

smallbizlady:	Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can get answers to their questions.
smallbizlady:	How to participate in #SmallBizChat: http://bit.ly/S797e
CathyWebSavvyPR:	@troygparker @m4bmarketing welcome to the chat! #SmallBizChat
GetResults:	@yourjobmyoffice I think you may not get hit too hard if you don't already have it on the ground. Good for you. #smallbizchat
smallbizlady:	#SmallBizChat is hosted by @SmallBizLady Melinda Emerson, a veteran entrepreneur and smallbiz coach & author based in Philly.
GetResults:	@troygparker Want to trade? #smallbizchat
MichaelWillett:	RT @smallbizlady Welcome to #SmallBizChat , a weekly conversation where emerging small business owners can get answers to their questions.
smallbizlady:	Are you a of #Smallbizchat's Facebook fan page yet? http://facebook.com/smallbizchat #SmallBizChat
smallbizlady:	Did you Order Melinda Emerson's New Book: Become Your Own Boss in 12 Months Today! http://bit.ly/6SteEn #SmallBizChat
smallbizlady:	Welcome to my co-host and social media PR pal @cathywebsavvypr and my virtual assistant Sonia @yourjobmyoffice #SmallBizChat
smallbizlady:	Tonight?s #SmallBizChat Guest @SandyAbrams on Developing Product-based Biz @Tweetgrid link http://is.gd/7WUEc
smallbizlady:	Q: What is the focus of #smallbizchat? #SmallBizChat
smallbizlady:	A: The goal of #smallbizchat is to end small business failure by helping you succeed as your own boss. #SmallBizChat
smallbizlady:	Last 5 minutes will be available for pitches AKA your 140 character commercials. So be ready. Participants only please. #SmallBizChat
sandyabrams:	Hi Melinda & Cathy! #SmallBizChat
smallbizlady:	We put out a link to the transcript on @smallbizchat tonight after the show, so don't worry if you miss a tweet or two. #SmallBizChat
smallbizlady:	A blog post with a more detailed Q & A with our guest comes out on Thursdays on @Smallbizlady?s blog: http://bit.ly/3x5Gm2 #SmallBizChat
PainterMommy:	RT @SmallBizLady: A: The goal of #smallbizchat is to end small business failure by helping you succeed as your own boss. #SmallBizChat
CathyWebSavvyPR:	.@smallbizlady Glad to be here, if you've been thinking about launching a product - sotp by tonight #SmallBizChat
smallbizlady:	@SandyAbrams, CEO of Moisture Jamzz, www.moisturejamzz.com , built her co. from scratch, which now grosses millions #SmallBizChat
freelancemomcom:	RT @CathyWebSavvyPR: .@smallbizlady Glad to be here, if youve been thinking about launching a product - sotp by tonight #smallbizchat
smallbizlady:	Welcome again to tonight?s guest @SandyAbrams: How to Turn a Product into a Biz @Tweetgrid link http://is.gd/7WUEc #SmallBizChat

TJMcCue:	RT @smallbizlady The goal of #smallbizchat is to end small business failure by helping u succeed as ur own boss.
smallbizlady:	@SandyAbrams is also the author of Your Idea, Inc. a guide for developing an idea into a product. http://www.yourideainc.com/ #SmallBizChat
lataarahamyng:	RT @smallbizlady: A: The goal of #smallbizchat is to end small business failure by helping you succeed as your own boss. #smallbizchat
smallbizlady:	Q1 If you have a great idea for a product, what would be the first step to see if there is possibility? #SmallBizChat
CathyWebSavvyPR:	Want to launch a product/ stop by #SmallBizChat @sandyabrams How to Develop a Product-based Business - NOW!
TJMcCue:	rt now in #SmallBizChat @SandyAbrams, CEO of Moisture Jamzz www.moisturejamzz.com built her co. frm scratch, now grosses millions
CathyWebSavvyPR:	RT @smallbizlady: Q1 If you have a great idea for a product, what would be the first step to see if there is possibility? #SmallBizChat
troygparker:	@smallbizlady are you drawing a distinction between products and services? #SmallBizChat
sandyabrams:	A1 Do your research. Investigate online, so much at your fingertips! What r u competitors doing? #SmallBizChat
smallbizlady:	@troygparker this is show just about products tonight. :) #SmallBizChat
sandyabrams:	A1b Ask yourself : Is your new product that much better, faster, easier more valuable to consumer? #SmallBizChat
CathyWebSavvyPR:	RT @sandyabrams: A1 Do your research. Investigate online, so much at your fingertips! What r u competitors doing? #SmallBizChat
GetResults:	A1 - short answer is in these two questios - Can I sell it? Can I make it? #smallbizchat
GetResults:	@sandyabrams Sandy is right answering the questions of Possibility start with RESEARCH. #smallbizchat
sandyabrams:	A1c If yours isn't better, faster, easier more valuable continue to rethink until you can set yourself apart! #SmallBizChat
SherriGarrity:	RT @CathyWebSavvyPR: Want to launch a product/ stop by #SmallBizChat @sandyabrams How to Develop a Product-based Business - NOW!
m4bmarketing:	A1 Also are there enough customers who will buy on regular basis #SmallBizChat
CathyWebSavvyPR:	RT @GetResults: A1 - short answer is in these two questios - Can I sell it? Can I make it? #smallbizchat #SmallBizChat
MichaelWillett:	RT @sandyabrams A1 Do your research. Investigate online, so much at your fingertips! What r u competitors doing? #SmallBizChat
smallbizlady:	Q2: After searching online, what?s next? #SmallBizChat
smallbizlady:	RT @freelancemomcom: We'll get to that question later on :) #SmallBizChat
CathyWebSavvyPR:	@m4bmarketing @SherriGarrity @GetResults @troygparker welcome to the chat #SmallBizChat
sandyabrams:	A2 Get out and pound the pavement! Go to stores where you think your prod should be sold. Look again at the competition. #SmallBizChat
CathyWebSavvyPR:	@freelancemomcom welcome! #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Q2: After searching online, what?s next? #SmallBizChat

