



## About Womentorz™



*Melinda Knight, Owner and Founder*

### Offering Expert Support and an Established-Successful Showcase for Women Inventors!

Womentorz™ is an online marketplace of the latest inventions made by women. We provide a community and supportive environment to assist in all areas of bringing a product to market.

Womentorz™ provides a user friendly, membership-based website which allows women inventors to sell their products directly to consumers, thereby eliminating cost and dependency on retail distribution. Every item listed is supporting a network of creative women and sustaining their creativity and independence.

Visitors are given a wonderful place to find unique gifts and innovative concepts that solve problems in daily life. The store

Each member is given their own storefront with multiple promotional tools built in to really showcase their product. The visitor is able to purchase the product either on the inventor's own website that will pop up in a separate window.

The Womentorz™ power team of Melinda and Colleen has exceptional experience in Marketing, Public Relations, Networking, Media Placement, Branding, Web Presence, Social Media and Technology Support and much more. Our personalized support for each member and more than 20 years of combined experience makes Womentorz™ the "first choice" for women inventors!



*Colleen Wilks, Partner/Director of Communications*

[www.womentorz.com](http://www.womentorz.com)



## Womentorz™ is a Great Place to Test the Waters!



The Womentorz™ forum is also an ideal location to test the waters to see what the public thinks about your invention before investing a lot of money. Our website gives you the opportunity to do market research and receive visitor feedback that would normally cost thousands with a market research firm.

Your product page will allow you to share photos, drawings, video and detailed description to clearly demonstrate your invention. The only thing that we require is that it is clearly stated in the description that the item is not available for purchase, but will be if there's enough positive feedback. We will promote your product page and encourage visitors to share their thoughts.

At whatever point you are in the inventing process, Womentorz™ promise and focus is to bring exposure to your product or concept!

We believe that every inventor works hard to bring their invention to life. We give the invention the exposure it deserves! Your Success...is our Success!

[www.womentorz.com](http://www.womentorz.com)

The difference between succeeding and failing is the difference between doing and not doing!

# So I have an idea....

## *What do I do now?*



### What to ask yourself:

- Am I the first to think of this?
- What products are out there that are similar?
- Have I had a thorough patent search done?
- Do I really need a patent?
- Do I want to be in retail stores?
- What is my budget for having my product made?
- Is there enough left for marketing?

Bringing your product to market doesn't have to be intimidating—there are lots of resources to help.

I can't tell you how many times I hear, "I have this idea, but don't know where to start." How many times have you come across a newly launched product and said to yourself, "Wow, I thought of that, but didn't do anything about it!" I would guess that most products out there have been thought of by many people, but the difference is that the person who took it to market "went for it!"

Sometimes the best lessons we learn are from failed experiences, so we have to stop letting fear prevent us from learning our true potential. You also can't be afraid that your idea is going to be taken. Sometimes imitation is the best form of flattery. Look at how many cereal options you have, or brands of white socks. The difference is how you market your product and the passion behind it. If someone does come out with a similar product you just beat them either in price, quality or tweak the design to be better. Competition isn't necessarily a bad thing.

I would say that the first step once you come up with an idea is to research the products that are similar out there on the market. Most of this can be done online, but you can also keep your eyes open in major stores. This will give you an indication of how well your product will do on the market.

The next step is to hire either a patent attorney or an agent to conduct a patent search to ensure you're not infringing on a patent prior to making the investment in moving forward and bringing your product to market. At this point, you will have to make the decision as to whether you need a patent for your product. No matter what you decide, it is extremely important to keep a detailed journal of every step in the invention process including detailed notes of conversations along with as much digitally stamped documentation as possible.



It's important to not let the fear of someone stealing your property prevent you from sharing your idea with others. There's no better way to do market research than getting feedback from friends, family and strangers within your target demographic. You are able to do this on the Womentorz™ forum by posting a description of your invention, photos and/or drawings as well as a video demonstration. The site has a built in monitored discussion board, so visitors can post their honest feedback on your invention as well as opinions as to what they would pay for your product, which will help you with the manufacturing process as well as approaching retail stores. When you launch your product really get out there. Be in as many places as possible and don't let fear get in the way.

**You can do it!**



### Helpful Websites to visit:

- [www.womentorz.com](http://www.womentorz.com)
- [www.womentorz.blogspot.com](http://www.womentorz.blogspot.com)
- [www.uspto.gov](http://www.uspto.gov)
- [www.google.com/patents](http://www.google.com/patents)
- [www.mominventors.com](http://www.mominventors.com)
- [www.mommyperks.com](http://www.mommyperks.com)
- [www.entrepreneur.com](http://www.entrepreneur.com)
- [www.globalresource-usa.com](http://www.globalresource-usa.com)
- [www.toiletpaperentrepreneur.com](http://www.toiletpaperentrepreneur.com)
- [www.celebrategreen.net](http://www.celebrategreen.net)
- [www.inventorspot.com](http://www.inventorspot.com)
- [www.uiausa.com](http://www.uiausa.com)
- [www.legalzoom.com](http://www.legalzoom.com)
- [www.faultlessinventors.com](http://www.faultlessinventors.com)
- [www.retailminded.com](http://www.retailminded.com)
- [www.inventionaddict.com](http://www.inventionaddict.com)
- [www.inspiration2innovation.com](http://www.inspiration2innovation.com)
- [www.letsbegreentogether.com](http://www.letsbegreentogether.com)
- [www.bearcreekweb.com](http://www.bearcreekweb.com)
- [www.imualaw.com](http://www.imualaw.com)
- [www.citymommy.com](http://www.citymommy.com)
- [www.247moms.ning.com](http://www.247moms.ning.com)
- [www.invent.org](http://www.invent.org)
- [www.inventorsdigest.com](http://www.inventorsdigest.com)



