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Turn Your Dreams Into A
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While Letting Others Do
The Work

*Millions of women are
launching online
businesses. Power Up for
Profits is the first book
written exclusively for
women who want to leverage
the power of the Internet
to reach a global audience
and build a successful
business with integrity,
heart, and massive*

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success. Kathleen Gage has been actively marketing on the Internet since 1994, building a multiple six figure business and a stellar reputation for honesty, outstanding content, and success.

She's taught thousands her internet marketing methods in seminars and trainings. For the first time, Gage's signature tips and techniques are organized into one easy to read book. Filled with step-by-step instructions, entertaining stories, and the heart centered business acumen women

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*crave, Power Up for
Profits includes state of
the art information on
blogging and social media
website creation and
traffic generation joint
ventures and affiliate
partnerships packaging
information in products
and services marketing
strategy specifically for
women entrepreneurs If you
relish the thought of how
the Internet can help you
share your message with
the world, create a
profitable business, and
enjoy the freedom of
entrepreneurship, Power Up
for Profits is the book*

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for you. "Kathleen Gage clearly understands two things: Power and Profit. While this book allows you to use your passions and creativity to find a wealthy path in business it doesn't allow you to get bogged down in the BS of "how." It's clear. It's step by step. AND it's funny and compassionate. This is a must read for any woman ready to build a business (with lots of profits)." Suzanne Evans - Suzanne Evans Coaching
"Follow these simple steps and become the successful, prosperous, and happy

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business owner you are meant to be!" Janet Bray Attwood - New York Times Bestselling Author - The Passion Test "Simply enlightening...gives you a step-by-step process to create a great big beautiful impact for your clients... and in your bank account, too. Read it!" Dr. Joe Vitale - Bestselling author - Hypnotic Writing "Power Up for Profits! is the perfect blend needed to create a successful online business. Follow Kathleen's advice and watch your profits soar."

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**Peggy McColl - New York
Times Bestselling Author -
Dynamic Destinies Inc.**

"For the first time, a book outlines in simple, easy-to-understand, and usable terms, the most powerful yet overlooked combination of true spiritual principles and sound marketing strategies." Eva Gregory - Leading Edge Coaching & Training "Looking for no-fluff marketing training? You found it in this gem of a book! Kathleen's practical steps make it simple to market and grow a business that is a

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perfect - and profitable -
expression of YOU!"
Kendall SummerHawk -

International Association
of Women in Coaching
Money Minutes is a simple
and practical guide,
offering the reader quick
one-page informative
answers to hundreds of the
most pressing personal
finance money and
retirement questions
confronting everyone. The
author, Bob Hardcastle,
distills the most pressing
worries that he has heard
over and over again during
his 40 years of
broadcasting personal

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money and financial advice
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and in his financial
planning practice into
short, valuable and
practical nuggets that any
reader can easily put to
immediate use.

The \$12 billion self-help
industry is under constant
attack for pedaling false
miracles to duped
believers. But sociologist
Albert Amao demonstrates
that Americans eagerly
support self-help books,
seminars, and programs
because, under the right
conditions, these things
work. Sociologist Albert

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Amao analyzes the accuracy of self-help and positive-thinking claims in this groundbreaking--and wholly unexpected--exploration of what works, what doesn't, and why. "Regarding my personal experience," Amao writes, "I can testify that positive thinking and positive action have worked wonderfully for me. Born in a poor Latin-American country into a very impoverished family with both parents practically illiterate, I was the oldest of five children. I started working when I was six

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years old, shining shoes
and selling newspapers to
help my family. Nobody
then would have believed
that I would be able to
finish high school.

Nevertheless, I was able
to do it going to night
school, which allowed me
to be admitted at the San
Marcos University in Lima
to get my Ph.D. in
sociology. All these
things were possible
because, when I was
teenager, I had access to
New Thought," or positive-
thinking philosophy.
Contrary to the critics
who blithely dismiss self-

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help methods, or the New
Age gurus who sell it them
as miracles, Amao--writing
with sobriety,

scholarship, and drawing
on deep personal
experience--explores the
conditions under which
self-help is authentic.

"I tried to think, to
focus my thoughts, but it
was no good. All I could
think about was water and
food. After what seemed
like an eternity, all I
hoped for was death, first
and foremost, and if not
death, then I prayed the
cruel man would give me
another chance. I was

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*desperate for another
chance to show him that I
could be good. I could do
what he wanted. I would be
his dog, as long as he
watered and fed me."*

*Jennifer McFarlane has
never been the outdoorsy
type, but she agrees to go
on a camping trip with her
new boyfriend. It's a
decision that changes her
life forever as she is
plunged into a dark and
sadistic world, one from
which there seems to be no
escape except death.*

**WARNING: DUE TO GRAPHIC
AND EXPLICIT CONTENT, THIS
BOOK IS INTENDED FOR 18**

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AND OVER.

