Sell Sheets:

✓ **Watch 4 webinars**
  - Step 5, Basics 1- “One Sentence Benefit Statement & Sell Sheets”
  - Step 5, “One Sentence Benefit Statements- Good and Bad”
  - Step 6, Basics 2- “How to Create Sell Sheets That Do the Selling For You! *** Part 1”
  - Step 6, Basics 3- “How to Create Sell Sheets That Do the Selling For You! *** Part 2”

✓ **Do your market research!**
  - Search websites, Google images, etc.
  - Take note to what your closest competing products are, what brand names are on those products, what retailers are selling them, how those companies are marketing those products (i.e. the colors they’re using, the fonts they’re using, the backgrounds used, etc) and who is buying this type of product (KNOW YOUR CUSTOMER)

✓ **Choose sell sheet layout based off our samples**
  - Talk with your inventRight Coach to help you decide which layout will be most effective for your product

✓ **Begin rough draft sell sheet**
  - In a basic Word document, organize your text (i.e. One Sentence Benefit Statement, description for problem photo/solution photo, if text is necessary for them, and 3-5 benefit bullet points)
    - Remember, less text is more on sell sheets! Your visuals are going to be telling the majority of the story. Bullet points should not be full sentences, just brief statements
      - Bullet points should describe the benefits of your product, not the features. Talk about how the features benefit the consumer
✓ **Gather images**
  - If your product solves a problem, find an image of the problem online that you would like to use as your “problem” photo for problem vs. solution. If your product is novelty and/or does not solve a problem, move on to the step below (product photo).
  - Take a photo of your prototype or, if you do not have a prototype, sketch something out for the designer to use as a reference when designing the 3D rendering of your product.
    - 3D renderings are always better to use on your sell sheet vs. images of prototypes because they will imitate what the product will potentially look like once it’s been manufactured, they’re more clear and colors are brighter = more aesthetically pleasing; more attractive to potential licensees.
  - Often times a 3-box storyboard is helpful in showcasing how your product is used. Ask your Coach if it’s necessary for your product. If so, use sketches, or photos, to tell the story with 1-3 word describing what’s happening in each box.
  - Insert images in your Word document to complete your first draft of the rough draft sell sheet.
  - Find an advertisement, product packaging, etc. to send to designer for a style reference.

✓ **Review rough draft sell sheet with your inventRight Coach**
  - Email this word document & advertisement to your Coach and setup an appointment to review the details.

✓ **Submit sell sheet order through inventRight system**
  - Make sure to clarify what it is you need (i.e. a sell sheet design, a 3D rendering of your product, along with a 3-box storyboard). *Each request will have a custom quote depending on the complexity of the work.*
✓ Review the professionally designed sell sheet with your Coach
   o Confirm your Coach signs off on your sell sheet before moving to the next step. If revisions are necessary, take notes from your Coach and submit the modification request to the designers.
     ▪ Repeat the review process with your Coach until your Coach confirms the sell sheet is complete

❖ Additional sell sheet information should include:
   o “Patent Pending,” “Copyright Pending,” or Trademarks- if your product has any of these statuses
   o Your contact information- which will consist of your name, business name, phone number and business email
     ▪ We recommend establishing a separate email account specifically for your product submissions. A Gmail or Yahoo account will suffice as long as they’re separate from your personal email
   o “Confidential”- at the very bottom of the page
   o “Available for licensing only”- at the very bottom of the page