

INGENIOUS IDEAS DEPARTMENT [®]

How To Bring Your Invention To Market

(NAPSA)—Most people have had an idea for a new product or toy at one time or another. Maybe it was an idea for a fun game or simple household item, but most people never get to the point of manufacturing or selling the idea.

That's where Gary Ahlert of Creative Group Marketing comes in. As a toy and invention-licensing agent, he has been helping people bring their toys, novelties, games, technical and medical ideas to market for over 20 years.

"If you think you really have a great idea for a new toy or invention, you'll need to have determination, stamina and be prepared to invest and believe in yourself," says Ahlert. "Getting a product from the idea stage to the retail store is a difficult process, but that doesn't mean you shouldn't try if you really believe your idea is unique." And, he adds, the rewards can be substantial.

He suggests first evaluating your idea; is it different, fun; does it fill a need or make something better? Next, be prepared to commit yourself, both emotionally and financially; it takes hard work to bring an idea to market. And finally, do your homework so you know you are working with reputable agents and companies.

Understanding there are risks involved and surrounding yourself with people you can trust will make a big difference, and it can be worth it in the long run. "There is nothing like seeing your creation on the market, and reaping financial success," says Ahlert.

Write to Creative Group Marketing, 400 Main Street, Suite 210, Stamford, CT 06901, visit www.creativegroupmarketing.com or call 1-800-678-8972 to receive free information on bringing your invention to market.