How Total Audacity Took Me
from Hidebound England to

the City by the Bay

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and Expanded Edition: Turn

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Become a Professional

Inventor

Invent It, Sell It, Bank
It!

Make Your Million-Dollar
Idea into a Reality

Ditch Cold Calling

Forever! Connect with

Companies Looking for New
Products.

What gives the world's best

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leaders the edge? Will Greenwood is best known for being an integral part of the 2003 Rugby World Cup-winning team. Ben Fennell has spent over 16 years helping the world's biggest businesses and brands grow. Together, they have established that world-class performance - in both business and sport - requires a fresh approach, and a new set of behaviours. Having spoken to inspirational leaders across all areas of business and sport, including Michael Johnson, Tanni Grey-Thompson, Rio Ferdinand, Dame Carolyn McCall, Dave Lewis and Sir Clive

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Woodward, the authors have identified the key characteristics of world-class performance. These guiding principles of celebrating difference, forging togetherness and accelerating growth constitute a new framework for modern leadership. Packed with insightful personal stories, and often painfully learnt lessons, Will and Ben offer a new playbook for world-class leadership, learning and growth.

What does every mile mean to you? When you hit the trails, the road, the track or the treadmill, what does each mile mean? A group of

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runners and walkers from around the world share their stories as they let us know what every mile matters means to them. Get ready to be inspired.

It is an adaptation of the age-old Biblical tale of David and Goliath and opens the door for discussions on self-confidence and faith in the face of great obstacles. It is also an excellent book for schools, day cares and Sunday Schools. It is simple, inviting story, and is widely available in print and e-book for easy access. NATIONAL BESTSELLER • From one of the stars of ABC's Shark Tank and QVC's Clever & Unique Creations by Lori

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Greiner comes a hands-on, nuts-and-bolts guide to getting a new product or company off the ground and making it a success. Turn your idea into a reality. Become your own boss. Make your first million. Achieve financial freedom. Lori Greiner shows you how. Invent It, Sell It, Bank It! is a hands-on, nuts-and-bolts guide to getting a new product or company off the ground and making it profitable. Sharing her own secret formula and personal stories along the way, Lori provides vital information and advice on topics that can often intimidate, frustrate, and stump

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aspiring entrepreneurs.

Offering behind-the-scenes insights into her

experiences on ABC's Shark

Tank and QVC-TV's Clever &

Unique Creations by Lori

Greiner, as well as valuable

lessons learned from the

mistakes and triumphs of her

early career, Lori proves

that, with hard work and the

right idea, anyone can turn

themselves into the next

overnight success. Lori

covers such topic as . . . •

Market research: Is your

idea a hero or a zero? Don't

be so fixated on the end

result that you forget to

make something that people

actually want to buy. •

Product design: I have an

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idea, now what's next? From concept to prototype to final product: How do I make it and where do I start? •

Funding: Although loans, investments, and crowd-sourcing are great ways to access cash, first tap into your own resources as wisely as possible. •

Manufacturing: Seeing your final product roll off the assembly line is a magical moment, but there are things to watch out for so you get there in a cost-effective way. •

Protecting your idea: To patent or not to patent, and other things you can do to safeguard your idea. •

The secrets to selling successfully: You got the

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product made, now learn how
to get people to buy it!
A Licensing Goldmine While
Selling Your Ideas with Or

Without a Patent

The Triumph of His Dream

8 Steps to Turn Your Idea

Into a Successful Product

What You Need to Know to

Cash In on Your Inspiration

Idea to Invention

A Story about a Simple Idea

with the Power to Change

Everything

**Companies everywhere are
missing out on a big
opportunity - their people
have much more to give
than many leaders are
tapping into. And now more
than ever, high
expectations, aggressive**

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growth goals, and a quickly moving world leaves leaders scrambling to figure out how to extract the very best from their people. Now more than ever, leaders need their people to be fired up. And their people want this too. The Blue Flame teaches leaders how a simple, but powerful conversation can help them to get more of their peoples' best stuff, help employees to fall in love with their work, and help fuel better results for the company. In the book, rich stories and case

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*studies, the latest in
organizational research
and neuroscience, and in-
the-trenches leadership
experience converge to
help leaders ignite
extraordinary new levels
of fulfillment,
engagement, and results on
their teams.*

