

# INVENT

16 Secrets for Creating Million-Dollar Inventions

## Yourself Rich



## Don Brown

Foreword by Don Hall



WESTHOLME  
Yardley



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# Foreword

No, I don't write forewords. . . .

No, I don't have the time to write a foreword. . . .

No, it's not possible. . . .

OK, I'll take a look at it. . . .

OK, I'll read it on my next flight. . . .

YES, the book is the real deal. . . .

YES, I'll write a foreword.

So was the journey that led me to scribbling these words at the front of this practical handbook of proven techniques for success with inventions.

My conversion is testimony to Don's Secret #6: Never Give Up!

To be OVERT—Don Brown has written THE BOOK for those interested in increasing their odds of invention success and decreasing their chances of costly pain. Read it—live it—or don't whine about how you're not having success.

WARNING: Don has told the truth, the whole truth and nothing but the truth. His lessons are NON-NEGOTIABLE.

## xii Foreword

When Don says, “The best way to get an honest answer is to have actual samples (working prototypes) to show and demonstrate,” he means it.

When Don says, “The 5:1 ratio is an ironclad rule of retail,” he means it.

When Don says, “Try not to be too emotionally attached to your invention,” he means it.

When Don says, “97 percent of all patents never make a profit!” he means it.

When Don says, “Focus on selling, not suing,” he means it.

When Don says, “They will invest in facts, not hype,” he means it.

When Don says, “Companies don’t care about ideas—they care about products,” he means it.

It takes vision and courage to be an inventor. Inventor Don Brown exposes the nine scams that each year cost hundreds of thousands of inventors millions of dollars.

Now if I could only get the contestants on ABC-TV’s *American Inventor* to read Don’s book AND heed his advice, I wouldn’t get nearly as frustrated each week.

Why Don’s book is of critical importance to the United States: Our country, our planet is in need of inventors. From global warming to global dependence on oil—from diabetes to obesity—from the decline in high school math scores—to our falling to 16th in the

world in our levels of new scientists and engineers—we desperately need inventors to help solve the world's problems.

Don provides the ideas, insights, and inspiration you need to invent meaningful solutions to the challenges of our community, state, nation, and planet. To be clear—if your idea is a **BIG IDEA**—a **BIG, BOLD, MARKET-CHANGING IDEA**—you will cause **FRICTION!**

All **BIG IDEAS** cause friction. It's just a fact of life. Hold fast. Stay the course. In time, innovation is usually considered more right than wrong.

Consider this 1829 letter from Martin Van Buren, then governor of New York, to President Andrew Jackson regarding the dangerous risk that the innovation of railroads posed to the state of New York.

To: President Jackson

The canal system of this country is being threatened by the spread of a new form of transportation known as “railroads.” The federal government must preserve the canals for the following reasons:

ONE—If canal boats are supplanted by “railroads,” serious unemployment will result. Captains, cooks, drivers, hostlers, repairmen and lock tenders will be left without means of livelihood, not to mention the numerous now employed in growing hay for horses.

TWO—Boat builders would suffer and tow-line, whip and harness makers would be left destitute.

THREE—Canal boats are absolutely essential to the defense of the United States. In the event of expected trouble with England, the Erie Canal would be the only means by which we could ever move the supplies so vital to waging modern war.

As you may well know, Mr. President, “railroad” carriages are pulled at the enormous speed of 15 miles per hour by “engines” which, in addition to endangering life and limb of passengers, roar and snort their way through the countryside, setting fire to crops, scaring livestock and frightening women and children. The Almighty certainly never intended that people should travel at such breakneck speed.

Signed

Martin Van Buren, Governor of New York

Van Buren’s fear of the impact of railroads is today seen as funny. So too will resistance to your bold and brave ideas be seen as humorous in the future.

Our world faces some serious challenges. Pessimism is at epidemic proportions. Myself—I’m optimistic—optimistic because of the American

Inventors and people like Don Brown who graciously share their wisdom so that all of us can be smarter.

So what are you waiting for—start reading and applying Don’s wisdom—TODAY!

—Doug Hall