



Licensing4Profits

LEVERAGING TOMORROW'S IDEAS TODAY

5 NO-COST & LOW-COST WAYS TO PROMOTE YOUR LICENSING OPPORTUNITY



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Introduction

Have you created a new product, brand, software application, book, video game, technology, or other type of intellectual property? Are you looking for ways to make money with your IP but are not sure what or how to do it?

There has never been a better time to be in the IP Game. The biggest money making opportunity of the 21st century is intellectual property. In fact, IP is the biggest and most valuable asset in the worlds. And the key to building wealth in this new economy is knowing how to transform IP into money making licensing deals.

If you are an IP owner, and are looking for ways to make money with your IP, then you've come to the right place. In this special eBook report, you'll learn about five no-cost and low-cost strategies to promote your IP licensing opportunity and turn it into money making deals.

Here is what you'll learn about:

1. How to create Your IP Opportunity "Buzz" using free PR
2. How to Build a Social Media IP Marketing Site
3. Two ways to create an IP demo video that excites potential IP Partners
4. How to let your customers sell your IP licensing opportunity.
5. How to make a big impression for a small budget at Tradeshows

Using Free PR to Create Your IP Opportunity “Buzz”



Getting the first licensee is always a big challenge. One of the best ways that you can

The second strategy that you can use is PR. There are many free and low cost PR services you can use to distribute your IP news releases. Most of the sites provide templates you can use to create your PR release. Just follow the template and plugin your information. You can create updates and announcements about your IP, and use this information in your PR releases. You want to create a series of these, and distribute them on a weekly basis.

Keep in mind, it's not always the best IP that gets the most licensees...it's the best promoted. A big part of finding licensees is getting the word out about your IP. You have to reach out if you want to connect with licensing partners.

Let me share an example from the entertainment industry of what PR can do for your IP. When I was at the studio licensing the Power Rangers show, there was a competitive kid's show that was launching. It was weak, but what they did was continuously release "news" about the show -when it was launching, what it was about, and new licensees signed...basically anything that was happening with that property. It was picked up in trade and licensing magazines and they creating a licensing buzz. Because potential licensing partners were constantly hearing about the property, they got a lot of interest and the PR helped them get dozens of licensees.

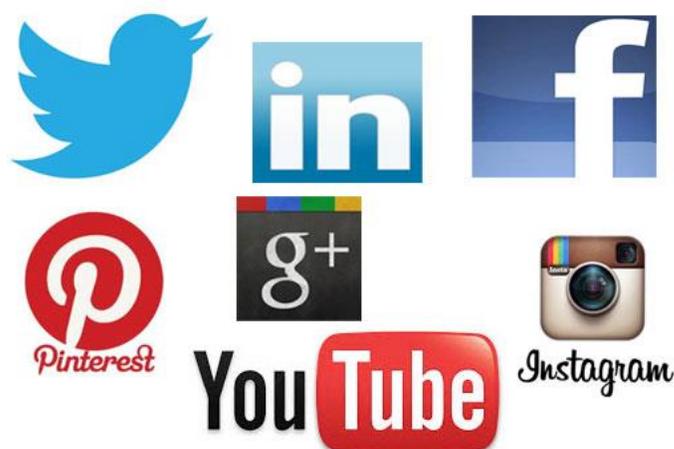
You can do the same thing. A couple of the best free sites are PR.com and PRurgent.com. You can visit my website for a list of more of the PR distribution sites.

Remember, the trick is to communicate continuously with your potential licensing partners.

Using Social Media to Market Your IP

The next strategy is social media and this is something that you should definitely be using. Social media is a low-cost and in most cases a no cost strategy you can use to connect with your potential licensing partners.

The most important piece of your social media strategy is creating an IP opportunity webpage or website. All the information about your intellectual property should be on that website. You should also build a blog, and create a page on big social media sites such as Facebook and Linked In.



Using social media is also a time saving strategy. I had a client with a sound technology, and they created a website to showcase the technology. It was also used as a library for all the research studies that had been done, and it was constantly updated with all the new research reports. This was a real timesaver because every time I made presentations the potential licensees, they always wanted the research information. Rather than going back and forth sending documents, I simply referred them to the website.

You should do the same thing. Post all your information on you website so you will have one place that potential partners can get all the information about your IP. Plus it's much easier to keep your IP information up to date. You can also use your blog to connect with licensing partners and keep them informed. The better informed partners are about your IP, the faster you will be able to create money making licensing deals.

Two Ways to Create IP Demo Videos



The third strategy is an IP demo video. You can produce these video yourself for no cost using your computer, some video software and a video camera. A video lets you show your IP in both visual and audio format. You are able to demonstrate how it works, what it does and why it makes money. For example, you can show your IP in its finished form, whether that is a product, software, video game or movie, and demonstrate how it works or looks. Or if your IP is still in development, you can show pictures, diagrams or animation and discuss the market potential, and what problems it solves and benefits (to both the licensee and end buyer) it offers.

I had a client who invented a new bungee cord product, that they created videos to show all its different applications. They posted these on their website, YouTube and other video sites. They sold their products direct, and they also asked their customers to show how they use the product, which generated some great product testimonials. We used these videos to get a deal with a licensee in Europe.