*The original bestseller
that inspired a movement,
plus new stories and
wisdom from people whose
lives it has changed. More
than twenty-five years
ago, Conari Press
published *Random Acts of
Kindness*, and launched a
simple movement—of people*

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being kind to one another in their daily lives. Now the editors of Conari Press have compiled Random Acts of Kindness Then and Now, which includes the original book along with new material sourced from Facebook, Twitter, and various other social networks. It combines the best of twenty-first-century crowd-sourced wisdom with the best of twentieth century social activism. The inspiration for the kindness movement, Random Acts of Kindness is an antidote for a weary world. Its true stories,

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thoughtful quotations, and suggestions for generosity inspire readers to live more compassionately in this beautiful new edition. The original *Random Acts of Kindness* was named a Best Bet for Educators in 2000 by USA Today. This expanded edition can help a whole new generation of readers restore their faith in humanity.

'I found with years of human/dog training and reading many books on training, sometimes, the simplest things were missing from the human/dog

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*instructions. Answering
many calls to assist
families and their dogs, I
decided to put all the
'most asked for' solutions
in one place.' Roxane
Knott This is a guide to
help you with your new, or
long standing, Canine
family member. If you are
delving into the
adventures of dog
ownership or looking for
ways to get over those
doggie hurdles with some
straight talking then this
is a great book for you.
It gives you all the
simple, little tips to
fill in the missing spaces*

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of those major dog
training techniques.
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With must-have updates, a
new edition of the
bestselling method that
shows how anyone can turn
their one simple idea into
millions - without lifting
a finger! Stephen Key is
an award-winning inventor
who has licensed more than
20 product ideas. In 2011,
he shared the secrets to
his success in the
bestselling book *One
Simple Idea*. Since that
time, many changes have
occurred in the
entrepreneurial world. *One
Simple Idea, Revised and*

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Expanded Edition has been revised and updated to reflect current trends and practices in the industry. In addition to teaching readers how to turn their ideas into marketable products that companies will want to license, Key expands upon his cutting-edge product development, sales, and negotiation strategies, making note of the new opportunities and technologies available to creative people today. The book also features real-life success stories from people who have used the author's strategies.

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*In Defense of Self-Help
Your Complete Guide to
Making Millions with Your
Simple Idea Or Invention*

Daring to Invent

*Closets*Mudrooms*Cabinets*
Pantries*

You've Got Time

Rise Above Now

*From the millions-strong
audiences of Oprah and The
Secret to the mass-media
ministries of evangelical figures
like Joel Osteen and T. D. Jakes, to
the motivational bestsellers and
New Age seminars to the twelve-
step programs and support groups
of the recovery movement and to
the rise of positive psychology and
stress-reduction therapies, this*

idea--to think positively--is metaphysics morphed into mass belief. This is the biography of that belief. No one has yet written a serious and broad-ranging treatment and history of the positive-thinking movement. Until now. For all its influence across popular culture, religion, politics, and medicine, this psychospiritual movement remains a maligned and misunderstood force in modern life. Its roots are unseen and its long-range impact is unacknowledged. It is often considered a cotton-candy theology for New Agers and self-help junkies. In response, One Simple Idea corrects several historical misconceptions about

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the positive-thinking movement and introduces us to a number of colorful and dramatic personalities, including Napoleon Hill and Norman Vincent Peale, whose books and influence have touched the lives of tens of millions across the world.

Do you have a million-dollar idea but aren't sure how to make it a reality? Young entrepreneur Pete Williams can show you where to start! Pete Williams has been referred to as Australia's Richard Branson. At just 21 years of age, Pete embarked on a highly publicised and successful entrepreneurial venture, to sell the Melbourne Cricket Ground, in pieces! In How to turn your

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million dollar idea into a reality, Pete passes on the techniques he used to sell the G, including: developing your idea to reach a hungry market achieving maximum sales for minimal expense using publicity and leverage structuring your business to suit your lifestyle pricing your products and services for maximum sales tapping into a worldwide market online using networking and team force to build your business. Readers will also gain access to a wealth of free material on Pete's website, including discounts on his marketing seminars and products. ABOUT THE BOOK Surrounded by books, sketches, fabrics,

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webbing, plastic hardware, notions, tools, and my sewing machine, I open Stephen Key's *One Simple Idea*. Within a few hours, I understand more about licensing and product development than I gained over months of previous research. *One Simple Idea* does not contain legends of one-hit-wonders; Stephen Key seems to sit in the chair next to me offering decades of experience, methods, and priorities that help me assess products, research markets, understand the provisional patent process, and leverage my ideas into licensing agreements. The day I finished the book, I met with two friends that have significant

