



**MAKE MONEY
AND RECEIVE ROYALTIES
FOR YOUR IDEAS**

There are ways to cash in on your ideas. If your ideas are unique, any one of a number of companies may be willing to pay you large amounts of money for some of them. Here I will explain how to protect your ideas and make sure you get paid for them.

Your saleable idea can be something tangible, or an intangible. Ideas include mechanical inventions, puzzles, toys, chemical compounds, designs, flavourings, etc. Or, it may be an improvement or variation on an existing product or service. Remember, an improvement on an idea is as much a new idea as the original creation. Many thousands of pounds are paid out to brain-stormers each year by industries. If your idea will increase production, improve a product, or increase sales, you will find you can receive a substantial sum of money for it.



You must know how to protect the ideas you generate. Ideas that are made public by word of mouth, or even in writing, become public property unless they are protected by an agreement that you will retain all rights to them. Let's say that you have an idea for increasing the sales of an existing product for company X. Write them a letter similar to this one, being sure to retain a copy for your own records.

Dear Sirs,

I have developed a new idea for increasing sales of your product. It will not increase your costs in any way. I am convinced that this method has great potential for enhancing profits for your company, and would like to have the opportunity to demonstrate this idea to you. Upon receiving back the signed enclosed agreement, I will forward full details to you.

Yours sincerely, etc.

Agreement to review idea:

We, the undersigned, agree to receive in confidence full details regarding an idea for increasing the sales of our product as submitted by... It is further understood that we assume no responsibility whatever with respect to any feature that can be demonstrated to be already known to us. We also agree not to divulge any details of the idea submitted without the permission of... or to make use of any features, or information, of which... is the originator, without payment of compensation to be fixed by negotiation with... or his lawful representative. It is specifically understood that in receiving the idea, it will be reviewed in confidence, and within a period of 30 days a report made to ... as to the results of your findings. We will therein advise whether we are interested in negotiating for purchase rights to said idea.



Provide notary and witness signature lines, and ask that both copies be completed and one copy returned to you. You must then submit complete details of your idea to the company. After they review your idea they must by law follow the provisions of the agreement.

Many idea persons are earning substantial money following this procedure. The sky is the limit. Make sure that you first get the agreement signed before disclosing your ideas.

To increase your chances of having ideas accepted, spend plenty of time preparing complete, minute details before submitting them. This is very important. Include illustrations, drawings - anything necessary to get the idea across.

