

TOP TEN MISTAKES INVENTOR MAKE

**By
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- 1. Fall in love with your “brainchild” which makes it difficult to use good judgement in decisions and hesitant in it ever leaving home**
- 2. Listen and believe to strongly in the encouragement or discouragement of those around you, including family and friends**
- 3. Not conduct enough market research. Walking through a store and looking for similar products, is not market research**
- 4. Reading and believing all the small advertisements in the back of Popular Mechanics magazine, targeted to inventors**
- 5. Not recognizing the value of a patent and attempting to market or sell a new product without the benefits of intellectual property**
- 6. Having too big an ego to admit your own weaknesses, and bringing in the strength and experience of others**
- 7. Sending money to invention promotion firms that promise you the world, because you created the greatest idea since sliced bread**
- 8. Believing that your idea or invention cannot be improved upon b someone else**
- 9. Convincing relative and others to invest money in your idea before you know you need it, or are in a legal position to accept it**
- 10. Did not know how to properly price it for sale, by ignoring all the costs of proper packaging and distribution**

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