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One Simple Idea | Stephen Key | 9781259589676 | NetGalley

One Simple Idea. Updated & Revised. I poured everything I knew into the first edition of One Simple Idea: Turn Your Dreams Into a Licensing Goldmine While Letting Others Do the Work. Something seems to have worked: Since it was published in 2011, OSI has been translated into five other languages and is still a top seller on Amazon. ...

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Stephen Key Media, LLC

Of course, there are many more things to learn about businesses, but we will let you educate yourself about them by reading "One Simple Idea" from cover to cover. Next, we continue with the short overview of the key lessons. Key Lessons from "One Simple Idea" 1. Keep Your Friends Close and Your Enemies Closer 2. Use Referrals 3.

One Simple Idea PDF Summary - Stephen Key | 12min Blog

One Simple Idea (2015) argues that it takes only passion and one simple, marketable idea to start your own business. The book shows how building long-term partnerships with your manufacturers and vendors can help your business run smoothly, and how catering to your customers' needs and desires helps you sell your product on the market.

One Simple Idea by Stephen Key - Blinkist

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One Simple Idea - McGraw-Hill Education

by Stephen Key: One Simple Idea, Revised and Expanded Edition: Turn Your Dreams into a Licensing Goldmine While Letting Others Do the Work ISBN: #1259589676 | Date: 2015-10-06 Description: PDF-0d9a3 | With must-have updates, a new edition of the bestselling method that shows how anyone can turn their one simple idea into millions – without lifting a finger! Stephen Key is an award-winning inventor who has licensed more than 20 product ideas.

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Got a great idea? Stephen Key's book "One Simple Idea" on "inventors" using a \$70 provisional patent filing, NDA, sales sheet and a few cold calls (brrr) is the key to making money licensing your ideas to manufacturers for 5-7% royalties. Great, if slightly dated, read.

One Simple Idea: Turn Your Dreams Into a Licensing ...

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