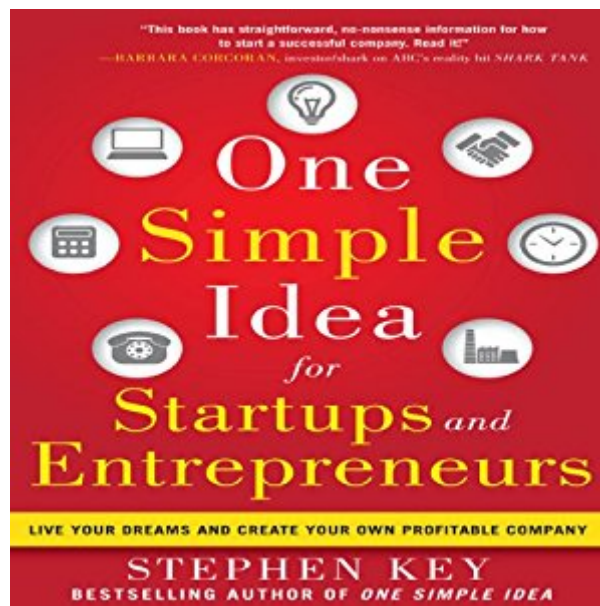


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# One Simple Idea For Startups And Entrepreneurs: Live Your Dreams And Create Your Own Profitable Company



## Synopsis

From award-winning entrepreneur, inventor, and business owner Stephen Key comes the highly anticipated follow-up to his best seller *One Simple Idea*. How many times have you seen a product and thought, "I know how to make that better?" Or not seen a product and thought, "How is it that no one has invented this yet?" And when haven't you thought, "I need to be my own boss?" You're thinking the right things. Now, the next step is to take action - and that's exactly what *One Simple Idea for Startups and Entrepreneurs* is all about. Stephen Key, one of the world's leading experts on getting business ideas off the ground, revealed in his groundbreaking book *One Simple Idea* just how simple it is to make a fortune by selling or "renting" your great ideas. Now, he helps you live the entrepreneurial dream by delivering a proven, straightforward process for starting, growing, and running a business - without the need for an MBA or millions of dollars in funding. As an inventor and successful business owner, Key brings a unique and fully rounded perspective to the subject, teaching you how to:

- Develop, test, and protect your idea
- Plan and launch your business
- Manufacture, package, market, sell, and distribute your product
- Manage and grow your business
- Prepare for and implement your endgame

Key draws on his own experience as a billion-dollar inventor to offer how-to's and other takeaways you can use to get off the ground and into the black. 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. You don't need millions of dollars or a business, engineering, or manufacturing background to develop, produce, and sell your own product idea. All you need is one simple idea - and the passion to make it happen.

## Book Information

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## Customer Reviews

I was suspicious of the abundant reviews of this book either on the same day or a day apart so I automatically thought they were bogus. I still decided to get this book just because I am launching a new product for retail and it's completely out of my marketing forte. I have to say that this book is quite good. It's easy to read, especially from the beginning when the author, Stephen Key, talks about how he got started designing, creating, and selling products through retail channels. It made for an interesting read. I think he started irritating me when he would talk about a success story (coincidentally there were many women success stories in a row, which is fantastic) then mention a sentence about how they survived cancer. There were a couple of such stories and, although the success stories themselves were inspiring, why mention that they had cancer out of the blue when it didn't have anything to do with their successes or the story about their product? It didn't make any sense. Then he goes onto talk about patents and how they are mostly useless, especially in the early time of your business. I do agree with this just because there will be so many design changes by the time you get a prototype that it's too costly and time-consuming to get a patent on a product that will ultimately be different, even slightly, by the time your first "model" or prototype is created. Plus copy cats will change your design very slightly and trump your patent with their rip-off model of your product anyway, especially if it becomes a hot seller. But...for something that the author doesn't believe in, it's like the guy continually wanted to talk about patents seemingly forever in the book. I'm not sure if this was to fill space or what.

For young entrepreneurs like myself, the idea of starting a business from scratch could be daunting. There are so many questions and seemingly so many answers. But no question is more important than "will my idea have traction?" The era of Facebook and Google has left us with the impression that in order for a business to be successful, it needs to attract millions of users and change human behavior. However, author, inventor and entrepreneur Stephen Key takes a different stance. He explains that in business, it is the simple ideas that make the most profound impact. He could have stopped there but he goes on to outline the process and strategy of launching a business with your new idea. This book doesn't contain any magic formulas and won't tell you to "think" your way to the perfect product. What it does do is provide time-tested advice and real-life examples of everyday people and their businesses. Stephen also goes into a deep discussion on how he started his

Simple Idea Business, Hot Picks. Stephen re-shaped and re-created an existing product, the guitar pick. He talks extensively about how he came up with the idea and how he pooled resources together to launch his idea. I cannot tell you how many times I found myself pausing and applying his advice from Hot Picks to my own ideas. For me, reading the real world examples of how others started their own business was wonderful. It shows that people from ANY background can start their dream business. You don't need an MBA or engineering powers, you simply need your idea and the resources provided by the book.

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