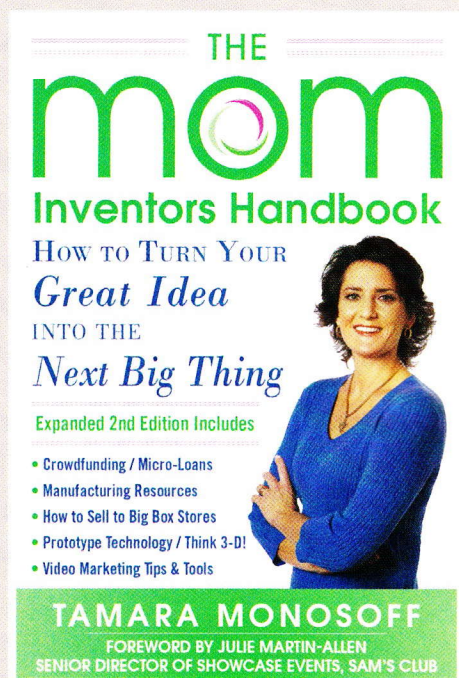




BookShelf

BY EDIE TOLCHIN & TAMARA MONOSOFF



The Mom Inventors Handbook *(it's for everyone!)* How to Turn Your Great Idea Into the Next Big Thing

This is truly a high-tech, interactive book for inventors at all stages of product development – the first book I have seen written with QR codes throughout (black and white square codes that can be scanned by smart devices to provide information such as URLs). The many QR codes provide links to inventor testimonials and websites, as well as videos reinforcing material provided in each of Dr. Monosoff's substantial chapters. Even though the title may read "Mom Inventors", there are blurbs from men as well.

In this book, no stone is left unturned: Monosoff very capably and comprehensively addresses every possible topic with which an inventor may need assistance, such as first steps, prototypes, market research, intellectual property, manufacturing, licensing, shipping, sales, PR, financing and running a business.

A must-read for all inventors, the book is available at www.tamaramonosoff.com, at Amazon, and in Kindle version.

Edie G. Tolchin, contributing editor for *Inventors Digest*, recently spoke with Dr. Monosoff about the recent success of *The Mom Inventors Handbook: How to Turn Your Great Idea Into the Next Big Thing* (Expanded 2nd Edition), a number-one best seller on Amazon.

Edie: Congratulations, Tamara, on this wonderful accomplishment! Please tell us about your background, how you became an official inventor, and why you decided to write this book.

Tamara: After my daughter Sophia pulled on the toilet paper and clogged the toilet, I went to the store to purchase a gadget to baby-proof the toilet paper. It didn't exist. So, I invented the TP Saver and it launched on the Today Show with Katie Couric nearly 10 years ago.

After that show, thousands of people asked me to tell them how to bring their own product ideas to market. Their questions and wish to transform their own lives by starting product businesses inspired me to write the first edition of *The Mom Inventors Handbook*. I have a Doctorate degree in education, with a specialization in women and leadership, so writing books to support others actually made sense to me. However, I didn't think of it until going through the inventing process myself. At that time, there wasn't a clear roadmap to follow and I was struggling every step of the way while also caring for my two young children. I wanted to make the process easier for others.

Edie: How is this second edition different from the first

edition of the Mom Inventors Handbook, originally published back in 2005?

Tamara: The whole world has changed since the first edition was written. Tools that we take for granted like YouTube, Twitter, Google Patents and crowdfunding sites didn't even exist. At that time, building a blog and ecommerce website was a \$20 thousand-dollar+, three- to four-month project. Today, it can be done in a couple hours for a few dollars. I re-wrote the book, cover to cover, with all new up-to-date information and resources and added detailed chapters on manufacturing, funding, sales and video marketing. After reading this book, readers will be equipped to bring their products successfully to market.

Eddie: How can our readers be the "best" clients when signing up with a service provider? What can they do to get more "bang for their buck" when hiring a professional to help them with product development?

Tamara: First, I believe the inventor is the best person to take their product to market. There isn't a secret website or insiders club. Despite what might be written there is no shortcut. Assume this will take a long time and that there is no substitute for doing your homework, researching qualified partners, making contacts and hearing a lot of "no's". Frankly, those I have seen sign the best licensing deals are people who have first taken their products to market themselves and proven the market interest. Once that is done, a major risk factor is removed for licensees. That said, if the decision is to go with a consultant to assist, be very wary. Don't be afraid to ask detailed questions, make sure that you are clear about services and terms, get more than one quote and compare between service providers, ask for references and actually call them. If you have a "gut" feeling that something isn't right, TRUST yourself and don't try to convince yourself to stay in a situation that isn't working for you. I have not heard too many success stories from these kinds of engagements.

Eddie: Out of the very powerful information you provide in this book, is there one significant mistake you recall

having made as an inventor that you would like to share with our readers, so that perhaps they can intercept such an error with their projects?

Tamara: Yes, I mentioned this in the book. Market research is the step that most inventors skip. This isn't the fault of inventors. Most experts seem to agree and say "Do your market research before you bring your product to market" but then they don't explain how to do it. That's because most don't know how themselves. That is why I dedicate two chapters (chapters one and three), to conducting market research. If readers carefully follow the steps in these chapters, they will better understand the market and if there is indeed a "need" for their product BEFORE they spend money bringing their idea to market. They should do enough research to be able to answer, in detail with supporting information, the nature of this product as a business opportunity, not just whether it is clever and solves a problem. In fact, new inventors often ask me this same, very good question. I provide this same answer and then I am stunned when the next question is often, "will you just look at it and tell me if it is a good idea?" Again, my answer is, "no, but you can tell me if it is a good idea after you do the research."

