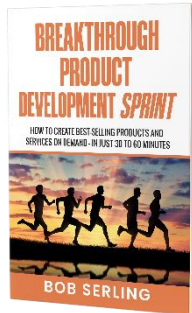# Breakthrough Product Development *Sprint*
Program Details

About 15 years ago, I was walking through the toy section of a major department store on one of my regular tours to see which new toys were selling the best. As I turned a corner, I heard a loud chatter and noticed a large crowd in one area of the toy section.

The crowd was so large, at first I thought that someone might be injured. So I moved in closer to find out what the problem was.

It turned out that there was no problem. What was actually going on was dozens of pre-teen and teenaged boys were swarming around a display of small, 3-inch long plastic skateboards, clamoring to load as many into their baskets as they could.

These small skateboard toys are known as "fingerboards" because you use your fingers to roll them along a surface and flip them around to do tricks.

But here's what really made these toy skateboards so special that young boys were in a frenzy to buy as many as possible…

While all other brands of toy skateboards had designs like skulls, lightning bolts, and demons, this new brand had real skateboard companies' logos and images – led by none other than the number one skateboarder in the world, Tony Hawk.

And what do you think a young boy would rather have, a toy skateboard with a skull on it or the cool branding of a crazed looking hawk's head from Tony Hawk's brand, Birdhouse? The answer was obvious from these kids cleaning out the shelves to buy as many of this new brand as possible.

This buying frenzy continued until there were just a few of this new brand of skateboard toy left on the shelves. So I pulled out my iPhone and snapped a few quick pictures of this toy.

How I created an upgraded version of this toy that sold in toy stores, department stores, Amazon and thousands of other websites worldwide

As I was driving home, I couldn't get over the image of all those kids scrambling to buy as many of this skateboard toy as possible. And I was determined to create a way to cash in on this craze.

Fortunately, this was relatively easy to do. You see, I have a process called **Dr. ProductStein,** where you take a core product, then find parts from other products and stitch them onto the core product in order to create a superior new version. Kind of like how Dr. Frankenstein created his monster :-).

Sometimes the parts you stitch on are related to the core product, but many times, they come from products that aren't similar to the core product at all.

And this is exactly how I created a new version of this same skateboard toy, then licensed it to the company that manufactures the toy and collected substantial royalties.

A quick look at how the Dr. ProductStein process works

Applying the **Dr. ProductStein** process is actually very easy. The two components you need are:

- A core product – or idea for a product – you want to improve

- A deep understanding of your market

Then you take your core product and look for components from other products that could make it function better, cost less, or solve a problem the core product doesn't.

In this case, I wanted to improve the function of these toy skateboards and make them more fun to play with. So I started with a question, based on the deep understanding I had of young boys. This understanding came from having a pre-teen son and my own experience as a pre-teen and teenager. The question I asked was:

What do young boys love so much that it would make them
them go crazy to get my new version of this toy?

From experience, the answer came to me quickly. Young boys go nuts about anything having to do with burping, farting, loud noises, explosions and fire.

And believe it or not, I now had my baseline for improving this toy skateboard.

With that, I started looking for any toys or other popular products that included burping, rude noises, loud noises and fire. It didn't matter if they were similar to the skateboard toy or not. I didn't rule anything out, because at this early stage, you don't want to censor any ideas.

Now, back then, this type of research could take days or weeks. And I'm not going to elaborate on how I conducted it, because it's now far easier to do. And with the use of AI as a support tool, you can get weeks worth of research done in just 30 minutes or so.

The result of applying the Dr. ProductStein process to this toy

Through trial and error and a number of starts and stops in examining a large number of toys and other non-related products, I came up with my final objective – *to add fire to this toy skateboard.*

The way a kid stops the skateboard toy is by dragging the tail to create friction. So I created a small attachment that went on the tail of the skateboard toy that had flint in it, like in a lighter. And when the tail was dragged on a hard surface, the flint would create a big ball of sparks.

To say it was a huge hit is an understatement. *Kids went nuts for it!*

I then created a name for it – FireFoot – and licensed it to a large toy company. Here's what the production version looks like.

As you can see, this version has Tony Hawk's logo on it. And there were 7 or 8 other versions with the logos of other leading skateboard brands. So they sold like crazy in toy stores, Amazon, and websites all over the world.

Here's the most important point… and why this is critical to your success

As I've mentioned, creating hot selling products and services is actually easy once you know how. And by learning my simple process, you can easily create breakthrough products and services in just 30 to 60 minutes.

The **Breakthrough Product Development** *Sprint* is an opportunity to work with me directly in a small group to master the simple skill of creating best-selling products and services on demand. Plus, once you learn my simple process you can repeat it as often as you'd like.

Why is this critical to your business success? Consider this…

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 get just a trickle of sales or have it 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 a simple process 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 30 to 60 minutes.

Because this can be done so quickly and reliably, you'll be able to create a breakthrough product or service as soon as you've completed the short training. And with two parts to the training, there's a strong chance you'll create your first best-selling product or service *before* we even get to the second part of the training.

So rather than just giving you theory that you may never use, you'll come away from this short program with the ability to create 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 trying 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 <u>not</u> 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' actual 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 deeper look at how this is done.

The simple product development shortcut

While most people think that developing an exceptional product is difficult, in this program I give you a simple shortcut anyone can quickly master to create breakthrough products and services in the shortest time possible. In fact, the entire process can be done to produce an exceptional product idea in just 30 to 60 minutes.

So let me show you this shortcut method works.

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 to create a hot-selling product is to take parts from other products and stitch 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 and that I showed you above. I also used this shortcut process 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.

Plus, not only is the **Dr. ProductStein** process something that anyone can quickly master, it's also a lot of fun to use. And the excitement you'll feel when you create a truly breakthrough idea for your product or service is something that can't be matched.

How the program is delivered
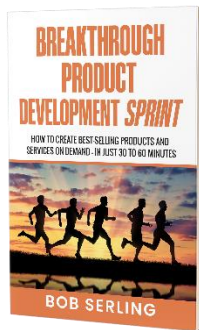
The **Breakthrough Product Development *Sprint*** is designed to get you results quickly. Instead of taking 6 weeks like my larger program, the entire program is delivered in just two weeks.

On **Monday of Week 1,** you'll receive the training materials for my **Dr. ProductStein** process. In just 30 minutes or so, you'll have a simple, but powerful process you can always rely on for creating breakthrough products and services.

Then, on **Monday of Week 2**, 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 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.

In addition, this live session will be recorded and posted to a password protected website, so you can 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 a unique, innovative method for creating 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 **Monday, August 18.**

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 those 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 this simple method 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 $97. Which is obviously a fraction of what my other product development programs cost.

To enroll now, just click this link:

https://www.LicensingLab.com/bpds-enroll

However, 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.

So 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. Hey, what would any self-respecting program be without a great bonus? 😊

Sometimes you just need a quick idea for your product or service – especially when you want to make a fast, simple improvement. To give you the ability to do this, I've created a special bonus training called **16-Minutes to Creating an Exceptional Product Your Competitors Can't Hope to Match.**

While this method isn't as thorough as the main training, it gives you a quick, simple formula that produces surprisingly strong product ideas. And the entire process takes just 16 minutes from start to finish.

Best of all, it's yours for free when you enroll in the **Breakthrough Product Development _Sprint._** To enroll now, just click this link:

https://www.LicensingLab.com/bpds-enroll