

The seductive art of research



**HOW TO SUCCEED IF YOU ARE STARTING WITHOUT A TRUST
FUND, NETWORK, OR IVY LEAGUE EDUCATION**

WELCOME TO ENTREPRENEURSHIP

"Men wanted for hazardous journey. Low wages, bitter cold, long hours of complete darkness. Safe return doubtful. Honour and recognition in event of success."

YOU MUST :

Conquer your fear

- ✗ Start your Day writing, reading, meditating
- ✗ No electronics (TV, Phones, Computers)

+

Know Who You Are

- ✗ Find your top talents & FOCUS on using them
- ✗ Team up with People who have talents you don't and let them do what they do best
- ✗ Do not be intimidated by others success, intelligence, creativity and material possessions
- ✗ Be clear on your limitations. Educate yourself to fill the gaps. The answer is out there.

PRIORITIZE – YOUR LIFE DEPENDS ON IT

+ FOCUS

+ Adopt the 80/20 rule

Delete Social Media

Stop Volunteering unless it feeds your Soul

Say “NO” at least 5x to each “YES”

Spend “free” time PRIMARILY with family & close friends

Sleep-----Drink Water-----Let go of Stress

CHOOSE WHERE YOU WANT TO SELL AND LEARN THE MARKET AND CUSTOMER

- ✗ Retail? TV? Infomercial? Amazon?
- ✗ Live Events? Own Website? Catalog?
- ✗ License to Another Company?

KNOW YOUR NUMBERS

- ✖ The Dirty Secret—many business owners don't
 - ✖ Cost of Goods
 - ✖ Expenses personal
 - ✖ Expenses business
 - ✖ BreakEven
 - ✖ Cash Flow
- ✖ 1) Money & Profit are the Oxygen of Business
- ✖ 2) Frugality and Delayed Gratification are now Close personal friends

FREELANCERS AND VIRTUAL

- ✗ Upwork: Global professionals
- ✗ Fiverr: Global talent, think creatively
- ✗ Thumbtack & Task Rabbit: local
- ✗ Craigslist: local
- ✗ College Recruiter: students and grads
- ✗ Model Mayhem: photographers, models
- ✗ 99Designs: logo's and artwork
- ✗ Freelancer: Qualified pro's
- ✗ FlexJobs.com / FreelanceWritingGigs.com

HOW RETAIL REALLY WORKS....

1) CHAINS: DRUG/MASS MARKET RETAILER

MATRIX – AS CLOSE TO FACTORY MFG AS POSSIBLE—DISTRIBUTOR—PRIVATE LABEL INCREASING —SCALE OF ECONOMY—INVESTIGATE MFG—RFID/UPC/ELECTRONIC PAPERWORK/LCREDIT/LOGISTICS/SLOTING FEES/SHRINKAGE/ MARKDOWNS/PROMOTIONS

2) CHAINS: OFFICE SUPPLY, TOYS, BABIES, MATERNITY , BLDG SUPPLIES

MFG & DISTRIBUTOR—PRIVATE LABEL INCREASING —SCALE OF ECONOMY—UPC/ELECTRONIC PAPERWORK/LCREDIT/LOGISTICS/SLOTING FEES/SHRINKAGE/MARKDOWNS

3) SMALL REGIONAL STORE CHAINS / MOM & POPS:

BUYERS—TRADE SHOWS AND APPOINTMENTS—ONLINE SITES AND REPS IN FIELD—LOOKING FOR UNIQUE/DISAPPEARING

4) GROCERY:

LARGE DISTRIBUTORS/DIRECT MFG/BUYERS LOOKING FOR LOCAL—REGIONAL BUYS/ SCALE OF ECONOMY—UPC/ELECTRONIC PAPERWORK/LCREDIT/LOGISTICS/SLOTING FEES/SHRINKAGE/MARKDOWNS

5) DEPARTMENT / SPECIALTY / PRESTIGE BOUTIQUE:

MATRIX—REPS—TRADE SHOWS-APPOINTMENTS—SOME LOCAL/REGIONAL BUYS /MARKDOWNS/SCALE AND ADVERTISING

HOW RETAIL REALLY WORKS...