JeaneEBennett:	RT @sandyabrams: A1c If yours isn't better, faster, easier more valuable continue to rethink until you can set yourself apart! #SmallBizChat
smallbizlady:	RT @sandyabrams A1 Do your research. Investigate online, so much at your fingertips! What r u competitors doing? #SmallBizChat
sandyabrams:	A2b See. Touch. Feel. Talk to the sales people ask what they think of the current assortment. Play devils advocate with your #SmallBizChat
CathyWebSavvyPR:	RT @sandyabrams: A1b Ask yourself : Is your new product that much better, faster, easier more valuable to consumer? #SmallBizChat
smallbizlady:	RT @sandyabrams: A1b Ask yourself : Is your new product that much better, faster, easier more valuable to consumer? #SmallBizChat
sandyabrams:	A2c product. Ask yourself why the marketplace needs one more version of something. Ask yourself questions a buyer will ask . #SmallBizChat
CathyWebSavvyPR:	@sandyabrams Yes! - when creating a product - how can you differentiate yourself? at your core - what do you do better #SmallBizChat
troygparker:	at what point do you start considering price points? #SmallBizChat
lataarahamyng:	I'm getting real-time search results at TweetGrid http://tweetgrid.com/ #smallbizchat
CASUDI:	@GetResults I might add ~ can I sell it at a profit? Often great products are made, sold but not at a profit :-) A1 #Smallbizchat
smallbizlady:	@troygparker we'll get to that. #SmallBizChat
TJMcCue:	#smallbizchat
freelancemomcom:	RT @CASUDI: I might add ~ can I sell it at a profit? Often great products are made, sold but not at a profit :-) A1 #smallbizchat
GetResults:	@CASUDI good clarification, in search for lean answer assumed it, but wasn't specific - thanks #smallbizchat
smallbizlady:	Q3: After researching the competition, if you still feel that your product has enough merit to compete, how do u move forward? #SmallBizChat
troygparker:	RT @GetResults: @sandyabrams Setting yourself apart is probably most important - also customer accessible #smallbizchat #SmallBizChat
TJMcCue:	RT @smallbizlady @sandyabrams: A1b Ask yourself : Is yr new product that much better, faster, easier more valuable 2 consumer? #SmallBizChat
smallbizlady:	RT @CASUDI: I might add ~ can I sell it at a profit? Often great products are made, sold but not at a profit :-) #SmallBizChat
sandyabrams:	A3a You need to bring the product to life! First step..make it real. Take it from head to reality by writing down all the info #SmallBizChat
kimmoy:	Please clarify, is this about physial products you develop yourself? info products? other people's products you sell? #smallbizchat

sandyabrams:	A3b that you can about the product like what solution is it providing? Who is the end user. #SmallBizChat
CASUDI:	@GetResults SELL = sell at a profit was implied ! understood by the experienced no doubt :-) 4 others clarification #smallbizchat
smallbizlady:	Welcome again to tonight's guest @SandyAbrams: How to Turn a Product into a Biz @Tweetgrid link http://is.gd/7WUEc #SmallBizChat
rongraham1:	@sandyabrams, if I may: writing everything down is also the first step to sewing up intellectual property - if you need to. #smallbizchat
sandyabrams:	@kimmoy This is physial products you develop yourself #SmallBizChat
smallbizlady:	For even more great content join the #Smallbizchat Linkedin group! http://bit.ly/smallbizchatonlinkedin #SmallBizChat
TJMcCue:	Related to profit discussion: It's all about profit and positive cash flow. Otherwise, why open up shop? #smallbizchat
smallbizlady:	How to participate in #SmallBizChat: http://bit.ly/S797e
debbie_steg:	I'm getting real-time search results at TweetGrid http://tweetgrid.com/ #SmallBizChat
TJMcCue:	RT @smallbizlady: For even more great content join the #Smallbizchat Linkedin group! http://bit.ly/smallbizchatonlinkedin #smallbizchat
smallbizlady:	If you know a small business owner who could use some advice tell them to follow @SmallBizChat and join us on Wed 8-9 ET #SmallBizChat
earlsdaughter:	I'm getting real-time search results at TweetGrid http://tweetgrid.com/ #SmallBizChat
GetResults:	@rongraham1 Yes, IP rights vary with type of protection - clarity of offering is key to what to protect and how. #smallbizchat
debbie_steg:	RT @smallbizlady: Q1 If you have a great idea for a product, what would be the first step to see if there is possibility? #SmallBizChat
debbie_steg:	RT @sandyabrams: A1 Do your research. Investigate online, so much at your fingertips! What r u competitors doing? #SmallBizChat
debbie_steg:	RT @sandyabrams: A1b Ask yourself : Is your new product that much better, faster, easier more valuable to consumer? #SmallBizChat
debbie_steg:	RT @sandyabrams: A1c If yours isn't better, faster, easier more valuable continue to rethink until you can set yourself apart! #SmallBizChat
smallbizlady:	Q4: Now that the product seems ?alive,? how do you actually know the marketplace will welcome it? #SmallBizChat
yourjobmyoffice:	@TJMcCue I get the need for dscn. Entrepreneurs can get so passionate about their biz, they lose sight of the profit factor. #smallbizchat
debbie_steg:	RT @smallbizlady: Q2: After searching online, what?s next? #SmallBizChat
TJMcCue:	RT @debbie_steg Q1 If you have a great idea for a product, what would be the first step to see if there is possibility? #smallbizchat
GetResults:	@TJMcCue product could be a loss leader for another service/product, a market entry tool, many possibilities beyond profit #smallbizchat

