

**THE BIG IDEA**  
DONNY DEUTSCH



CBS

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As Featured On

# LEARN HOW TO BRING IDEAS TO MARKET

With Inventing & Licensing Expert *Stephen Key*

**Wednesday, February 9th, 2011**

**5:30PM to 8:00PM**

**3463 Magic Dr, San Antonio, TX**

## What you will learn...

- Find your million dollar idea.
- Do you really need a patent?
- How to play with the big boys.
- Making contact - who to call, what to say.
- Getting a company to say "Yes, I want your idea."
- Pick the winners.
- The most important sales tool.
- Cutting a great deal.

## See what others are saying...

*"Following Stephen's formula, I had a corporation interested within minutes of sending them a sell sheet. Then came the daunting task of negotiating my first licensing contract. I could not have done it without Stephen." —Margo S.*

*"Stephen gave me substantial concrete feedback, gained from years of his taking ideas and turning them into successful products. My product is now in over 12,000 stores worldwide." —Todd B.*

## About Stephen Key?

Award winning inventor Stephen Key has licensed over 20 products in the past 30 years. His products have sold in retailing giants such as Wal-Mart, Walgreens, 7-Eleven and the Disney Theme Parks and Stores Worldwide. Stephen was a consultant for the first season of the hit TV reality show *American Inventor*. Stephen has been a guest on *The Big Idea* with Donny Deutsch as well as an expert guest on *Dr. Phil*. Stephen's Spinformation® Rotating Label is featured on a childrens liquid medication product called Accudial, that shows parents how to properly dose their child's medication based on their weight. Stephen's new book "One Simple Idea" will be in book stores March 18th, 2011. Learn more about Stephen at [www.inventright.com](http://www.inventright.com)

For More Information Visit: [www.alamoinventors.org](http://www.alamoinventors.org)

