

10 Keys to Successful Product Creation

1. Keep focused on your passion and your gift.

Creating a product will require an investment and occasional “big gulps.” It is important to get clear on why it is important. What is the impact you want to have?

2. Research your market and test your product.

You need to find out if there is a market for your idea, who your competition is and how your product is different from theirs. Testing your product in prototype form can give you valuable feedback before you invest in full production.

3. Planning, planning, planning.

Talk to printers, designers, and manufacturers about ways to save costs before you even begin to finalize the design your product.

4. Don't sacrifice quality for cost.

5. Be prepared to make an investment.

Order enough to take advantage of quantity price breaks. Put the additional expense in the context of the bigger picture – it will make you more money in the long run.

6. Pay attention to the business side of things

Create a business plan and a cost analysis sheet. Get feedback on your price point. Will you have enough of a margin to sell wholesale or participate in joint ventures or affiliate programs.

7. Contract with Professionals

Know where your genius is and where it is not. There are lots of different kinds of professionals that can help; graphic designers, printers, print brokers, illustrators, writers, publicists, agents, manufacturers, sales reps.

8. Use your network to find the help you need

Ask friends, family, and acquaintances for referrals. Search websites and professional organizations. Consider checking with your local university for art students or law students. Interview candidates and look for comfort, experience with your kind of product and samples of work that reflects the style you like. Try them out on a small part of the job first to see how it goes.

9. Protect Your Idea

Use confidential non-disclosure agreements. Get legal counsel to learn the best way to protect your product - copyright, trademark, patent, licensing.

10. Get Support

Create a success team, spend time with others who support your idea, hire a coach, find a product development buddy. Find ways to acknowledge your success along the way and celebrate.

Helpful Tips for Successful Leaping

by Marcy Nelson-Garrison

Stay connected to your vision.

The clearer you can make your vision the more energy and an aliveness it will hold. It will help guide your decisions and become a source for motivation. When you are clear about where you are going, you become alert to opportunities, notice synchronicities and are less likely to lose your way. It makes for an exciting journey.

Face each fear and obstacle head on.

Know that with every new endeavor obstacles arise. Many of the obstacles you will face will be internal obstacles like limiting beliefs, assumptions and patterns, and of course that incessant internal critic. Know that these are normal and are built in to maintain the status quo. The good news about internal obstacles is that you can work with them. They are malleable.

Don't do it alone.

The most successful entrepreneurs ask for help, There are lots of ways to get help. You can create a board of advisors, a master mind group or find a coach or a mentor. You can create mutually beneficial strategic partnerships and you can hire the help you need on a contract basis. There is nothing that says you can't do all of these things.

Celebrate success along the way.

It's vitally important to take time to acknowledge your progress along the way. Sitting down and creating a plan in the beginning gives you a way to measure your progress. Actually name what the goals and milestones along the way will be. Each time you reach one – celebrate – and invite others to celebrate with you.

Here's to your Creativity, Confidence and Courage!

Marcy Nelson-Garrison is president of Coaching Toys Inc., and creator of **Passion to Product, The Basics**. A “How To “ guide for Coaches and Counselors. Marcy is a certified coach and helps creative and service professionals with a new product idea develop the creativity, confidence and courage to succeed as an entrepreneur.
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