smallbizlady:	RT @TJMcCue I get the need for dscn. Entrepreneurs can get so passionate about their biz, they lose sight of the profit . #SmallBizChat
TJMcCue:	@yourjobmyoffice Agreed. I'm not criticizing, only saying that losing sight of profits is not an option. Or shouldn't be! #smallbizchat
debbie_steg:	RT @sandyabrams: A3b that you can about the product like what solution is it providing? Who is the end user. #SmallBizChat
sandyabrams:	Do your market research. Talk to local store owners, friends, family, get feedback, constructive criticism. Talk to others #SmallBizChat
debbie_steg:	RT @smallbizlady: Q4: Now that the product seems ?alive,? how do you actually know the marketplace will welcome it? #SmallBizChat
CathyWebSavvyPR:	A4 One thing to be aware of is "Founderitis" - don't fall so much in love with your own concepts. Test it with prospects #SmallBizChat
yourjobmyoffice:	@TJMcCue So true. A few months of negative cash flow should cure that, though. =D #smallbizchat
TJMcCue:	@GetResults Totally get that, sir. But don't build lossleader unls u have a profit leader - i think @sandyabrams wld agree. #smallbizchat
sandyabrams:	A4b who currently use the marketplace's current product. You may get some great feedback to implement. #SmallBizChat
smallbizlady:	RT A4 @sandyabrams Do your market research. Talk to local store owners, friends, family, get feedback, constructive criticism #SmallBizChat
debbie_steg:	@CathyWebSavvyPR and be willing to take constructive advice #SmallBizChat
debbie_steg:	RT @sandyabrams: A4b who currently use the marketplace's current product. You may get some great feedback to implement. #SmallBizChat
m4bmarketing:	Always found concept testing with target consumers helps #SmallBizChat
smallbizlady:	RT @sandyabrams: A4b who currently use the marketplace's current product. You may get some great feedback to implement. #SmallBizChat
yourjobmyoffice:	good point RT @CathyWebSavvyPR: A4 Be aware of "Founderitis" Dont fall so much in love with ur concepts. Test with prospects #smallbizchat
troygparker:	@CathyWebSavvyPR Great term "foundritis" is it n the dictionary? #SmallBizChat
CathyWebSavvyPR:	RT @debbie_steg: @CathyWebSavvyPR and be willing to take constructive advice #SmallBizChat
JoelFoner:	Quick note to followers... I may be occasionally Tweeting as part of #IMCchat or #SmallBizChat discussions for this hour.
earlsdaughter:	I have a home based biz selling cosmetics (I dont make them) I see some points I am able to apply here. #SmallBizChat
sandyabrams:	@TJMcCue @Getresults Agreed! #SmallBizChat
CASUDI:	@GetResults AGREE ~ product used as loss leader successfully (to sell other product) can be viewed as profitable? #smallbizchat
TJMcCue:	Just read "Profits Aren't Everything, They're the Only Thing" by George Cloutier. So you can see my basis. #smallbizchat

peachtreebysage:	RT @sandyabrams: Do your market research. Talk to local store owners, friends, family, get feedback, constructive criticism. Talk to others #SmallBizChat
GetResults:	RT @m4bmarketing: Always found concept testing with target consumers helps #SmallBizChat #smallbizchat
CathyWebSavvyPR:	@troygparker Don't thinks so - Founderitis - should be in dictionary. #SmallBizChat
smallbizlady:	Q5: Would it help to go to an industry trade show at that point? #SmallBizChat
TJMcCue:	@GetResults Good point. We're assuming a profitable venture, though. We're on the same page. I get loss leaders and your pts #smallbizchat
peachtreebysage:	RT @CathyWebSavvyPR: A4 One thing to be aware of is "Founderitis" - don't fall so much in love with your own concepts. Test it with prospects #SmallBizChat
TJMcCue:	RT @CathyWebSavvyPR: @troygparker Dont thinks so - Founderitis - should be in dictionary. AND in MD offices, too. #smallbizchat
earlsdaughter:	@smallbizlady what;s the link to your book again? #SmallBizChat
smallbizlady:	RT @CathyWebSavvyPR: A4 One thing to be aware of is "Founderitis" -don't fall so much in love with your own concepts. Test it #SmallBizChat
debbie_steg:	RT @smallbizlady: Q5: Would it help to go to an industry trade show at that point? #SmallBizChat
CathyWebSavvyPR:	@JoelFoner @earlsdaughter @debbie_steg @TJMcCue welcome to the chat #SmallBizChat
sandyabrams:	A5 Yes, it would help to walk a trade show within that partic. industry and see whats happening, what the buzz is. Read #SmallBizChat
smallbizlady:	Did you Order Smallbizlady's New Book: Become Your Own Boss in 12 Months Today! http://bit.ly/6SteEn #SmallBizChat
earlsdaughter:	@CathyWebSavvyPR THANKS! #SmallBizChat
yourjobmyoffice:	@CathyWebSavvyPR @troygparker I think they prescribe antibiotics for "founderitis" now. ;-Z #smallbizchat
sandyabrams:	Q5b Read the trade papers, meet other exhibitors etc. You can find great info, friends and resources at a trade show. #SmallBizChat
smallbizlady:	For more tips on small biz success subscribe to Melinda Emerson?s blog at http://bit.ly/3x5Gm2 #SmallBizChat
m4bmarketing:	@TJMcCue Concept test initially then quantify #SmallBizChat
JeffreySummers:	Sorry @GetResults but loss leaders are for people who can't create value in the here and now. #SmallBizChat
smallbizlady:	Q6: If after all the research and marketplace investigation you feel your product is still needed, what?s next? #SmallBizChat
CathyWebSavvyPR:	Q4 Test, test, test/ survey, ask, use social media to crow source #SmallBizChat
SherriGarrity:	RT @yourjobmyoffice: good point RT @CathyWebSavvyPR: A4 Be aware of "Founderitis" Dont fall so much in love with ur concepts. Test with prospects #smallbizchat
smallbizlady:	@JeffreySummers Hey Jeff good to see you. #SmallBizChat
TJMcCue:	@sandyabrams: Q5b Read the trade papers -- we're talking about how to find new product ideas? #SmallBizChat
GetResults:	@yourjobmyoffice yes, it's been discovered "founderitis" is an SID (self induced disease) #smallbizchat
debbie_steg:	RT @CathyWebSavvyPR: Q4 Test, test, test/ survey, ask, use social media to crow source #SmallBizChat