ELECTRONIC RETAILERS: QVC, HSN, TSC

BROKERS, PRIVATE LABEL MFG, DIRECT MFG, MEET WITH BUYERS, SCALE, NAME BRANDS, ORPHAN PRODUCTS, CONSIGNMENT

WAREHOUSE RETAIL: SAM'S CLUB, COSTCO

BUYERS, TREASURE HUNT, BRAND NAME MERCHANDISE, PRIVATE LABEL, TRUNK SHOWS, HUGE VOLUME/LOW MARGIN

MILITARY: PX, BASES DOMESTIC AND INTERNATIONAL

DISTRIBUTORS, BRAND NAMES OR MADE IN AMERICA HIGH QUALITY

E-COMMERCE: AMAZON, OTHER SITES INTERNATIONALLY

CATALOGS:

BUYERS, UNIQUE OR UBER LOW COST, DIRECT TO MFG OR OVERSEAS, FLIGHT MAGAZINES

TIME TO THINK:

- Who are the major players (competitors) in the market? Who are the up and comers?
 - Placement: Who are THEIR customers?
- How could your product help them make money? Be first to market? Solve a problem they have with a competitor? What's in it for them?
- Is your product groundbreaking and revolutionary? Does it improve an existing item they carry?
- How strong is your idea and patent? What's to stop them from copying it—and what's to protect them from another company copying them if they license from you?
- What strategies do they use for growing and reaching the market? EX: Licensing? R&D? Mergers & Acquisition? Advertising?
- Who are the trade associations who profit when their members make money and do alliances?
- Who else would profit from helping manufacturers find new products? Professors? Board Members? Retail store buyers? SCORE? Sm Bus Administration?

SHOP THE STORES IN PERSON AND ONLINE

EXHAUST EVERY POSSIBLE FREE ONLINE RESEARCH OPTION

ACCESS FREE GOVERNMENT RESEARCH

INDUSTRY TRADE ASSOCIATIONS: MAGAZINES, CONFERENCES,

LIBRARIANS—YOUR BEST FRIEND : LOCAL PUBLIC & UNIVERSITIES

BUY PROFESSIONAL REPORTS / HIRE A PRO

RESEARCH

TIME TO RESEARCH

- 1) Who are the **major players** (competitors) in the market? Who are the **up and comers**?
 - 2) What are their products & pricing?
 - 3) Placement: Who are THEIR customers?
 - 4) Have any major changes happened to them or their competitors over the past 5 years? Who has gained? Who has lost market share?
 - 5) Where are they located? Where do they mfg?
 - 6) Do they have an R&D Department?
 - 7) Have they licensed products before?
- ✗ 1) Shop stores, online search, industry journals
 - ✗ 2) Shop stores, online search
 - ✗ 3) What level retailer? Who buys at that level of retail? Online search mfg and retailer
 - ✗ 4) Company reports : EDGAR, Annual Reports; www.sba.gov
 - ✗ 5) UPC code and packaging /Online search
 - ✗ 6) Company website, annual report, EDGAR, Call company
 - ✗ 7) Company website, annual report, EDGAR, Call company , Linked In, Facebook, online interviews, industry interviews, News section on their website—releases, news, about us, our staff



UPC =Universal Product Code, or bar code.
It consists (usually) of 12 digits.

- The first digit, the one that often sits alone to the left of the actual bar code, is called the **number system character**.

- Below is the code for **number system characters** 0 through 9:

- 0 Manufacturer ID Number
- 1 Reserved
- 2 Random-weight Items (fruits, vegetables, meats, etc.)
- 3 Pharmaceuticals or Healthcare Products
- 4 In-store Marking for Retailers
- 5 Coupons
- 6 Manufacturer ID Number
- 7 Manufacturer ID Number
- 8 Reserved
- 9 Reserved



The next 5 digits (usually underneath the bar code) represent the manufacturer's ID number,

The following 5 digits represent the item code or product ID number within that manufacturer.

