

# TOP TEN INGREDIENTS for SUCCESSFUL INVENTING

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1. Believe I what you are creating, but never be blinded by the potential for success, always remain realistic
2. Solicit the advice of others that you trust, to assist in the design, the research, marketing, financing, etc.
3. Conduct extensive market research by using data bases and the reference sections of major libraries
4. Don't invest a dollar until you have explored the potential and the realistic opportunity
5. Never fall in love with your creation, since if it could be successful, then you may have to release it to other for commercialization
6. Consider the competitive advantages of your invention and how it will positively or negatively affect the existing product
7. Evaluate whether it is logical and feasible to go into business to make and sell it, or license it to an existing company
8. Never do your own negotiating in a licensing-royalty arrangement, always hire someone with experience to represent you
9. Always remember, if you can create one invention that may be a success then you can also think of many more
10. In everything you do, never let greed be your judgement factor, it will always destroy the greatest of opportunities

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