CASUDI:	@TJMcCue concept test & market test always payoff #smallbizchat
TJMcCue:	RT @CathyWebSavvyPR: Q4 Test, test, test/ survey, ask, use social media to crowd source #SmallBizChat
earlsdaughter:	@smallbizlady got it Amazon right? #SmallBizChat
sandyabrams:	You need to think about Intellectual Property issues. Protecting your prod. with the appropriate patent, trademark, copyrights #SmallBizChat
JeffreySummers:	Great to see you too Melinda! @smallbizlady #SmallBizChat
GetResults:	@JeffreySummers not at all, they can be an accommodation to a valued client, a tease, a learning tool. They have their place #smallbizchat
smallbizlady:	For more great resources join #Smallbizchat's Facebook fan page http://facebook.com/smallbizchat Are you a fan yet? #SmallBizChat
JeffreySummers:	They had a place 20 years ago. Not today. @GetResults #smallbizchat
wileycocoyote:	RT @smallbizlady: Q4: Now that the product seems ?alive,? how do you actually know the marketplace will welcome it? #SmallBizChat
CathyWebSavvyPR:	RT @sandyabrams: Q6 You need 2 think about Intellectual Property issues. #SmallBizChat
JDEbberly:	Sorry I am so late to chat - Bit busy fighting our new Ice Age here in DC lol #SmallBizChat
CASUDI:	@sandyabrams YES, checking what others (competitors esp) are doing at a trade show is a quick way to do some market research #smallbizchat
TBlinkedIn:	RT @smallbizlady: For even more great content join the #Smallbizchat LinkedIn group! http://bit.ly/smallbizchatonlinkedin #smallbizchat
debbie_steg:	RT @CathyWebSavvyPR: RT @sandyabrams: Q6 You need 2 think about Intellectual Property issues. #SmallBizChat
earlsdaughter:	@JDEbberly LOL IceAge! #SmallBizChat
TJMcCue:	Cure: Whack on side of head ;-) RT @GetResults @yourjobmyoffice "founderitis" is an SID (self induced disease) #smallbizchat
CathyWebSavvyPR:	RT @sandyabrams: A6 Protecting your prod. with the appropriate patent, trademark, copyrights #SmallBizChat
smallbizlady:	@JDEbberly glad you are with us JD! Ice age has ben trapped in CA can't get home. #SmallBizChat
JDEbberly:	Apologies to followers for more tweets than usual as I arrive late for SmallBiozChat from 831p to 9pm #SmallBizChat
debbie_steg:	@sandyabrams doing prod testing in front of a supermarket on a Sat. may be a good option to b4 a tradeshow #SmallBizChat
freelancemomcom:	Is TM and copyright an expensive and/or timely process? #smallbizchat
CathyWebSavvyPR:	@TBlinkedIn welcome to the chat #SmallBizChat
JDEbberly:	@earlsdaughter Horrendous amounts of snow and high winds continue. More fun on Monday with another huge snowstorm #SmallBizChat
smallbizlady:	Q7: How do you know what kind of protection your product will need? #SmallBizChat

GetResults:	@sandyabrams IP is best thought of before any sales are made. Some rights can be lost if sales precede filing. Creator beware #smallbizchat
CathyWebSavvyPR:	RT @freelancemomcom: Is TM and copyright an expensive and/or timely process? #smallbizchat #SmallBizChat
debbie_steg:	@freelancemomcom copyright is faster and easier than tm #SmallBizChat
debbie_steg:	RT @freelancemomcom: Is TM and copyright an expensive and/or timely process? #smallbizchat #SmallBizChat
debbie_steg:	RT @smallbizlady: Q7: How do you know what kind of protection your product will need? #SmallBizChat
TJMcCue:	RT @CASUDI: @sandyabrams YES, checking what others (competitors esp) R doing at a trade show is a quick way 2 do sum mkt rsch #smallbizchat
JDEbberly:	RT @smallbizlady: Q4: Now that the product seems ?alive,? how do you actually know the marketplace will welcome it? #SmallBizChat
GetResults:	@JeffreySummers the basic tools in the marketing arsenal remain, they may be reinterpreted, but remain. #smallbizchat
CASUDI:	@GetResults Just about to say U have to be of a certain age to know value of lost leaders @JeffreySummers (& can still work) #smallbizchat
JDEbberly:	RT @CathyWebSavvyPR: RT @sandyabrams: Q6 You need 2 think about Intellectual Property issues #SmallBizChat
sandyabrams:	@freelancemomcom Short answer is yes, however trademarks and copyrights are much less than patent in both time and expense. #SmallBizChat
earlsdaughter:	@JDEbberly yeah my girlfriend lives there here honey is on double duty with the snow! #SmallBizChat
CathyWebSavvyPR:	@JDEbberly welcome to the chat - glad you dug out from #snowpocalypse3 ! #SmallBizChat
smallbizlady:	@freelancemomcom the short answer is yes! buy Sandy's book Your Idea Inc. for the full details . It's tough but necessary #SmallBizChat
JDEbberly:	RT @CathyWebSavvyPR: RT @sandyabrams: A6 Protecting your prod. with the appropriate patent, trademark, copyrights #SmallBizChat
smallbizlady:	RT @freelancemomcom: Is TM and copyright an expensive and/or timely process? #smallbizchat #SmallBizChat
flanderson1:	RT @smallbizlady: Did you Order Smallbizlady's New Book: Become Your Own Boss in 12 Months Today! http://bit.ly/6SteEn #SmallBizChat
JoelFoner:	@debbie_steg @freelancemomcom - You can trademark something merely by putting TM after it. That doesn't ensure uniqueness tho. #smallbizchat
JDEbberly:	Don't know what's up with weather. Worst winter in 200 years in DCA #SmallBizChat
JDEbberly:	RT @smallbizlady: Q7: How do you know what kind of protection your product will need? #SmallBizChat
smallbizlady:	RT @JDEbberly: @earlsdaughter look on the bright side guys at least you have power to run your computers. #SmallBizChat
debbie_steg:	@JoelFoner it's the registered trademark that req. paperwork, filing, etc. #SmallBizChat
JDEbberly:	RT @CASUDI: @sandyabrams YES, checking what others (competitors esp) R doing at a trade show is a quick way 2 do sum mkt rsch #SmallBizChat

