



# 27 QUESTIONS EVERY ENTREPRENEUR MUST ANSWER

BEFORE LAUNCHING A NEW PRODUCT

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

Each week you'll get the answers to **one part** of the  
**five parts** delivered right to your inbox



## Part 1. Creating a Viable Product

- 1.** Does your product solve a problem or eliminate pain?  
How the three circles of pain help you decide if a problem is worth solving.

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- 2.** Does your product engage the senses and satisfy needs?  
How pleasure and pain influence design and increase sales.

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- 3.** Is your product unique, different or rare?  
How the right framing makes your product more memorable and desirable.

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- 4.** Do you know the difference between USP and Positioning?  
How a clear USP and creative Positioning work together to sell your product.

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- 5.** Do you know how to measure your product's sales potential?  
The simple secret for making realistic sales projections.



- 6.** Are you passionate about selling your product?  
Why pride and passion are vital to your personal satisfaction and success.
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- 7.** Is your product a good fit with your company's goals?  
How the wrong product fit can send your company down the path to failure.

## Part 2. Protecting Your Idea

- 8.** Does your product have distinctive "trade dress?"  
How trade dress makes your product harder for competitors to copy.
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- 9.** Is your product original enough to be protected by law?  
Four types of intellectual property and how you can take advantage of them all.
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- 10.** Do you know the five different categories of trademarks?  
Why you should never use two of these categories.
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- 11.** Can you copyright artistic works you didn't create?  
Discover the facts about "work for hire" agreements and why you need them.
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- 12.** What happens if you reveal your invention on Facebook?  
Important patent application rules you need to follow to preserve your rights.
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- 13.** Do you know what a trade secret is and how to protect it?  
What qualifies as a trade secret and how it can be more useful than a patent.

## Part 3. Manufacturing Your Product

**14.** Can your product be reliably manufactured?

*How to find manufacturers and get the best prices.*

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**15.** Have you accounted for your complete cost of goods?

*The hidden costs that can surprise you and even destroy your company.*

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**16.** Should you outsource your manufacturing?

*The pros and cons of outsourcing offshore and at home.*

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**17.** Have you made a working prototype of your product?

*Three essential reasons to prototype your product and how to do it on the cheap.*

## Part 4. Marketing Your Product

**18.** Do you know how to calculate your customer acquisition cost?

*Two ways to attract customers and measure their acquisition cost.*

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**19.** Can you identify your target customers?

*How to pinpoint the best customers and when to pitch them.*

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**20.** Do you have a compelling story to engage the media?

*How the right kind of stories attract publicity and sell products.*

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**21.** Is there a difference between your buyer and your user?

*The buyer/user distinction and how it affects product design.*

**22.** Is your packaging suitable for a retail environment?  
*How the wrong packaging can turn off customers and limit sales.*

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**23.** Do you know how to distribute your product?  
*Why you need sales reps, distributors, affiliates, a website & social media.*

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**24.** Does your product need to be demonstrated to sell?  
*How some retailers can kill your product if it requires demonstration.*

## Part 5. Financing Your Product

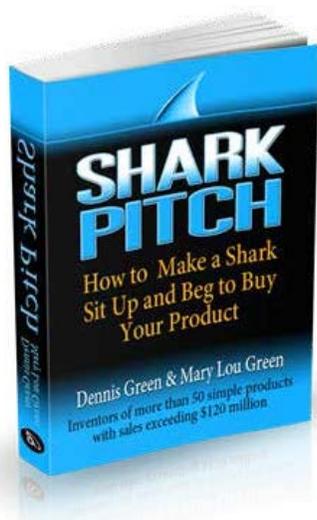
**25.** What do you do when your product reaches the end of its life cycle?  
*Steps to take before your customers stop buying your product.*

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**26.** Do you know how to finance your manufacturing?  
*How to attract manufacturers to finance your start-up and your growth.*

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**27.** Will your profitability draw outside investment?  
*How to plan for future “liquidity events” that excite investors.*



**How to Make a Retail  
Shark Sit Up and Beg to  
Buy Your Product**

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