Last digit is just a check digit used for error detection.



UPC Look Up

- 1) <http://www.upcdatabase.com> (click “Look Up” in left hand column)
- 2) <http://eandata.com/>
- 3) Google search: enter numeric UPC code followed by “UPC”
- 4) <http://www.digit-eyes.com/>

CREATE A FORMAT WITH INFO YOU NEED—KEEP IT RELEVANT TO YOUR PARTICULAR INQUIRY

Date	Product	Retailer / Location	Item	Price	Mfg / Distributor	UPC	Other Competitors at same location	Location/Placement on shelf	# on Display	Visible Backstock?	Prices Above / below	Notes / Observations
1/2/2014		Target / Davis St / Chico	Cat in Purple Wig	\$9.99 Easiest to post up close image of UPC code	Dr Suess Inc (post image of label) Manhattan Beach CA	3 09870 09875 8 Easiest to post close image of UPC code 	1) Cats are Hot Inc, 2) Dogs Rule LLC (use images)	Post Image of shelf position	6	1 case above	1 above: \$11.99, 1 below @ \$4.99	1) Excellent packaging 2) 12 on shelf of \$4.99 version by Dogs Rule
1/2/2014		Pottery Barn	Empty Plastic Bottle	\$3.99	Empty Promises Inc Fairfield VA		Pottery Barn private label	image	12	no	2.99	Bad placement, no innovation—can buy anywhere for lower price, price too low to make money and scale

PUBLIC COMPANIES: ANNUAL REPORTS, VP'S, OFFICERS, DIRECTORS, LEGAL, MARKETING

**1) EDGAR: THE SEC'S FREE ELECTRONIC
SYSTEM**

[HTTPS://WWW.SEC.GOV/EDGAR.SHTML](https://www.sec.gov/edgar.shtml)

**2) COMPENSATION OF OFFICERS OF PUBLIC
COMPANIES: PAID SERVICES**

**[KNOWX.COM](http://knowx.com),
[DUN & BRADSTREET](#)
[HOOVER'S ONLINE](#)
[LEXISNEXIS](#)**

PROFESSIONAL AND DIY MARKET RESEARCH:

- 1) FORRESTER RESEARCH
- 2) GARTNER DATAQUEST
- 3) EMARKETER.COM
- 4) HOOVER'S & DUN & BRADSTREET
- 5) MARKETRESEARCH.COM: REPORTS YOU CAN ORDER FOR LESS THAN \$150
- 6) GOOGLE "DIY MARKET RESEARCH"
- 7) YOU TUBE: MARKET RESEARCH FOR DUMMIES (BOOK TOO!!)
- 8) TASK RABBIT AND OTHER SERVICES
- 9) CRAIGS LIST—RESEARCH THE PERSON & CHECK REFERENCES
- 10) PLACE AD AT LOCAL UNIVERSITY—MARKET RESEARCH DONE ONLINE

- 1) WEBSITE: INTERNATIONAL LICENSING INDUSTRY MERCHANDISERS' ASSOCIATION.

"ASK LIMA," = SUBMIT QUESTIONS ABOUT THE LICENSING INDUSTRY
LINKS TO DOZENS OF LICENSING AGENTS IN A VARIETY OF INDUSTRIES

[HTTP://WWW.LIMANET.NET](http://www.limanet.net)

- 2) "**LICENSE**": FREE ONLINE MAGAZINE

INDUSTRY NEWS, SEARCHABLE DATABASE OF AVAILABLE LICENSES

[HTTP://TRACKER.LICENSEMAG.COM.](http://tracker.licensemag.com)

- 3) "LICENSING INTERNATIONAL": NYC JACOB K. JAVITS CENTER.

