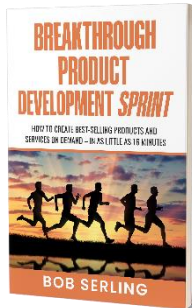


# Breakthrough Product Development *Sprint*

## Program Details

### Program Overview



The **Breakthrough Product Development *Sprint*** is an opportunity to work with me directly in a small group to create best-selling products and services on demand. Best of all, this can often be done in just 16 minutes – and it can be repeated as often as you’d like.

Most small to medium-sized businesses make the critical mistake of overlooking product development completely. They either think that it’s too complicated or that it’s unnecessary.

But here’s why that’s a big mistake...

According to the U.S. Patent Office, a full 98% of all patented products fail. And that’s just patented products.

Think about your own products or services. How often have you created a product you were sure would be a massive hit, only to have its sales die on the vine? If you’re like most people, this happens far more often than it should.

The **Breakthrough Product Development *Sprint*** is designed to give you two processes you can rely on any time you need to create a best-selling product or service. It’s an extract from my larger, 6-week coaching program that lets you create hot product ideas in as little as 16 minutes.

Because this can be done so quickly and reliably, *you’ll actually create a breakthrough product or service in real time during one of our live sessions.*

So rather than just giving you theory that you may never use, you’ll walk away from this short program with a powerful idea for a product or service you can implement immediately. And you’ll have the skills needed to repeat this on demand as often as you’d like.

### A quick summary of why my product development process works so well

After years of conducting projects to develop superior products, and services, it’s become abundantly clear why the vast majority of companies produce unreliable, hit-and-miss results.

One development project is a home run. But the next project falls completely flat. And there seems to be no rhyme or reason as to why this happens.

Now, the problem isn't that companies aren't doing their best in trying to create superior products and services. Most companies realize that higher quality products are the engine that drives growth. And they're definitely putting in the effort to try to make their products a major success.

But here's why no matter how hard they try, companies have not been able to produce reliable results and steady growth, despite their best effort.

You see, the real problem is ***the lens that companies view product development through***. In practical terms, it can be summed up this way:

Companies are *product oriented*

BUT...

Customers are *experience oriented*

Companies are analytical in the development of new marketing and products. They look at adding new features, functions, and benefits they believe their customers will like. At the same time, their analysis relies heavily on doing this in the most cost-effective way.

Sound familiar?

If you're honest in your assessment of how you go about developing new products or services, what I've just described should be right on target.

But that is not how customers think about your product. And that goes for any product – yours, mine or your competitors.

Customers actually *use* a product. They *experience* the use of it in their everyday life. And experiencing something is entirely different than creating it in a series of planning meetings.

So in order to create the kind of products your customers will use, value the most, recommend to others and continue to buy, you need to create products that give your customers a *superior experience*.

With this understanding, what makes my product development process work so well is that everything in my system is driven by actual *customer experience*. And most importantly, this

experience is the exact experience that customers' buying history tells you they want most, *not* the features and benefits you or I might think they want most.

So let's take a look at how this is done.

## **The two product development shortcut processes**

While most people think that developing an exceptional product is difficult, in this program I give you two simple methods anyone can quickly master to create breakthrough products and services in the shortest time possible. In fact, one of these methods takes just 16 minutes.

So let me show you how each method works.

### **BPD Sprint Method #1**

#### **16-Minutes to Creating an Exceptional Product Your Competitors Can't Hope to Match**

This method gives you my simple, proprietary formula for creating breakthrough products on demand. And the entire process takes just 16 minutes from start to finish.

To start with, I'll send you detailed training materials that lay out the complete process. You'll discover how to create successful products and services in just 16 minutes – and how you can do this as often as you'd like, any time you like.

Then, in a live session, we'll actually run the process together. And I'll help you fine tune it to get the best results possible. Best of all, you'll come away from this session with an exceptional product idea for your business that you can implement immediately.