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marketing experience, pitched eight ideas, showed three prototypes, received a great reception, and decided to immediately implement Stephen's process and enter the marketplace. I'm sure there will be great days and bumpy moments ahead; however, I now have gaps filled in several areas left from my previous research and understand the things I need to continue to learn. One Simple Idea offers many ideas I will use today, this month, and all year to license and manufacture my products. In our roles as employee, parent, friend and family members, time we spend on developing a process to market

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needs to offer a significant return. One Simple Idea helped me to determine whether manufacturing or licensing are my best option, how I can realistically approach the provisional patent process, what analysis I should take toward pricing, when to pitch to a licensee -- and many other practical product development nuances that will greatly benefit my approach. Reading One Simple Idea is one day well spent! MEET THE AUTHOR Kelly Cooper is currently bringing six cooking-related products to market as well as the cookbook Cookies for Grown-Ups (Red Rock Press). Her day jobs include coding for Zen Entertainment and teaching Web

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*Development at West Valley
College. She enjoys reading and
writing on ideas, technology,
philosophy, sociology, and
business. Kelly's contact info: <http://www.linkedin.com/in/kelly2ds>*

EXCERPT FROM THE BOOK

Description: You decide to have a sandwich. The last of the mustard won't come out of the squeeze bottle. The "deli-fresh" plastic box of lunch meat will not open without scissors or a sharp knife. The resealable cheese doesn't reseal without a surgeon-like focus on lining up the grooved plastic. The wire twist tie keeping the bread fresh is tangled somehow and untwisting clockwise or counterclockwise

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produces the same result, you're no closer to grabbing the bread, much less to eating a sandwich! Stephen Key sees opportunity in products ready for updating and the possibility in licensing your solutions from the every day simple hiccups such as making a sandwich to the complex or significant such as his own award-winning Spinformation labels. One Simple Idea traverses idea creation, assessment, protection, pitch, and advises on submitting your ideas to potential licensees as well as bringing your products to market. The book is fun to read and offers significant paths and processes to your product development career. Buy a copy to

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keep reading!

*Grace is Born, a beautifully
illustrated poetic parable, is the
perfect gift for "sages of all ages,
wearing the face of every race,
talking the tongue of every one."
This spiritual guide to harmonious
living awakens our gifts of
divinity, inspiring us to InSparkle
our world with Loving Acts of
Compassion. Grace guides us to
take each other's hands,
promising that together we will
"far surpass the stance of survival
and become enraptured in the
dance of revival." Grace is Born
accompanies readers throughout
their childhood into adulthood.*

One Simple Idea

One Simple Idea for Startups and

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*Entrepreneurs: Live Your Dreams
and Create Your Own Profitable
Company*

World Class

*From Imagination to
Implementation*

*One Simple Idea for Franchises,
Startups and Entrepreneurs
Every Mile Matters*

Poems about animals we live around, nature and its affects on us, also other things to pause and think about. Contains color pictures. this is a paperback with thirty-six pages, twenty-eight poems.

The power of positive thinking. It is an idea deeply rooted in American culture, from Oprah to

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The Secret to the mass-media ministries of Joel Osteen and T.D. Jakes. Yet no one has examined how this one simple idea—to think positively—has morphed from metaphysics into mass belief. In *One Simple Idea*, Mitch Horowitz tracks the history of the positive-thinking movement from its pioneers to its most dramatic personalities, including Dale Carnegie and Norman Vincent Peale. Positive thinking has been the root of studies on the placebo effect, the 12-step approach to overcoming addiction, and the mind-body connection in treating illness. And it is central to the American

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idea of success, as seen in political messages like Ronald Reagan's "Nothing is impossible" or President Obama's "Yes, we can" and slogans such as the U.S. Army's "Be all you can be" and Nike's "Just do it." This paperback edition includes new exercises and methods, which readers can use to test the validity of positive-mind mechanics in their daily lives. One Simple Idea answers the age-old question—Does it work?—and shows that, yes, positive thinking can change the world.

