

## ***How to successfully launch your own products***

How do you know what steps to take first? There are SO MANY details to consider when you decide to go forward with your own company to produce your invention. Where do you start?

See my article on 'How do you successfully launch your great product ideas' here...

<https://www.linkedin.com/pulse/how-do-you-successfully-launch-your-great-product-david-lieberstein?trk=hp-feed-article-title-publish>

## **How to Launch your Product Successfully in Five Key Steps**

Do you have a great product idea but haven't been involved with production or starting your own business in the past? Well, there is a LOT for you to learn! After designing and producing hundreds of products in my own companies over the past 40 years with over \$100 MIL in sales, I have a lot to share! Request my 'Five Stages to Launch' at no charge to successfully launch your own products.

## ***Do you want to produce your own products?***

Do you have great product ideas and a desire to launch them yourself? How do you go about that? Here are some basic ideas to consider:

- You need to find the proper factories to produce a consistent, quality product at a fair price.
- Calculate the proper margins on cost to wholesale and retail to make sure your product is saleable to your target audience.
- Do market research and test marketing with prototypes.
- Determine best warehousing, logistics and office procedures to handle all your orders.
- Develop a clear business plan, budgets and have the proper working capital available.
- Finally, Marketing is the biggest key to selling your great products! Develop appropriate marketing strategies for your product niche including websites, trade shows, sales agents, distributors, advertising, print catalogues, and social media campaigns.

Email me to request my 'Five Steps to Successful Product Launch' free and a complimentary consultation at [david@dreamproductguru.com](mailto:david@dreamproductguru.com); [www.dreamproductguru.com](http://www.dreamproductguru.com)

## **How to Launch your Product Successfully in Five Key Steps**

Do you have a great product idea patented now...but haven't been involved with production or starting your own business in the past? What are the next steps towards a successful product launch? After designing and producing thousands of products in my own companies over the past 40 years, I have a lot to share!

Email me to request my 'Five Stages to Launch' - FREE - to successfully launch your own products

## **How to Launch your Product using Five basic Steps**

If you have a GREAT idea to produce and distribute yourself, there are a myriad of details to consider to successfully launch your company. I have founded many businesses over the past 40 years and produced hundreds of products with total revenues of over \$100 Million, so I have a lot to share. Email me to request my 'Five Stages to Launch' - FREE - to successfully launch your own products to:

[david@dreamproductguru.com](mailto:david@dreamproductguru.com)

## **HOW DO YOU SUCCESSFULLY LAUNCH YOUR GREAT PRODUCT IDEAS?**

*Do you want to produce your own products?*

*How do you successfully produce your own products?*

*What to consider in starting your own product company...*

*How to successfully launch your own products*

There are SO MANY details to consider when you decide to go forward with your own company to produce your invention. Where do you start? How do you know what steps to take first? See my article on 'How do you successfully launch your great product ideas' here...

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## **HOW DO YOU SUCCESSFULLY LAUNCH YOUR GREAT PRODUCT IDEAS?**

So many people have great ideas. You are probably one of those creative thinkers with big goals to hit the jackpot!

Where do you start? How do you know what steps to take first? How do you find the right suppliers and factories to make your products for you? What about actually selling your products?

There are SO MANY details to consider when you decide to go forward with your product ideas. I talk to lots of folks that have spent thousands of dollars...sometimes tens of thousands of dollars...to go through the full patent process and get an expensive prototype made...BEFORE they have figured out if they want to produce themselves, how to finance the company, where to market it or whether to license their invention to an existing company. By this time, many designers and inventors have already run out of money.

It is ***VERY important*** to have a clear path for fully financing your project and how you will market the final product **BEFORE *you spend all your hard earned savings!*** I have been doing product development, overseas sourcing, importing and distribution for my own companies for over 40 years in the gift and housewares markets with **over \$100 Million** in total sales! I have learned over the years the best business practices and how to avoid expensive pitfalls, especially during the start up phases.

I am happy to send you my detailed overview of each stage to successfully launch your product from concept through production to marketing. Please send me a short email to [david@dreamproductguru](mailto:david@dreamproductguru) to receive my report and also receive ongoing newsletters.

If you're interested in getting more details on how to take your product to the next step, email me for your **complimentary *Product Launch Strategy Session*** to discuss the nature of your project, your challenges and how I might be able to support you.

I have a limited number of appointments available and request that only people who are serious about and **ready to take the next steps** apply for a time to talk with me.

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## **Stage One for a Successful Product Launch**

If you have a GREAT idea to produce and distribute in your own new business, there are a myriad of details to consider to successfully launch and profitably operate your company. I have founded many businesses over the past 40 years and produced hundreds of products with total revenues of over \$100 Million, so I have learned a lot over the years!

Here is the first of my Five key stages to successfully launch your product and company:

- STAGE 1 - PRODUCT DESIGN and FINANCIAL PROJECTIONS

Develop production specifications to review with potential factories and packaging designers

Obtain patents, if applicable. Provisional Patents are inexpensive, do not require expensive legal fees and gives you one year to properly test market your products.

Test market your products with your proposed retail pricing with focus groups and potential retailers.

Locate potential factory suppliers domestically or overseas.

Obtain price quotations and negotiate payment terms. This is very important to properly calculate proper margins to wholesale and retail, then test those price points in the marketplace BEFORE investing your precious funds for inventory. In addition, it will give you real numbers for your projected cash needs to buy inventory.

Develop a clear business plan for financing needs on initial inventory, artwork prep, warehousing and general business set up requirements

Secure initial working capital from savings, friends/family, investors or crowd funding to properly finance initial business needs including inventory costs, set up costs and initial 6 months of administrative expenses.

Email me to request the full 'Five Steps to Successful Product Launch' free and a complimentary consultation  
at david@dreamproductguru.com; [www.dreamproductguru.com](http://www.dreamproductguru.com)