Record these videos and post them on YouTube and other video sites. If a picture tells 1000 more words, a video can tell million words. It's one of the best ways to present your IP opportunity. And remember, the better a potential partner understands your IP and how they can make money with it, the more likely it is that they will become your licensing partner.

Let your Customers Sell your IP Opportunity



Give away your product, service or technology and get feedback from customers. It's other great ways to attract a licensing partner. Nothing sells a license better than customers who have purchased your products (which is what the customer videos did in the previous example I shared), or used your services or technology, or like your brand, book or movie.

I had a client who invented a biodegradable material for making umbrellas. They would produce samples and give them away at outdoor events, green events and especially at rainy day events. They attracted the attention and interest of one of the largest umbrella manufacturers in the world. We negotiated a licensing deal for the manufacturing and distribution of the umbrellas worldwide.

If your IP is still in development, or you are just getting started, then sampling is a low cost strategy that is one of the best. If your IP is a tangible product, such as a new invention or software, that give away samples at events. If it's intangible such as a process or systems, let customers demonstrate it or use it in some manner. Think about what you can do with your IP to get it to your customers. Get their testimonials and let your customers help you transform your IP into money making licensing deals.

Make a Big Impression for a Small Budget at Tradeshows



The last strategy is what I call “Meet and Greet”. Nothing more effective than one-on-one meetings with potential licensing partners. When you meet your potential licensing partners in person, you can quickly learn whether they are right for your IP. Building relationships with potential partners is one of the best ways to create licensing deals for your IP.

There are several low cost strategies you can use to promote your IP licensing opportunity at tradeshows. One of my clients created a new invention for the hair care market. It was an accessory for curling irons. The first thing we did is go to a trade show to evaluate possible licensing partners. We were able to see the companies in person, view the products they made and either speak with or find out who to contact regarding licensing. We were also able to get feedback on the IP. You can do this informally (which we did) by asking them if they would be interested in licensing your IP (you can do this in general terms, such as “the IP is a new hair accessory item”). If so, you can find out what information they need and who to send it to.

Tradeshows are also a great place to go if you're ready to make presentations to a lot of potential licensing partners. Here's a low-cost way to get a tradeshow booth. Share a tradeshow booth with another company, especially if they have a big booth in the center of the show. I used this strategy with a toy client that was launching their product. We rented a small section of the booth, which gave the company great visibility to all the licensors and retail buyers.

You don't need much space, but at a tradeshow, location is everything. Sharing a space give you a great location and a big presence at a small price. The more visible you are at a tradeshow, the more potential licensing partners you can meet. And that's how you create money making licensing deals.

Take Action Now!

Your intellectual property can only succeed if you take action....the right kind of action. You can make money with your intellectual property by following the processes and systems discussed in this eBook and my other audio workshops and seminars.

And remember, there is no limit to what you can do with your intellectual property...only limited thinkers.



www.licensing4profits.com/coaching

Need some advice? Schedule a free coaching call.

<https://calendly.com/licensingcg/15min-coaching-call>

About Rand Brenner



Rand Brenner
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Rand is the founder of Licensing4Profits.com and is CEO of Licensing Consulting Group, an intellectual property management and licensing company specializing in the helping IP owners, businesses and start-ups manage and use their IP assets to increase revenues, cut costs and build company value. His experience includes over 25 years developing and implementing licensing strategies for all types of intellectual property. He's led various international licensing programs as both licensee and licensor, and through consulting projects focused on licensing strategy, brand development, sponsorship sales and property representation.

Rand Brenner has licensed some of the biggest Hollywood blockbusters, including "Batman" and the "Mighty Morphin Power Rangers", both of which generated billions of dollars in worldwide merchandise sales. His career included executive positions at Saban Entertainment and Warner Bros Consumer Products where he developed numerous licensing and promotional deals with Fortune 1000 companies including Coca Cola, Kellogg's, Quaker Oats, Hasbro, Mattel, Random House, Harper Collins, Pillsbury, Topps, Sara Lee/Hanes and others.



[About Licensing Consulting Group](#)

Licensing Consulting Group is at the forefront of the new economy and the global IP marketplace. Our role varies, depending on needs, from an advisory role in IP strategy, to actively managing the licensing program or even to taking the role of a virtual IP team. LCG has an extensive network of resources, including IP attorneys, valuation, royalty audits, and IP financing and litigation support. Whether you are looking to explore new licensing opportunities, get advice on what intellectual property assets could be licensed, or already have a licensing program you are looking to optimize, Licensing Consulting Group can provide the expertise to maximize your IP asset value.

www.licensingconsultinggroup.com



[About Licensing4Profits](#)

[Licensing4Profits](#) offers information, resources and real world expertise on how to make money buying and selling intellectual property rights. L4P provides you the licensing tools for any stage of the IP development process – whether you are exploring the world of IP, need advice on what to do with an IP, or ready to take your licensing activities to the next level. At Licensing4Profits, you'll have access to webinars, audio workshops and video courses, professional advice, a database of IP resources, licensing documents, and continuously updated content with real world actionable information.

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