Congratulations! You have an exciting new invention you know

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will be snatched up by millions of eager buyers--if you can get it out of your head and onto store shelves. Now what? How can you sell your idea? Can you afford a patent? Where can you get help with prototypes? Who, if anyone, can you trust? How can you succeed if you don't know where to start? Alan Beckley, inventor of the Wonder Wallet, answers these questions and more in *Daring to Invent* - a practical step-by-step guide for moving invention dreams to successful reality. The reader will learn:*

- * Websites you must search--to make sure your product isn't already out there*

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How paying for a professional patent search early can prevent wasting thousands of dollars later* Why joining a local inventor's group may be your best business decision* How to find an affordable patent attorney* Where to find affordable help with prototypes * How to decide whether to sell your product or license it for royalties

Mr. Beckley has distilled 14 years of experience into a practical 8-step guide to jump start your inventing journey from idea to successful reality. This book offers an introduction of how to protect your idea written in layman's terms; is

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written for inventors, not attorneys, and for those who want to save thousands on legal fees protecting their ideas and inventions; and explains everything you need to know, from the initial patent search and licensing your idea to filing a successful and financially lucrative application.

The Remarkably Simple Idea
That Can Transform Your
Leadership, and Ignite Your
Team

How Positive Thinking Reshaped
Modern Life

Duney

Winter Interlude

Money Minutes

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The Complexities of a Simple Idea

From award-winning entrepreneur, inventor, and business owner Stephen Key comes the highly anticipated follow-up to his bestseller One Simple Idea. Stephen Key is back, and he's delivering a proven, straightforward process for starting, growing, and running a business—without the need for an MBA or millions of dollars in funding. Key draws on his own experience as a billion-dollar inventor to offer how-tos and other takeaways you can use to get off the ground and into the black. Case-studies of his most successful students and other innovators further underscore “key” principles from the book, while strategies for testing, protecting, and marketing a product make it easier than

ever for you to follow achieve your business and life dreams. Stephen Key has successfully licensed more than 20 simple ideas that have generated billions of dollars of revenue. The course he teaches has attracted more than ten thousand students around the world. You don't have to be a mechanical genius to be an inventor. Chances are, you're already at the all-important starting ground every inventor begins at--wishing you could find a clever solution to an everyday challenge. The far-too-complicated baby swing. Slick-soled running shoes. Computer cords constantly tangled up . . . there can't be a solution unless there's a problem. And that's where you're at! Author and inventor Patricia Nolan-Brown has turned many common annoyances into

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ingenious and money-making products,
and she believes you can do the same. In
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Idea to Invention, she shares the tricks of
her trade in order to help ordinary
people learn how to look at their world
through the eyes of an inventor. Readers
will learn the six simple steps it takes to
go from idea to invention, and discover:*

- *Creativity habits that spark invention*
- *The power of tape-and-paper prototypes to refine their vision*
- *How to navigate the ins and outs of licensing and patenting their product*
- *The pros and cons of finding a licensed manufacturer vs. running a home-based assembly line*
- *How to promote their invention*
- *Product enhancements that add years to shelf life*
- *And more*

From the everyday challenge and your initial concept to resolve it, all the way to the explosion of

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your thriving business, this all-
encompassing guide simplifies the
invention process and gives creative

thinkers the competitive edge they need to
achieve the success their amazing ideas
deserve.

Have you ever questioned life and
wonder why you? Can you hear
yourself saying, "Is there more to life
than this?" I can identify this with you.
Did you know? Our brain process
approximately 70,000 thoughts on an
average day. Often many wonder why
so many give up and quit in life. In this
book I will show you how to rise above
mediocrity. No more settling for less
than God's best and only fantasizing
about your heart desires - Its time you
Rise Above, Now.

Turn your great idea into

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millions—without lifting a finger! Yes, a good idea is enough to build a fortune! Too many people think production, marketing, and distribution are essential to the entrepreneurial process. As One Simple Idea shows, you can hand these tasks off to others—and make big money in doing so. Stephen Key, a highly successful entrepreneur whose creations have generated billions of revenue, offers the simple, effortless secret to success: license your simple idea and let others do the work. Breaking down the process of generating and licensing a product idea to a large company, he explains why you don't need to reinvent the wheel: Simple improvements to existing products can be very successful endeavors—and the most lucrative. The old method of bringing products to

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market through prototyping and patents doesn't work anymore. It's cheaper and more profitable to do it Key's way. One Simple Idea gives you everything you need to tap into the marketing and sales power of partners and licensors for maximum profit.