About Puppy In My Pocket®

Successful TV Series Expands from Europe to the U.S.!!! Adventures in Pocketville celebrates the special bond between children and their pets featuring adventure, friendship and a magical world where kids are matched with their perfect pet. Cartoon Network's Boomerang Channel airs Adventures in Pocketville twice daily, stripped Monday through Friday at 7:30 a.m. and at 2:30 p.m. (EDT). Boomerang Target Audience: Kids 2-11, Parents 25+ Current US HH Reach: 41 million homes Programming Environment: Wholesome, Fun, Warm, Limited Commercialization; with most programs also available in Spanish (via SAP) Adventures in Pocketville TV Series & Classic Puppy In My Pocket® master toy product lines will ship to US markets beginning September, 2012. U.S. Distributor: Jakks Pacific Target Audience: Girls 4-8 Sweet Spot Franchise Licensees include: Master Toys: Jakks Pacific for North America Publishing: Scholastic for 6 x 9 Early Readers; Redan for Sparkle World Magazine Interactive: 505 Games for 3DS and iOS Home Video: Entertainment One for Episodic DVD's Television Broadcast Distributor: Turner Broadcasting System

License Availabilities

Licensing Opportunities Available in the Following Categories: Accessories, Apparel & Footwear, Bags, Luggage, & Leather Products, Electronics & Computers, Food & Beverage, Gifts & Novelties, Health, Beauty, & Cosmetics, Home Decor, Housewares, & Domestics, Music & Video, Promotions, Publishing, Software & Video Games, Stationery & Paper Goods, Toys & Games

Property News & Announcements

PUPPY IN MY POCKET® GETS SET FOR MULTI-PLATFORM VIDEO GAME ADVENTURES WITH 505 GAMES

Posted: 08/08/2012

Popular Kids' TV Series To Provide Gamers with Many "Adventures In Pocketville"

Property Multimedia

Property Overview & Classification

Property Type:

Characters & Entertainment

Owned/Represented By: **Licensing Works!**

Website: **<http://www.licensingworks.us/live/properties/puppyinmypocket/>**



Amazon: Finding Reality Amid the Myth

By Doug Garnett

During the past five years, Amazon's mythological power has swelled. It makes sense — lately Amazon has had excellent growth and done some fascinating things.

Yet despite several years of hype about Amazon "killing" brick-and-mortar retail, that clearly hasn't happened. So I dug into the facts this past summer and found some surprising numbers. And that makes me wonder: why does anyone take what is said about Amazon at face value?

Some key Amazon reality:

- We hear Amazon is a \$100 billion online retailer — it's not. Take away non-retail revenue and they look to have been about half that in 2015. In fact, Amazon's U.S. retail seemed to be about \$25 billion. Not chump change, but small compared with a roughly \$400 billion U.S. online retail market and \$4 trillion total retail market.
- A lot of headlines claim Amazon is finally profitable. It is — but not from its retail sales. In third-quarter 2016, 75 percent of its profits came from selling cloud-based services.
- The rest of Amazon's profit seems to come from selling content (e-books, video, music) and devices.
- This means online retailing isn't working out to be profitable for Amazon (especially with giveaways like

Amazon Prime). Incidentally, this supports other experience: direct-to-consumer online stores for a specific marketer are profitable, but replicating a retail store online is almost always a money loser.

The question for performance-based marketers is: how does knowing this affect our business choices? The answer depends on the size of the business you want.

Smaller, Niche, and Purely Direct-to-Consumer Operations

Amazon can be a very important player if you can generate enough profit through the channel, or if you are a smaller player selling direct-to-consumer. But I caution against using Amazon as your sole outlet.

Doug Garnett is founder and CEO of Atomic Direct, a Portland, Ore.-based advertising agency specializing in brands, consumer strategy, infomercials, and driving retail with television. He can be reached via e-mail at doug@atomicdirect.com or on Twitter at @AtomicAdMan.



Direct Response Industry (infomercials etc)

Response Magazine

response@questextertainment.com (be afraid....be very afraid...)

Amazon is a classic digital player, so there is always risk of a sudden "pivot" that can seriously harm smaller marketers. Also, recently Amazon has been twisting arms quite hard to get merchants to pay for advertising (its equivalent of slotting fees, I suppose).

