

INTRO TO LAND YOUR LICENSE DEAL

Watch This First.

Let's Get Started!



Land Your
License Deal

TODAY'S GAME PLAN – INTRO

- ❖ WHAT YOU ARE GOING TO LEARN HOW TO DO
- ❖ YOUR OUTCOME FROM TAKING THIS COURSE
- ❖ YOUR COURSE STRUCTURE: STEP-BY-STEP MODULES
- ❖ WHAT ELSE IS HERE FOR YOU:
 - Bonus information, resource packs
 - Interview with successful inventor George Burkhardt
 - Get access to the private *Facebook* group



OH AND BY THE WAY:

- ❖ Let's have some fun with this!
- ❖ Yes, there will be challenges/frustrations but ...
- ❖ You can do this!

YOU ARE GOING TO LEARN HOW TO:

1. Scope out the competition: easily highlight the advantages of your product vs theirs.
2. Design your **Unique Selling Proposition (USP)** – the key to delivering a compelling, slam dunk licensing pitch.
3. Locate **lots** of companies to license your invention, then narrow your list to the best licensee option for your product.
4. Make licensees salivate over your invention – by developing a clear, concise, impactful ‘30-second commercial’ – that speaks their language.



YOU ARE GOING TO LEARN HOW TO:

5. Create a simple phone pitch to pique their curiosity, paving the way to set up your in-person license pitch.
6. Present a 'slam-dunk' licensing pitch to make them want to license your invention before someone else does.
7. Know what matters **most** and **least** in your licensing agreement. Also, leverage 'insiders' tips for getting the best deal possible for you.
8. Work effectively with them to bring your product to market as quickly as possible so you can get paid.



WHAT IS THE OUTCOME?

By completing this course, you will

1. Have a start-to-finish game plan to license your invention
2. Be able to find and confidently contact potential licensees
3. Be able to engage your audience, speak their language, and pitch your product like a pro
4. Be confident and poised during licensing discussions – be able to negotiate the best deal possible for your invention
5. Be able to work closely with the licensee after the deal is done to get your product to market quickly and get paid



YOUR COURSE STRUCTURE

Step-by-step modules:

- ❖ **Module 1:** Sizing up the competition
- ❖ **Module 2:** Find companies to license your product
- ❖ **Module 3:** Your 30-second commercial
- ❖ **Module 4:** The LBP – what it is, why you need it



YOUR COURSE STRUCTURE

Step-by-step modules:

- ❖ **Module 5:** Craft your perfect phone pitch
- ❖ **Module 6:** Your licensing pitch – the big day
- ❖ **Module 7:** License deals 101 – how to negotiate like a pro
- ❖ **Module 8:** Yay! The deal is done – what comes next



WHAT ELSE IS HERE FOR YOU?

- ❖ A resource packet that includes:
 - Link to IHA list of kitchen, houseware, and gadget manufacturers
 - Link to lots of tool and industrial product manufacturers
- ❖ An interview with successful inventor George Burkhardt
 - He reveals step-by-step details of his 'back door' method to reach key decision-makers for licensing
- ❖ Get access to the private *Facebook* group



MY ADVICE ON HOW TO BEST USE THIS COURSE

- ❖ Take your time, but **always** take action
- ❖ Don't be afraid to go back and review any video as often as you need to
- ❖ Everything flows together, so follow the **1-2-3** order of modules for best results
- ❖ Remember to apply to join the private *Facebook* group for further assistance from other students and me



INTRO TO LAND YOUR LICENSE DEAL

See You Soon in Module 1



Land Your

License Deal