Eddie: Which would you say is the most impressive, valuable or timeless invention included in your book, and in what capacity were you involved?

Tamara: I do not want to draw attention to only one of the products mentioned in the book as this, to me, is not about clever gadgetry. I look at inventions as a business opportunity, nothing more. So, what I think about a particular item has no bearing. It all depends on whether the product can be produced and distributed profitably and if consumers are willing to pay for it. A very clever invention (of which I have seen many) should not be pursued if it cannot be done so profitably (unless it is merely a hobby). That is why I tend to use the term, "product entrepreneur" rather than inventor. Many new products will not have patentable elements, nor do they need them to be successful. Most of the entrepreneurs mentioned in the book used my first edition to bring their



FOX 5 NY - Good Day Street Talk

products to market which is how I have been involved. Other entrepreneurs took my Power Mentoring Programs which helped them shave off years of time and frustration as well as avoid costly mistakes. Through these programs, my mentees stay focused and on track until they achieve their goals.

Edie: What difficulties, or obstacles, if any, did you encounter when writing this book?

Tamara: It takes time and a lot of thought to write a book. Getting all the information I wanted to share in as short and efficient a book as possible was difficult. This is one of the reasons I also provide recorded and live programs and workbooks as well, through www.tamaramonosoff.com. My goal with this book was to "give" as much valuable, practical and honest information that I could to readers interested in profiting from their product ideas. At first glance, readers may not even realize the value of some of the resources and practical steps that have been shared throughout the pages -- like the names of real factories both abroad and

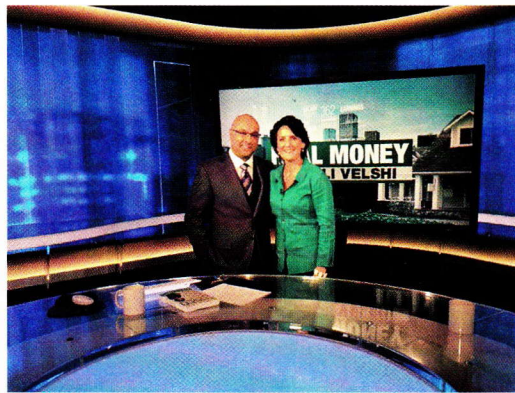
in the United States, and sales contacts that took years to cultivate. Every inventor's journey will be unique yet my hope and

intention here was to create a roadmap that will give the reader an advantage and help her bring her products to market more efficiently and cost-effectively as possible.

Edie: Do you have any final words of wisdom or inspirational advice to share with our readers?

Tamara: View your product as a potential business opportunity, not "your baby". Your invention does not care about you so make it prove itself to you. When you're conducting your market research, LISTEN to what people

are telling you. If it becomes clear that it is a prudent investment, go for it. Few other types of businesses can be as satisfying and this can be lucrative. On the other hand, if the investment does not seem to be a good one, be willing to expend your time and resources on your next product idea or business opportunity. These possibilities are unlimited!



Real Money with Ali Velshi

2 Critical Steps to getting your NEW PRODUCT "out there"

1 GET IT MADE

Contact Edie Tolchin – "The Sourcing Lady" (SM) for sourcing, China manufacturing, product safety issues, packaging assistance, quality control, production testing, final shipment inspections, freight arrangements, import services and delivery to your door!

www.EGTglobaltrading.com

EGT@egtglobaltrading.com

P.O. Box 5660 - Hillsborough, NJ 08844

845-321-2362

2 GET A WEBSITE!

Contact Ken Robinson – While your order is being manufactured, you need to start working on your WEB PRESENCE! Get people talking about your product on Social Media (Facebook, Twitter, YouTube, Google+), get good search engine placement (SEO)!

www.widgetsontheweb.com

kenrbnsn@widgetsontheweb.com

614 Van Liew Court - Hillsborough, NJ 08844

908-963-2447

Get more BANG for your BUCK from two professionals with a combined total of over 60 years of experience!

INVENTORS

THE MAGAZINE FOR IDEA PEOPLE >

DIGEST

JUNE 2014
Volume 30 Issue 6
\$3.95

THE BOOKSHELF
MOM INVENTORS
HANDBOOK

Q&A
5 QUESTIONS WITH
LOUIS FOREMAN

PROTOTYPING
7 STEPS TO PRODUCT
DEVELOPMENT

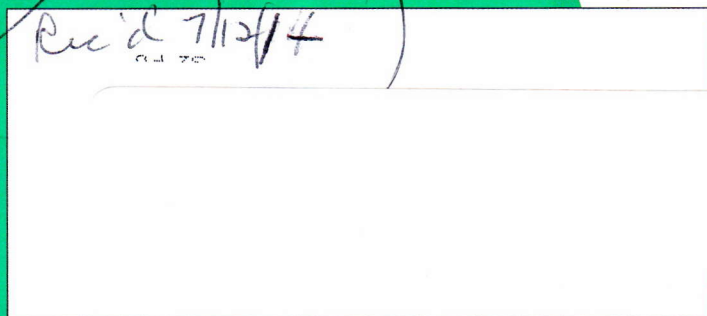
FIRST PERSON
CREATING KIDSWITCH

WOMAN INVENTZ
SHOOTS & LADDERS

LANDER ZONE
REASONS TO CROW



**THE ANATOMY OF
A START-UP**



Scan with your smart phone's QR
Reader to check out online content!

POSTAL STANDARD
US POSTAGE PAID
PERMIT 38
FULTON, MO