sandyabrams:	RT @GetResults IP is best thought of before any sales R made. sum rights cn B lost if sales preceed filing.Creatr beware AGREE #SmallBizChat
TJMcCue:	@sandyabrams Pls name some website resources you like for product research #smallbizchat
CathyWebSavvyPR:	RT @TJMcCue: @sandyabrams Pls name some website resources you like for product research #smallbizchat #SmallBizChat
GetResults:	@freelancemomcom copyright is <\$50 DIY, trademarks are more & can be complicated #smallbizchat
JDEbberly:	RT @earlsdaughter: Very peculiar getting all these major storms one after another. It's a full time chore digging out #SmallBizChat
debbie_steg:	RT @CathyWebSavvyPR: RT @TJMcCue: @sandyabrams Pls name some website resources you like for product research #smallbizchat #SmallBizChat
sandyabrams:	www.uspto.gov is a terrific resource! Informative and user friendly for IP issues #SmallBizChat
earlsdaughter:	@smallbizlady l;m in TN so no snow now but poor @JDEbberly is an eskimo right now- teehee #SmallBizChat
smallbizlady:	If you are a blogger who wants to review my new book DM me your address and blog url #SmallBizChat
JDEbberly:	@CathyWebSavvyPR Thaks Cathy. :) #SmallBizChat
GetResults:	@debbie_steg copyrighrt and trademark also protect different things #smallbizchat
freelancemomcom:	RT @sandyabrams: www.uspto.gov is a terrific resource! Informative and user friendly for IP issues #smallbizchat
yourjobmyoffice:	RT @GetResults: @freelancemomcom copyright is <\$50 DIY, trademarks are more & can be complicated #smallbizchat
CathyWebSavvyPR:	@sandyabramsh http:// www.uspto.gov is a terrific resource! Informative and user friendly for IP issues #SmallBizChat
debbie_steg:	RT @GetResults: @debbie_steg copyrighrt and trademark also protect different things #smallbizchat #SmallBizChat
JDEbberly:	RT @flanderson1: RT @smallbizlady: Did you Order Smallbizlady's New Book: Become Own Boss 12 Mos Today! http://bit.ly/6SteEn #SmallBizChat
debbie_steg:	@GetResults true, the do #SmallBizChat
sandyabrams:	7C Protecting yourself in the beginning lays a solid foundation for biz. #SmallBizChat
earlsdaughter:	@JDEbberly I don't envy you guys but hope it's gone for spring's arrival #SmallBizChat
debbie_steg:	RT @CathyWebSavvyPR: @sandyabramsh http:// www.uspto.gov is a terrific resource! Informative and user friendly for IP issues #SmallBizChat
debbie_steg:	RT @sandyabrams: 7C Protecting yourself in the beginning lays a solid foundation for biz. #SmallBizChat
smallbizlady:	Q8: When would you recommend actually setting up the business? #SmallBizChat
CathyWebSavvyPR:	@flanderson1 welcome to the chat #SmallBizChat
JDEbberly:	@earlsdaughter lol lol lol lol lol #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Q8: When would you recommend actually setting up the business? #SmallBizChat
m4bmarketing:	RT @sandyabrams: 7C Protecting yourself in the beginning lays a solid foundation for biz. #SmallBizChat
peachtreebysage:	RT @sandyabrams: www.uspto.gov is a terrific resource! Informative and user friendly for IP issues #SmallBizChat

CathyWebSavvyPR:	RT @debbie_steg: RT @sandyabrams: 7C Protecting yourself in the beginning lays a solid foundation for biz. #SmallBizChat
JDEbberly:	RT @CathyWebSavvyPR: @sandyabrams http:// www.uspto.gov is a terrific resource! Informative and user friendly for IP issues #SmallBizChat
sandyabrams:	8A After youve done all market research, IP research and think you will be moving forward and ready for manufacturing. #SmallBizChat
JDEbberly:	@earlsdaughter Supposed to be like this all the way through March #SmallBizChat
RachelLavern:	RT @smallbizlady: Q8: When would you recommend actually setting up the business? #SmallBizChat
earlsdaughter:	@JDEbberly :) #SmallBizChat
JDEbberly:	RT @CathyWebSavvyPR: RT @smallbizlady: Q8: When would you recommend actually setting up the business? #SmallBizChat
GetResults:	@CASUDI Coke has kept its formula protected for decades via trade secret #smallbizchat
JDEbberly:	RT @m4bmarketing: RT @sandyabrams: 7C Protecting yourself in the beginning lays a solid foundation for biz #SmallBizChat
earlsdaughter:	@JDEbberly smile turns to frown moving trip back to April now rats #SmallBizChat
GetResults:	Yes, GR8 resource RT @sandyabrams: www.uspto.gov is a terrific resource! Informative and user friendly for IP issues #smallbizchat
CASUDI:	@GetResults @JoelFoner The enforcement/protection is the issue ~ usually too expensive for small biz against big gun ??? #smallbizchat
CASUDI:	@GetResults Can U help a small biz emulate COKE + trade secret? #smallbizchat
GetResults:	@JDEbberly let's hope not. Good to see you. 30"+ here and in DC no fun. #smallbizchat
CathyWebSavvyPR:	@GetResults that in part explains the expense of drugs in the US! #SmallBizChat
wileycocoyote:	RT @GetResults: @wileycocoyote you should have some idea before launch, or you shouldn't launch #smallbizchat
smallbizlady:	If you have some expertise to share here?s how to be a guest on #smallbizchat http://bit.ly/4r5KEZ #SmallBizChat
peachtreebysage:	RT @smallbizlady: R U Thinking about starting a biz? 10 Things To Do Before Going Into Business http://bit.ly/4QHlcO #SmallBizChat
freelancemomcom:	Slightly out of reach! RT @GetResults: @CASUDI Was on a panel and 1 member said Pharma patents average \$500K+ 2 expiration #smallbizchat
smallbizlady:	Q9: What exactly do you do first to set up the business? #SmallBizChat
JoelFoner:	@GetResults @CASUDI Yes, big time patents can cost huge amounts, last tweet was kinda baseline small biz simple one. #smallbizchat
CathyWebSavvyPR:	@wileycocoyote thanks for chiming in - welcome to the chat #SmallBizChat
debbie_steg:	RT @smallbizlady: Q9: What exactly do you do first to set up the business? #SmallBizChat

