



# **The Complete Million Dollar Idea Test**

## **27 Questions**

**Every Entrepreneur Must Answer  
Before Launching a  
New Consumer Product**

# Is Your Big Idea a Money Maker or a Money Pit?

27 Questions Every Entrepreneur Must Answer Before  
Launching a New Consumer Product

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What you will learn by taking...

## “The Complete Million Dollar Idea Test”

### Fundamentals

- 1.** Does your product solve a problem or eliminate pain?  
You'll learn the three pillars of pain and how they influence your product.

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- 2.** Does your product engage the senses and satisfy needs?  
You'll learn the difference between solving a problem and satisfying needs.

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- 3.** Is your product unique, different or rare?  
You'll learn the difference and what it means for “framing” your product.

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- 4.** Do you know the difference between USP and Positioning?  
You'll see how each concept defines your product in a different way.

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- 5.** Do you know how to measure your product's money-making potential?  
We'll show you how to make realistic sales projections.

- 6.** Are you passionate about developing and selling your product?  
You'll learn why personal satisfaction is so vital to your success.
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- 7.** Is your product a good fit with your personal and company goals?  
You will see how and why the wrong fit can damage your future success.
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## Protection

- 8.** Does your product have distinctive "trade dress"?  
You'll see how your packaging design can make your product harder to copy.
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- 9.** Can your product be legally protected from being copied?  
You'll learn how to get the best protection for your product.
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- 10.** Did you know you can't protect your trademark if it's descriptive?  
How to create trademarks you can defend in court if you need to.
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- 11.** Do you know when you can't copyright works that you pay others to create?  
Learn about "work for hire" agreements.
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- 12.** Are you aware you can't patent an idea if you reveal it publicly before applying?  
Learn the rules so you don't lose your rights.
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- 13.** Do you know what a trade secret is and how to protect it?  
Learn about trade secrets and how they can be more valuable than patents.
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## Manufacturing

- 14.** Can your product be reliably manufactured?  
*How to work with manufacturers and scale up for shipping massive orders.*
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- 15.** Are you sure you have accounted for your complete cost of goods?  
*You'll learn about the hidden costs you may not have considered.*
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- 16.** Do you want to outsource your manufacturing or make your product yourself?  
*Discover what is involved in outsourcing in the USA and offshore.*
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- 17.** Have you made a working prototype?  
*See how to make inexpensive prototypes for performance and safety testing.*

## Marketing

- 18.** Can you calculate the lifetime value of your target customer?  
*You will learn how to calculate customer acquisition cost and lifetime value.*
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- 19.** Have you identified your target retailers and their customer profiles?  
*Discover how to pinpoint where to sell your product and for what price.*
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- 20.** Can you tell a compelling product story to engage buyers and media?  
*We'll show you how to write a story that gets publicity and sells products.*
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- 21.** Is there a difference between your buyer and your user?  
*We'll show you how to recognize this important distinction and why it's crucial.*

**22.** Is your packaging designed to work in various merchandising venues?  
*See how packaging design affects merchandising and shipping.*

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**23.** Do you know how to distribute your product?  
*How to sell through sales reps, distributors, your website and social media.*

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**24.** Does your product need to be demonstrated to be understood?  
*Discover how to overcome this shortcoming and use it to your advantage.*

## Financial

**25.** Do you know what to do when your product reaches the end of its life cycle?  
*Learn how to pivot when your sales slow to a crawl.*

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**26.** Do you know how to finance your product development and manufacturing?  
*You'll learn guerrilla tactics that work when you can't borrow from banks.*

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**27.** Will your profitability draw outside investment?  
*You will find out how "liquidity events" motivate people to invest.*

[Click Here To Learn More About the Test](#)



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**It's FREE on launch day March 15, 2016**

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