## Advertising on Womentorz™

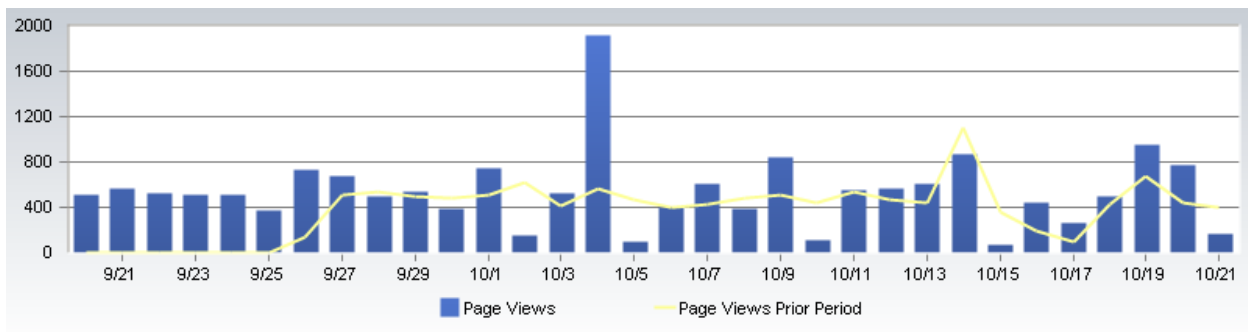


Reach your target market on our network!

Advertise on Womentorz™ TODAY and reach a demographic of women who are mothers, innovators and businesses! We have an active customer following of women AND men who visit our website on a regular basis and are telling their friends to visit Womentorz™!

We have invested thousands in state of the art SEM and are in the forefront of social media networking with over 22,000 + fans and followers who are passionate about the Womentorz community.

**The media loves us...from TV appearances to radio interviews, Womentorz™ is popular and so is our website:**



**Womentorz™ comes up on Page 1 on Google with search terms:**

1. American women inventors
2. Women entrepreneurs ideas
3. how to bring products to celebrities
4. Opportunity for women inventors
5. community of women inventors

***We come up at the top of page 2 for Women Inventors!***

## More Stats about our website

- We have an Alexa Ranking between 250,000 and 270,000, which is always increasing.
- In one month Womentorz™ receives over 17,000 page views.
- If you go to Ranking.com, Womentorz™ is ranked 140,000 in the entire world with almost a 5 star rating. This is huge knowing that there are billions of websites out there! They don't rank anyone under a million.

## Advertising Rates for businesses wanting to target a unique demographic!

**Level 1 –Front page Banner**                      **\$397 a month**  
**Size: (892px wide x 106px high)**

**Level 2 – Front Page Mid-Size**                      **\$247 a month**  
**Size: (440px wide x 112px high)**

**Level 3 – Front Page Block Size**                      **\$197 a month**  
**Size: (220px wide x 146px high)**

**Level 4 – Inside Page Block Size**                      **\$137 a month**  
**Size: (211px wide x 118px high)**

All advertisements will track the number of clicks that you're able to monitor within your account if you select this feature. The advertisements are also built to rotate every time a visitor views the page, so you will move around within your selected location...therefore not staying static!

You can also advertise on our blog for just \$50 a month.  
Visit [www.womentorz.blogspot.com](http://www.womentorz.blogspot.com) to see where your ad can fit.



## Womentorz™ on King 5 News

### "Mothers of Invention" get online marketplace

06:11 PM PDT on Thursday, October 15, 2009

By ERIC WILKINSON



SEATTLE - They're inventions that have come over coffee with friends, from conversations with their kids and out of sheer necessity when in the throes of life as a do-it-all mom. All too often, though, the practical products thought up by every day women go unnoticed, even if they do make it to market. Now, an Edmonds entrepreneur is launching a Web site to create an outlet for those very products.

Womentorz.com is a fast growing marketplace exclusively for female inventors. Products include everything from iPhone apps like "Little Lala's ABC's" that keeps kids busy while helping them learn to read, to "Bed Voyage" -- super soft, anti-microbial, organic sheets made from bamboo.

Womentorz.com founder Melinda Knight, of Edmonds, says the ideas are the "babies" of working women, stay at home moms and women who just have great ideas that they hope to sell.

The female-centric products are sold on the site, with a small percentage of the profits going to Womentorz™. Knight came up with the concept after not being chosen for a spot on a new Kelly Ripa show spotlighting female inventors.

"I met so many great women there with great ideas that I thought there must be a way to make these dreams happen," she says.

Womentorz.com officially launches November 1, but interested women can pitch their products to Knight via the Web site's blog right now at [www.womentorz.blogspot.com](http://www.womentorz.blogspot.com).

You can see the actual clip at: <http://www.youtube.com/watch?v=gM4wFOIPsil>

[www.womentorz.com](http://www.womentorz.com)