Grace is Born

How to Lead, Learn and Grow like a Champion

Game Changer

The Smart Woman's Guide to Online Marketing

The Insider's Guide to Companies

Looking for Ideas

Power Up for Profits

You may not agree with all of the thoughts in *The Psychology of Denial*, but it will cause you to think about issues that have the potential to change

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your life in a positive direction. The ideas are developed from the author's experiences with himself, his family, over three decades of experience as a psychotherapist, and the study of Psychological Science since 1953. The overall theme of *The Psychology of Denial* is that we deny that personal change is possible either from not expecting any change to be available, or by denying that our failed attempts at change needed more understanding. Serious change requires years of effort, and we often don't see that shortcuts to happiness usually just make matters worse. *The Psychology of Denial* makes it clear that durable happiness comes from making progress with our personal lives, not by meeting certain goals, or finding anything close to

perfection. Most of us start our adult lives with serious limitations from our childhoods and need to develop patience and perseverance if we're to overcome them. Psychology has found that it takes a sense of belonging, adequate control over our lives, meaning, and self-esteem if we're to experience general happiness. The Psychology of Denial: The Complexities of a Simple Idea attempts to assist us in understanding how we let denial get in our way of developing these aspects of our happiness. Hopefully the reader of this book will be better able to understand at least the following issues: 1. Why willpower often fails. 2. That many of us just haven't been told how to change. 3. How trying can make a habit worse. 4.

That developing self-esteem is critical for effective change. 5. That many of our failures were set up in early childhood. 6. That doing the groundwork presented here can lead to significant changes in our lives and our happiness.

Do you remember your mother telling you when you were little that you'd never meet Mr. Right if you were spending all your time and energy with Mr. Wrong? And what about the book out a few years ago that created such a hoopla with the single crowd – He's Just Not That Into You? The two main characters in Winter Interlude either didn't heed their mother's advice or haven't read the book. Now, add into the plot that the two in question are enemies who regularly run into each

other, given their current relationships. Paul Morrison, a hunky, blond, financial planner, has been putting time and energy into winning the heart of Kate Winter's best friend for almost as long as Kate, a strong willed antiques dealer, has been dating James Morrison, Paul's brother. The sparks start to fly when the two get stuck together for a three-hour drive to the mountains and years of misconceptions about each other are slowly being wiped out. It is in the confines of the BMW that the two begin their journey, taking them from being mortal enemies to lovers. Winter Interlude tells the story of their adventure – of how they finally find love. Kate and Paul's story is the first one in a series of four friends caught in a time warp. They can't move on

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because they are stuck on their idea of their perfect dreams. But sometimes life works in mysterious ways and they are all forced by circumstances to change.

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Enjoy 20 limited-detail illustrations, designed for those who would rather keep it simple. Each page was hand-drawn and edited by K J Kraemer, with you in mind. If you don't want to spend days on a project or just want room to get creative, this adult coloring book is for you!

Quicklet On Stephen Key's One Simple Idea: Turn Your Dreams Into a

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Others Do The Work (CliffNotes-like
Summary and Analysis)

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An essay concerning human
understanding ... With the notes and
illustrations of the author, and an
analysis of his doctrine of ideas. Thirty-
first edition. Carefully revised, and
compared with the best copies, etc
The Blue Flame

Midas

TWO E-BOOKS IN ONE One Simple
Idea Stephen Key has been living this
dream for 30 years. The developer of
such lucrative products as Michael
Jordan's WallBall®, the
Spinformation® rotating label, and

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HotPicks® guitar picks, he knows better than anyone how to make a great living as an entrepreneur. Key develops ideas for new products, licenses them out, collects royalty checks, and doesn't look back. You can do it, too. All you need is One Simple Idea. "Ever heard of Teddy Ruxpin or Lazer Tag? Both have Stephen Key's mark on them. He is the Yoda or 'renting' ideas for serious passive income. From how-to to war stories, this is a great book."
—Tim Ferriss, author of *The 4-Hour Workweek*

One Simple Idea for Startups and Entrepreneurs

Stephen Key helps you live the entrepreneurial dream by delivering a proven, straightforward process for starting, growing, and running a

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business—without the need for an MBA or millions of dollars in funding. Case studies, tips, and advice from other successful entrepreneurs underscore key principles to make it easier than ever for you to achieve your business and life dreams.

Emphasizing the importance of effective brands in a competitive market, an expert in the field discusses the basics of good branding, including the importance of testing in a market, the essential link of the design and message of a brand with its meaning, and the need to avoid unnecessary and complicated strategies. Reprint.