CASUDI:	@JoelFoner So you would look for FIRST to market rather than \$\$\$ in protection ? First being the best protection ~#smallbizchat
JDEbberly:	RT @smallbizlady: R U Thinking about starting a biz? 10 Things To Do Before Going Into Business http://bit.ly/4QHlCO #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Q9: What exactly do you do first to set up the business? #SmallBizChat
JDEbberly:	RT @smallbizlady: Q9: What exactly do you do first to set up the business? #SmallBizChat
GetResults:	@troygparker Q8 - goes back to @sandyabrams point - protect first, decide who will own (you or biz) then get organized #smallbizchat
sandyabrams:	A9 You need to take care of 2 things right away as you set up biz: DBA "Doing Business As" or fictitious name. #SmallBizChat
sharonmostyn:	Agreed! RT @GetResults: @JDEbberly let's hope not. Good to see you. 30"+ here and in DC no fun. #smallbizchat
MichaelWillett:	Often more! RT @GetResults @CASUDI Was on panel & 1 member said Pharma patents average \$500K+costs to expiration #smallbizchat
earlsdaughter:	RT @smallbizlady: Q9: What exactly do you do first to set up the business? #SmallBizChat
JoelFoner:	The other reason for patent is that it creates value if you intent to sell IP or company, can help with funding/VCs. #smallbizchat
sharonmostyn:	RT @smallbizlady: R U Thinking about starting a biz? 10 Things To Do Before Going Into Business http://bit.ly/4QHlCO #SmallBizChat
JDEbberly:	RT @GetResults: @troygparker Q8 - back to @sandyabrams point - protect first, dec wholl own (you or biz) then get organized #SmallBizChat
smallbizlady:	RT @CASUDI: @JoelFoner So you would look for FIRST to market rather than \$\$\$ in protection ? First being the best protection #SmallBizChat
GetResults:	@JoelFoner for a small biz patent, I'd probably budget at least \$50K over its life - so it had better have GR8 profitability #smallbizchat
JoelFoner:	@CASUDI First to market doesn't count if they had a patent application pending before you IIRC. (not a lawyer) #smallbizchat
troygparker:	@sandyabrams now you're in my area...and LLC or corp have wonderful benefits #SmallBizChat
GetResults:	@MichaelWillett Hi Sharon, when is it you'll be seeing pavement again? #smallbizchat
smallbizlady:	@CASUDI you must protect the idea at least with Trademark before you start marketing--protect the idea first. #SmallBizChat
peachtreebysage:	RT @smallbizlady: If you have some expertise to share here?s how to be a guest on #smallbizchat http://bit.ly/4r5KEZ #SmallBizChat
wileyccoyote:	@CathyWebSavvyPR thnx :) A for Q9:I say develop a biz plan. doesn't need 2B extensive but shld B comprehensive.planning is key #SmallBizChat

sandyabrams:	A9b DBA is so that you have your biz name and can open bank account and conduct biz under that name. #SmallBizChat
smallbizlady:	@troygparker help us troy how's your IP background #SmallBizChat
JDEbberly:	@GetResults Gonna be at least 4 days in DC. Drifting is horrendous. Roads terrible before latest storm #SmallBizChat
CathyWebSavvyPR:	Cavet - this is not legal advice - please do your research for details - can only say so much in 140 characters! #SmallBizChat
DryerBuzz:	RT @SmallBizLady: If you have some expertise to share here?s how to be a guest on #smallbizchat http://bit.ly/4r5KEZ #SmallBizChat
JoelFoner:	@smallbizlady @CASUDI TM, Copyright and Patent protect diff things. They're not interchangeable protection. #smallbizchat
JDEbberly:	RT @smallbizlady: If you have some expertise to share here?s how to be a guest on #smallbizchat http://bit.ly/4r5KEZ #SmallBizChat
debbie_steg:	RT @sandyabrams: A9b DBA is so that you have your biz name and can open bank account and conduct biz under that name. #SmallBizChat
earlsdaughter:	@smallbizlady the 10 steps are awesome! #SmallBizChat
CASUDI:	@JoelFoner Probably too complex discussion 4 here ~ however it is a barrier to entry often 4 small biz #smallbizchat
CathyWebSavvyPR:	RT @sandyabrams: A9b DBA is so that you have your biz name and can open bank account and conduct biz under that name. #SmallBizChat
JDEbberly:	RT @sandyabrams: A9b DBA is so that you have your biz name and can open bank account and conduct biz under that name. #SmallBizChat
troygparker:	not speaking about IP but about entity formation....and yes...this is not legal advice :) #SmallBizChat
debbie_steg:	RT @troygparker: not speaking about IP but about entity formation....and yes...this is not legal advice :) #SmallBizChat
sandyabrams:	A9C Next thing is resale license. Allows you to purchase materials at wholesale cost. #SmallBizChat
JDEbberly:	RT @sandyabrams: A9b DBA is so that you have your biz name and can open bank account and conduct biz under that name #SmallBizChat
smallbizlady:	Q10: Once you are officially set up with those issues, what?s next? #SmallBizChat
CathyWebSavvyPR:	RT @sandyabrams: A9C Next thing is resale license. Allows you to purchase materials at wholesale cost. #SmallBizChat
JoelFoner:	@CASUDI Agreed too complex for 140, but... start product bus without a few thousand of legal advice at high risk ;) #smallbizchat
JDEbberly:	RT @sandyabrams: A9C Next thing is resale license. Allows you to purchase materials at wholesale cost. #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Q10: Once you are officially set up with those issues, what?s next? #SmallBizChat
earlsdaughter:	@smallbizlady can't DM yet but would love to view your book in electronic format! #SmallBizChat
JDEbberly:	RT @smallbizlady: Q10: Once you are officially set up with those issues, what?s next? #SmallBizChat
debbie_steg:	RT @CathyWebSavvyPR: RT @smallbizlady: Q10: Once you are officially set up with those issues, what?s next? #SmallBizChat
debbie_steg:	RT @sandyabrams: A9C Next thing is resale license. Allows you to purchase materials at wholesale cost. #SmallBizChat

