



Licensing Using LinkedIn In Lieu Of Cold Calls Benjamin Harrison

Business is all about who you know but how do you spark the relationships necessary to be successful? Join us in an intimate workshop with product developer, direct outreach expert and “Licensing Ideas Using LinkedIn” author Benjamin Harrison as he demonstrates how professional inventors are using soft skills in the digital age to get their products licensed and marketed.

Participate in an on screen demonstration using LinkedIn to quickly:

- Build a professional presence
- Locate strategic business partners
- Research potential Licensees
- Make connections within companies
- And reach out like a pro

While many inventors have a LinkedIn account, few know how to effectively leverage this game changing tool. Learn all the skills necessary to take advantage of the power of digital networking as an inventor and start connecting with key contacts at potential licensees!

After growing up around and working every angle in the construction industry, Benjamin went on to establish a boutique instrument shop where he eventually designed product lines for top musicians and multiple Grammy award winning artists including one who has been nominated for 12 and walked away with 5.

While producing and venturing high end instruments, Benjamin started learning about licensing from his mentor Stephen Key. As a result of working through many obstacles trying to get major companies to license his products, he mastered new skill sets which led him to co-write “Licensing Ideas using LinkedIn” as well as to create the program “SmartPitch” for InventRight, where he inspires students in learning the art of using LinkedIn to get their inventions and products into companies.

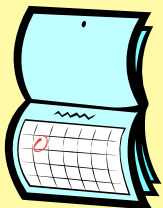
Check out Benjamin and Stephen Key’s book “Licensing Ideas Using LinkedIn” on [Amazon](#).

Click [HERE](#), [HERE](#), [HERE](#) and [HERE](#) to view publications that have featured Benjamin and his products.

Connect with Benjamin via [LinkedIn](#).

NOTE: This will be an off-site Zoom presentation. Watch it on your computer or cell phone. See www.alamoinventors.org to register for the Zoom presentation.

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Wednesday, Jan. 12, 2022

6:00 – 6:30 - Q&A; 6:30-8:00 PM – Presentation

San Antonio Technology Center [See Note Above.](#)

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

Alamo Inventors, Inc. is a 501(c)3 non-profit corporation made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

www.alamoinventors.org