"It all began with one small step. Game Changer is the story of how a twenty-three-year-old waiter

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from Seattle had the outrageous dream of beating industry giants Milton Bradley and Mattel at their own game. With no experience, Rob Angel used his guts, drive, and intuition to create one of the most beloved board games of all time: Pictionary. Rob did it his way. He produced the first 1,000 games by hand in his tiny one- bedroom apartment, disrupted the market by selling to nontraditional retail outlets, and did countless demonstrations at the bottom of the escalator at Nordstrom-a store with no game department. Anything to succeed. Getting there wasn't easy; Rob had to navigate his way through production mishaps, cash flow troubles, and countless copycats

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trying to scratch their way past Pictionary. Still, within three years, Pictionary became the bestselling board game in North America, and shortly after, the world. When Mattel acquired Pictionary in 2001, a staggering 38,000,000 games had been sold in 60 countries. In *Game Changer*, Rob shares the remarkable inside story of taking Pictionary from simple idea to iconic global brand by breaking rules and breaking records, never giving up or giving in, and working harder when most would walk away all while having the time of his life. Candid and compelling, *Game Changer* is as much a captivating memoir as it is a blueprint to personal and professional success."

Think you need a patent? Think

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again. Many of the products Stephen Key has licensed required no intellectual property protection whatsoever, yet have made millions in royalties. But Key also knows what it takes to protect a big idea. Years ago, after reading about how medication bottles rarely contain enough space for the information that needs to be printed on them, he was inspired to develop an innovative label technology. The Spinformation rotating label has been licensed on products the world over, is protected by 20 U.S. and international patents, and has received more than 13 industry awards. To put it simply: Key knows how to use intellectual property to profit. This book will teach you how to:

- Get a licensing contract with or

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without intellectual property• Write a provisional patent application that stops others from stealing your idea• Find and hire a killer patent attorney (they are not all created equal!)• Save thousands of dollars on legal expenses• File patents that have true value• Negotiate a win-win agreementIt also details Stephen's experience defending his patents in Federal Court—a David versus Goliath saga he has never before written about at length—as well as provides tips about how to avoid a licensing contract from going bad.

30 Days to Sell

Insider Secrets You Need to Know

The Psychology of Denial

BrandSimple: How the Best Brands

Keep it Simple and Succeed

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Dungeon Room

How to Turn Your Million Dollar
Idea Into a Reality (from the Man
Who Sold MCG)

**Nominated for a Small
Business Marketing Book
award!. You have 30 days
to convert a user to a
paying customer starting
NOW. The clock is ticking.
What will you do?
Collecting and analysing
the messaging and
strategies the leading e-
commerce, software and
service companies use as
they convert trial users
to customers in the most
important 30 days after
sign-up. Each companies**

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strategy is broken down
and presented in an easy
to use and understand
visual guide. 30 days to
sell is a must buy if you
are looking to automate
and improve new customer
conversion. This book
covers: Activation
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activation campaigns.
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Dr. Brooke Spencer always
felt different from other
girls. Now a successful
scientist, she is finally
discovering where she
belongs: working alongside
the brilliant,
trailblazing researcher
Dr. Charles Samuelson. Dr.
Samuelson has recently
made a discovery that has
eluded philosophers and
dreamers for centuries:
How to transmute iron into
gold. Determined to use
the knowledge for good,
Dr. Samuelson recruits
Brooke to assist him with
his new plan, his "Golden

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Manifesto." But humans are
not alone and his
discovery has not gone
unnoticed.

Extraterrestrial visitors
seek to control Dr.
Samuelson's Breakthrough,
and before long, Brooke is
all that stands between
Earth and total
Destruction. Will she be
able to hold her ground?
Or will the timeless
temptation of gold prove
too much for even the
strongest of spirits?
Brooke will soon face a
choice that will make her
question her background,
her career, and the fate

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of the planet.

Be entertained while
learning how to quickly
improve your life and
relationships! An hour
reading a story today will
lead to a lifetime of
better outcomes. Bonus
materials in book and
online.

The completely revised
"All New Built-Ins Idea
Book" showcases a wide
range of built-in and
storage possibilities. A
handy visual clip file,
it's full of fresh ideas
for creating rooms that
are both functional and
stylish.