sharonmostyn:	RT @wileycocoyote A9: I say develop a biz plan. doesn't need 2B extensive but shld B comprehensive.planning is key #SmallBizChat
sharonmostyn:	RT @CathyWebSavvyPR: Cavet - this is not legal avice - please do your research for details - can only say so much in 140 chrs! #SmallBizChat
GetResults:	@freelancemomcom not necessarily - lots of factors to consider - TM main purpose is 2 protect names, logos, designs #smallbizchat
sandyabrams:	A10 Need to set up your office so that you look like a "real" office. You want to give the facade of beng bigger thn you are, #SmallBizChat
CathyWebSavvyPR:	twitter search slowdown - bear with us ! #SmallBizChat
troygparker:	there is a free webinar on entity formation tomorrow if you are at that step.. http://tinyurl.com/yayc3ty sorry for the plug #SmallBizChat
GetResults:	RT @CASUDI: @JoelFoner Probably too complex discussion 4 here ~ however it is a barrier to entry often 4 small biz #smallbizchat
sandyabrams:	A10b I recommend eFax and eVoice. Set up a website too ASAP, need for immed. cred. With these in place, you like bigger! #SmallBizChat
CASUDI:	@JoelFoner AGREE` ~ just told a small biz it's more expensive to NOT spend for start up legal advice ,then spending it :-)#smallbizchat
smallbizlady:	Q11: How do you know if what you are doing is the ?right? thing? #SmallBizChat
freelancemomcom:	Okay - and Copyright? RT @GetResults:TM main purpose is 2 protect names, logos, designs #smallbizchat
debbie_steg:	RT @smallbizlady: Q11: How do you know if what you are doing is the ?right? thing? #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Q11: How do you know if what you are doing is the ?right? thing? #SmallBizChat
sandyabrams:	RT @SharonMostyn Cavet - this is not legal avice - please do your research for details - can only say so much in 140 chrs #SmallBizChat
smallbizlady:	We have two copies of YOur Idea Inc to giveaway. One to a new followers of @smallbizchat tonight. #SmallBizChat
CASUDI:	Q10 ~ branding ~ Marketing ~ SALES #smallbizchat
debbie_steg:	RT @smallbizlady: We have two copies of YOur Idea Inc to giveaway. One to a new followers of @smallbizchat tonight. #SmallBizChat
earlsdaughter:	RT @smallbizlady: We have two copies of YOur Idea Inc to giveaway. One to a new followers of @smallbizchat tonight. #SmallBizChat
sandyabrams:	A11 There is no wrong way on this journey, no formula to follow either. Thats the beauty of findng yr own way, no rght or wrng #SmallBizChat
smallbizlady:	The other book goes for the best comment on my Q&A intv blog post with @SandyAbrams Thur http://www.succeedasyourownboss.com/ #SmallBizChat
CASUDI:	Q11: Selling a lot of product at a PROFIT ~ CASH flow positive ~ U know you are on the right track #smallbizchat

JDEbberly:	RT @CASUDI: Q10 ~ branding ~ Marketing ~ SALES #SmallBizChat
GetResults:	@freelancemomcom copyright is for written expression - articles, books, plays, processes (could be patent 2), etc #smallbizchat
CathyWebSavvyPR:	RT @JDEbberly: RT @CASUDI: Q10 ~ branding ~ Marketing ~ SALES #SmallBizChat
sandyabrams:	The other book goes for the best comment on my Q&A intv blog post with @SandyAbrams Thur http://www.succeedasyourownboss.com/ #SmallBizChat
JDEbberly:	RT @smallbizlady: Q11: How do you know if what you are doing is the ?right? thing? #SmallBizChat
smallbizlady:	Next Weds. 2/17/10 on #smallbizchat Barbara Lopez @brightfarm Topic: Crafting your elevator pitch #SmallBizChat
ronkinkade:	RT @sandyabrams: A10b I recommend eFax and eVoice. Set up a website too ASAP, need for immed. cred. With these in place, you like bigger! #SmallBizChat
smallbizlady:	Roll call who?s on @smallbizchat tonight. Give me your best 140 character commercial. #SmallBizChat
debbie_steg:	RT @smallbizlady: Next Weds. 2/17/10 on #smallbizchat Barbara Lopez @brightfarm Topic: Crafting your elevator pitch #SmallBizChat
JDEbberly:	RT @freelancemomcom: Okay - and Copyright? RT @GetResults:TM main purpose is 2 protect names, logos, designs #SmallBizChat
CathyWebSavvyPR:	RT @smallbizlady: Next Weds. 2/17/10 on #smallbizchat Barbara Lopez @brightfarm Topic: Crafting your elevator pitch #SmallBizChat
smallbizlady:	Thanks again to tonight?s #SmallBizChat guest author @SandyAbrams: How to Turn a Product into a Biz http://www.yourideainc.com/
CathyWebSavvyPR:	RT @smallbizlady: Roll call who?s on @smallbizchat tonight. Give me your best 140 character commercial. #SmallBizChat
JDEbberly:	RT @smallbizlady: Next Weds. 2/17/10 on #smallbizchat Barbara Lopez @brightfarm Topic: Crafting your elevator pitch #SmallBizChat
GetResults:	Absolutely RT @sandyabrams: RT @SharonMostyn Cavet - not legal advice - please do UR research 4 details - 140 chrs 2 short #smallbizchat
smallbizlady:	My first book: Become Your Own Boss in 12 Months now available for pre-order on Amazon http://bit.ly/6SteEn in stores Mar.18th #SmallBizChat
yourjobmyoffice:	Sonia here. Virtual Assistant + transcript wrangler. New blogger http://yiddishology.com/ (latest post = Genghis Cohen) #smallbizchat
sharonmostyn:	RT @sandyabrams ...no wrong way on this journey, no formula to follow either. Thats beauty of findng yr own way no rt or wrng #SmallBizChat
CathyWebSavvyPR:	RT @JDEbberly: RT @freelancemomcom: Okay - and Copyright? RT @GetResults:TM main purpose is 2 protect names, logos, designs #SmallBizChat
smallbizlady:	Thank you to @CathyWebSavvyPR my co-host and social media PR pal. #SmallBizChat

