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**Press Release**

Source: Venture Marketing

Monday November 5, 9:00 am ET

**The First Invention Marketing Training DVD Provides the Roadmap to Profitable Products**

SAN DIEGO, Nov. 5 /PRNewswire/ -- Recognizing that inventors and entrepreneurs struggle to bring inventions to market, Product Coach Matt Yubas (<http://www.product-coach.com/>) has developed a new invention marketing training DVD that provides a step-by-step roadmap for products to succeed in the market. The DVD, Invention Marketing: How to Successfully Market Your Product Idea, takes viewers through an easy-to-understand path to marketing a product or new invention.

"Too many inventors with great ideas stumble when it comes to marketing," said Deb Hess, Executive Director, Minnesota Inventors Congress. "Invention Marketing DVD by Product Coach Matthew Yubas simplifies the product marketing process," Hess continued. "Not only does the DVD provide a roadmap to get to market, Mr. Yubas goes into the details of marketability, getting into retail, the buying process, and other important topics. He also provides practical tips and advice on what to do and what to avoid. If you are looking to learn how to market your product or new invention, I recommend this DVD."

Invention Marketing DVD is filled with examples and real-world advice as

Yubas simplifies and de-mystifies the world of product marketing. Yubas even clarifies the method for getting into retail stores and shows how the retailer will evaluate their product submission. Invention Marketing DVD is an educational and thought-provoking system beginning with market research, customer buying process, and shows how to gain market awareness and generate product sales.

Yubas fills Invention Marketing DVD with proven advice and cost-effective tactics that have been used to produce product success. This DVD will become a valued guide to new and experienced inventors and entrepreneurs alike.

DVD Information

-- Title: Invention Marketing: How to Successfully Market Your Product Idea

-- Author: Matthew Yubas, B.S. & M.B.A. (<http://www.product-coach.com/>)

-- Publisher: Broadword Publishing (<http://www.broadword.com/>)

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-- Title: Invention Marketing; How to Successfully Market Your Product Idea  
-- Format: DVD (Home Player or Computer)  
-- Language: English  
-- Aspect Ratio: 1.33:1  
-- Number of Discs: 1  
-- Run Time: 1 hour 20 minutes  
-- Features: Interactive Menus  
-- Copyright: 2007  
-- ISBN: 0-9725521-7-0  
-- UPC: 805238820921  
-- Studio: Broadword Publishing  
-- Production: Sunray Video Production  
-- Retail Price: 44.95

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