### **BPD Sprint Method #2**

#### **Dr. ProductStein – How to combine customer buying history with AI to piece together high-value products in 30 to 60 minutes**

One of my most trusted product development techniques is to create a hot-selling product by taking parts from other products and stitching them onto my main idea to create a superior product. Kind of like how Dr. Frankenstein created his monster :-).

However, I don't mean that I literally take those parts from other products. What I do instead is use them to inspire a new use of their functionality that I can stitch onto my product idea.

This is exactly how I created my best-selling skateboard toy that featured Tony Hawk. Then I used it to solve a massive problem that produced \$15 million per year in sales for a software company, resulting in that company being acquired for \$120 million. And I've continued to use it on dozens of successful projects.

Now, I realize this might sound complicated or confusing, but that is definitely not the case. As you'll see in this training, by combining AI with actual customer buying history, anyone can easily master this process and create breakthrough products in just 30 to 60 minutes.

## How the program is delivered

The **Breakthrough Product Development *Sprint*** is set up to get you results quickly. Instead of taking 6 weeks like my larger program, the entire program is delivered over two weeks.

**On Monday of Week 1**, you'll receive the training materials for my 16-minute process for creating breakthrough products and services. Then, on Thursday of that week, we'll get together for a LIVE, 90-minute training session on Zoom.

During this session, I'll answer any questions you might have and we'll fine tune the 16-minute process so you'll be able to use it as often as you'd like. Much of this will be done by actually running the process together, so right from this first session, you'll come away with a powerful idea for your product or service.

In addition, this live session will be recorded and posted to a password protected website, so you can watch it whenever you'd like.

**On Monday of Week 2**, you'll receive the training materials for my Dr. ProductStein process. In just 30 minutes or so, you'll have a second process you can always rely on for creating breakthrough products and services.

Then, on Thursday of that week, we'll get together for a LIVE, 90-minute training session on Zoom. Similar to the first live session, I'll answer any question you might have and we'll fine tune the process so you always get the most valuable results. And we'll "hotseat" actual ideas to give you hands-on demonstrations of the process in actual use.

As with the first session, this live session will be recorded and posted to a password protected website, giving you the ability to watch it whenever you'd like.

## How to enroll in the program

The **Breakthrough Product Development Sprint** is designed to be a rapid crash course featuring two unique, innovative ways to create superior products your competitors can't hope to match.

The program starts on **Monday, August 11**, which is when you'll receive the first week's training materials. That's followed by a LIVE 90-minute call on Zoom on **Friday, August 15**.

The training materials for the second week will be sent to you on **Monday, August 18**. And the second LIVE 90-minute call on Zoom will be held on **Friday, August 22**.

I've also priced this to be my lowest cost program ever. If you've seen any of the past promotions for my 6-week **Breakthrough Product Development** workshops, you know the fee for them is \$4,250. And even my basic course sold for \$1,697 when it was available.

But I'm on a mission to show as many people as possible that you don't have to settle for creating mediocre products. And anyone can master these two simple methods that can be used again and again in just two short sessions.

So I'm making this presentation of the **Breakthrough Product Development Sprint** available at the ultra-low price of just \$197. Which is obviously a fraction of what my other product development programs cost.

To enroll now, just click this link:

<https://www.LicensingLab.com/sprint-enroll>

Thanks for your interest. And I can't wait to share this unique, incredibly fun way to create breakthrough products and services in the shortest time possible!

Regards,

Bob Serling

P.S. Here's the legal stuff.

First – As mentioned, because you're getting many of the materials from the Coaching version of this program that sold for \$4,250, *plus* all the new material on using AI that greatly

expands your ability to create breakthrough products and services, **all sales are final**. And there are no refunds or returns.

Second – Enrolling in the **Breakthrough Product Development *Sprint*** grants you the right to use it for creating your own products and services only. You may NOT use it with clients or give, share, or sell any part of the program to anyone else. Doing so is a violation of international copyright and trademark laws.

Third – Sorry, but my lawyer wants me to make sure to state this stuff so it's clearly understood.