Mass-Market Product

For mass-market products, brick-and-mortar retail still dominates. Amazon is a nice incremental revenue stream — not a valid alternative when you're playing in the big game. Consider a short-form campaign last year, tagged with both Amazon and a retailer. When one unit was sold on Amazon, eight were sold at the retailer's website and 80 were sold in the brick-and-mortar stores. The profit is in the store.

So for all marketers: remember that Amazon is not your friend. It's enjoyed shaking up the world under the mythology of disruption. But its investors have finally shown impatience.

Now that profit has shown up, Amazon looks to be pivoting toward it. The company's third-quarter press release was filled with bullet points about its successes in content, cloud services, and devices. None of those bullet points indicated smart development for Amazon's online retail segment.

So use Amazon as it fits your business. And keep your expectations realistic — with an eye toward an unclear future. With Amazon, always remember you are buying their services, and buyers need to beware. ■

Profit Sharing:

- **The Great Game of Business** by Jack Stack and Bo Burlingham
- Great Inc Magazine overview article about Profit Sharing

<http://www.inc.com/guides/2010/04/profit-sharing-plan.html?cid=email>

Online Education:

Coursera.com

- Free without certificates
- In depth ---Multiple weeks / multiple hours per week

EDx.com

- FREE without certificates
- Universities / Professors all over the world
- In depth—multiple weeks & hours per week

Learning how to Write Copy that Sells

CopyHackers.com

- Learning Copywriting for ecommerce, funnels, drip campaigns, etc
 - Do all their FREE info before signing up for anything

Online Marketing: SEO, Adwords, FB Ads, squeeze pages (all have free resources, podcasts, ebooks, etc in addition to any paid courses or products. USE ALL THE FREE RESOURCES

- ActiveGrowth.com
 - NeilPatel.com
 - Instapage.com
- SwissMadeMarketing.com
 - DigitalAccessPass.com

Pitch Decks / Angel Investors – Beginning info

FORBES: Link to one of the best overview articles I have ever found about angel investing. It lists in 4 pages the questions you will have to answer and what to expect. Has excellent links to other articles s well.

<http://www.forbes.com/sites/allbusiness/2015/02/05/20-things-all-entrepreneurs-should-know-about-angel-investors/4/#351c32376539>

pitchdeckexamples.com

- Great place to see and read examples of ACTUAL successful pitch decks. You will learn a lot seeing how everything is organized and presented

slidebean.com

- Pitchdeck templates. There is a free test period, and (of course) you can sign up for monthly service.

Marketing

PaulMontreal.com

- FREE to sign up
- Read his website reviews / analysis

YouTube has INCREDIBLE resources

- Bottom of Home Page
- Click on YouTube Creator

Perry Marshall.com

“80/20 Sales and Marketing”

Google AdWords

Mental Health

Greater Good Science Center greater@berkeley.edu

- Uplifting research on the brain, gratitude. Not woo-woo. Practical, scientific, applicable.
- **Online tips and reading**
- **Seminars etc**

RejectionTherapy.com Jia Jiang

- **Teaching how to get over fear and especially rejection**
- **Great Book, free pdf online for you to try the same**
- **Ted Talk**

GoodLifeProject.com

- **Podcast, articles, videos**

JonathanFields.com

- **Runs the Good Life Project above, also has a separate website with articles and links to podcast**

ChristineCarter.com

michaelhyatt.com

Marieforleo.com

Jaime Masters jaime@eventualmillionaire.com

- Interviews with people who are millionaires from all sorts of businesses. Rarely granular, but only 30 mins, often with insight you would not get, leads to other sites and resources

The Forgiveness Project—Stanford (Palo Alto)

Professor Fred Luskin

- Book sales--often have events which are excellent

Also The Forgiveness Project UK:

<http://theforgivenessproject.com/>

- Online short stories, online free tools, articles, etc

And Last but not Least: “RESILIENCE” by Eric Greitens