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**Awaken the Power Within
Time to Pause
Take Your Shoes Off First
The Story of Pictionary
and How I Turned a Simple
Idea Into the Bestselling
Board Game in the World
The Simple Dog Book
All New Built-Ins Idea
Book**

***You have decided the job of
your dreams is to be able to
share your creativity with the
world while creating a nice
income. You long to see your
product idea come to fruition
so you never have to work for
anyone else again. Stephen
Key has been living this dream
for over 30 years and has***

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provided the roadmap for others in his best-selling book about licensing inventions, One Simple Idea. One Simple Idea has helped thousands license their product ideas. Stephen has reinvented the inventing process. Forget the patents, forget the prototypes, forget starting a business. Sell the benefit first instead! Today it's all about selling first and selling fast. His roadmap for licensing success is now being taught in major universities. Become a Professional Inventor is the follow-up to One Simple Idea because people are now asking... I love being creative and I want to do

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this for the rest of my life, how can I become a full-time professional inventor? How can I go from amateur to professional full-time inventor? What industries create the largest revenue? What is the best way to work with these companies so I build a successful long-term relationship? How can I license even more products ideas? Why aren't companies getting back to me? How do I get the highest royalty rate? Why are my product ideas getting rejected? What type of protection do I actually need? What is the best way to submit my product ideas? How can I

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***tell if a company is truly
inventor friendly? How do I use
non-disclosure agreements?
How do I license ideas without
any intellectual property? How
do I negotiate a licensing
agreement to make sure I get
paid regardless of intellectual
property? For the first time
ever, Stephen has uncovered
the consumer product
licensing industry from the
inside. He has interviewed 28
leading experts across 17
different industries, as well as
professional inventors, to
share their knowledge with you
-- so you too can now become a
full-time professional inventor.
Here are a few industries***

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included in this book: Kitchen

Hardware Automotive As Seen

On TV Pet Dental Hospitality

Toy and Game Cannabis

Novelty Gift Health and Beauty

and more! Stephen peels back

the curtain to give you an

insider's guide to how

companies evaluate your

product submissions so you

can become a professional

inventor. Also included:

Sample Sell Sheets Sample

Non-Disclosure Agreements

Sample Term Sheets Sample

Licensing Agreement Sample

Calling Scripts Sample

LinkedIn Contact Scripts

Do you have great ideas, but

don't know how to get them to

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the right people at open innovation companies so you can license your inventions? Start using LinkedIn(R), the professional networking platform with nearly 700 million members, but you have to use it the right way. LinkedIn(R) has fundamentally changed the game for inventors, product developers, entrepreneurs, and anyone with an idea. Now creative people can identify, research, and get in touch with the right employees at the right companies within a matter of seconds, anytime and anywhere, day or night. Never waste your time hunting down

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a marketing manager's phone number again! In fact, by using LinkedIn(R), you can license your idea for a new product without making a single cold call. But, there's a right way and a wrong way to use this unbelievably powerful tool. This book will teach you how to present yourself as the kind of professional open innovation companies want to work with, and not an amateur. Let Stephen Key, the world's leading expert on licensing inventions, and LinkedIn(R) licensing expert Benjamin Harrison, creator of SmartPitch, show you how to take advantage of this uniquely

awesome opportunity. What you will learn... - How to Use LinkedIn(R) to find companies looking for product ideas - How to Build your network of inventing industry leaders. - How to Pitch your product professionally. - How to Answer questions from potential licensees. - How to Work towards a licensing agreement. - How to Reach out to potential licensees anytime and anywhere! Also included: - 15 Pitching Scripts - Non-Disclosure Agreements - - Licensing agreement - Sell sheet examples - About the authors Stephen Key is a lifelong entrepreneur and a

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**2018-2019 American
Association for the
Advancement of Science-
Lemelson Invention
Ambassador. Stephen achieved
repeat success as an
independent product
developer, including licensing
over 20 products and winning
15 industry awards. He is the
inventor on over 20 patents.
Read his articles online for
Forbes, Inc., and Entrepreneur
and watch him on
inventRightTV. Benjamin
Harrison is a lifelong
entrepreneur and product
developer who has worked with
some of the top musicians in
the world. He has been**

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featured in publications

ranging from No Treble and

Vintage Guitar Magazine to

Entrepreneur and Inc. His

SmartPitch program has

helped hundreds of product

developers successfully get

their ideas into companies of

all sizes using methods he

invented and perfected.

In 1967, John Eastwood was a

junior engineer at Boving and

Company, Ltd., a well-

established London-based

supplier of water turbines for

hydroelectric dams. Boving

had no interest in pursuing

work in the "litigious" U.S.

until Eastwood parlayed a

simple idea into a massive

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opportunity. It took curiosity, chutzpah, and overoptimism as to Boving's abilities for Eastwood to partner with a U.S. manufacturer, find a legal advisor, and make other business arrangements, often before checking in with Boving. Along the way, he developed unexpected skills and created an exciting new life.

How the Lessons of Positive Thinking Can Transform Your Life

Random Acts of Kindness Then & Now

***How to Grow and Manage Your Money One Easy Idea at a Time
Licensing Ideas Using***

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