GetResults:	PITCH ? Want help finding/initiating creative solutions to grow your biz/brand. Call 2 Action - Free Initial Consult #smallbizchat
BenitaTyler:	On the chat with @smallbizlady and @sandyabrams #smallbizchat
debbie_steg:	Empowering people on their path to financial serenity - teaching simple & powerful techniques to cultivate serenity #SmallBizChat
debbie_steg:	RT @smallbizlady: Thank you to @CathyWebSavvyPR my co-host and social media PR pal. #SmallBizChat
smallbizlady:	Thank you to virtual assistant Sonia @YourJobMyOffice, she'll get a link to the transcript out shortly on @smallbizchat. #SmallBizChat
CathyWebSavvyPR:	PR consultant (20 yrs exp.) - Put some strategy behind your product, service or biz. Also Social Media coaching #SmallBizChat
sueyoungmedia:	RT @SmallBizLady: My 1st Book:Become Your Own Boss in 12 Months -pre-order now Amazon http://bit.ly/6SteEn in stores 3/18.#SmallBizChat
smallbizlady:	For more tips on small biz success subscribe to Melinda's blog at http://bit.ly/3x5Gm2 http://www.succeedasyourownboss.com/ #SmallBizChat
smallbizlady:	@SandyAbrams is also the author of Your Idea, Inc. a guide for developing an idea into a biz. http://www.yourideainc.com/ #SmallBizChat
JDEbberly:	RT Thanks again to tonight's #SmallBizChat guest author @SandyAbrams How to Turn a Product into Biz http://www.yourideainc.com/
CASUDI:	PITCH ~ About me ~ http://bit.ly/9GmHUV ~(apologies to those who got this on #brandchat :-)) #smallbizchat
smallbizlady:	Next Week 2/17/10 on #smallbizchat Barbara Lopez @brightfarm Topic: Crafting your elevator pitch #SmallBizChat
m4bmarketing:	Thanks @sandyabrams @smallbizlady @CathyWebSavvyPR for the chat #SmallBizChat
earlsdaughter:	rollcall #SmallBizChat
sandyabrams:	RT @CathyWebSavvyPR PR consultant (20 yrs exp.) - Put some strategy behind yur product, service or biz. Also SocMedia coachng #SmallBizChat
JDEbberly:	RT @yourjobmyoffice: Sonia here. Virtual Assistant + transcript wrangler http://yiddishology.com/ (latest post Genghis Cohen) #SmallBizChat
sharonmostyn:	RT @smallbizlady: Roll call who's on @smallbizchat tonight. Give me your best 140 character commercial. #SmallBizChat
sharonmostyn:	Marketing mgt & Inbound Mktg Cert Pro?ecommerce (email, SEO/SEM, affiliate, social media), DRTV, online & offline media buying #smallbizchat
freelancemomcom:	Thanks for the chat and willingness to share your knowledge everyone! #smallbizchat
JDEbberly:	RT @debbie_steg: RT @smallbizlady: Thank you to @CathyWebSavvyPR my co-host and social media PR pal. #SmallBizChat
CathyWebSavvyPR:	@smallbizlady Thanks - I enjoy interacting with our #smallbizchat peeps #SmallBizChat

troygparker:	Learn to use your #LLC & #Corp Webinar ?Entities; Understanding Your Options? tomorrow http://tinyurl.com/yayc3ty No strings! #SmallBizChat
JDEbberly:	RT @CASUDI: PITCH ~ About me ~ http://bit.ly/9GmHUV ~(apologies to those who got this on #brandchat :-)) #SmallBizChat
troygparker:	RT @m4bmarketing: Thanks @sandyabrams @smallbizlady @CathyWebSavvyPR for the chat #SmallBizChat
JDEbberly:	RT @smallbizlady: Next Week 2/17/10 on #smallbizchat Barbara Lopez @brightfarm Topic: Crafting your elevator pitch #SmallBizChat
CathyWebSavvyPR:	RT @JDEbberly: RT @CASUDI: PITCH ~ About me ~ http://bit.ly/9GmHUV ~(apologies to those who got this on #brandchat :-)) #SmallBizChat
GetResults:	Thnx 4 RT's 2: @cathywebsavvypr @JDEbberly @freelancemomcom @Michael Willett @JoelFoner @wileyc coyote @CASUDI @debbie_steg #smallbizchat
JDEbberly:	RT @freelancemomcom: Thanks for the chat and willingness to share your knowledge everyone! #SmallBizChat
sharonmostyn:	Ditto! Sorry I was late... RT @freelancemomcom: Thanks for the chat and willingness to share your knowledge everyone! #smallbizchat
JDEbberly:	RT @troygparker: Learn to use #LLC & #Corp Webinar ?Entities; Understanding Your Options? tomorrow http://tinyurl.com/yayc3ty #SmallBizChat
oomphgroup:	@SmallBizLady Market research! I'm always astounded at how people always want to skip it - at their peril! #SmallBizChat
cleantechopen:	RT @JDEbberly: RT @troygparker: Learn to use #LLC & #Corp Webinar ?Entities; Understanding Your Options? tomorrow http://tinyurl.com/yayc3ty #SmallBizChat
GetResults:	Thnx 4 RT's 2: @yourjobmyoffice @sandyabrams @troygparker #smallbizchat
yourjobmyoffice:	Great convo tonight. Thanks folks. I'm off to whip up a transcript. Look for twee in a bit. #smallbizchat
JDEbberly:	Real sorry I was late! Welcome to DC in the year of the megastorm lol #SmallBizChat
GetResults:	Good night everyone. Thanks for great convo #smallbizchat
troygparker:	Thanks @JDEbberly #SmallBizChat
tachelledaniels:	RT @SmallBizLady: My 1st Book: Become Your Own Boss in 12 Months -pre-order now Amazon http://bit.ly/6SteEn n stores 3/18. #SmallBizChat
CASUDI:	THX RTs/CONVO @GetResults @CathyWebSavvyPR @JDEbberly @JoelFoner @smallbizlady @MichaelWillett @freelancemomcom @sandyabrams #smallbizchat