

Creating a Product Sell Sheet

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Ruth Green Concepts, Inc. vial United Inventors Website



Sell Sheet 101

Keep it clear. Keep it clean. Keep it concise.

You've designed and developed your invention and you're ready to show it to the world. This is an exciting venture and one that needs to be launched with as much creativity and strategy as creating your product. The materials you use to sell and present your invention are equally as important as the invention...in some ways, even more important. Be sure to have a Sell Sheet ready when you set out to show and sell your product. It will be one of the most important tools in promoting your invention.

What is a Product Sell Sheet? It's a one-page, full-color sheet used to promote your product or invention. It includes images and a short description of the item, and should quickly grab the attention of your intended audience. Sell Sheets are generally printed on a heavier stock paper.

What does a Product Sell Sheet include? A Product Sell Sheet should clearly, cleanly and concisely explain your product and its purpose; its benefits and features. Your Sell Sheet will also include photos of your product from different angles or in operation; displaying its main function or feature. Keep your words brief and descriptive and your full-color images clear and visually meaningful.

Why do I need a Product Sell Sheet? If you have invented a product or you're trying to license or sell a product, a Product Sell Sheet is the tool to help you do just that. It will be useful for media kits, as part of your marketing plan and for retailers and distributors who may consider carrying your product in their stores. You may want to distribute Sell Sheets through the mail, email them as PDFs, or as a printed leave behind to a meeting with a potential buyer or licensee.

Here are some key elements to include in your Product Sell Sheet:

- The name of the invention.
- Include an attention-grabbing headline or tagline about your invention. This is key and should support your product and brand.
- A clear, clean, concise paragraph describing your product. Don't be too wordy. This should be about the product, not how you created the product, who inspired you during the invention process, or how much money you've poured into its development. Those points are irrelevant to a manufacturer.
- Describe potential markets for your invention – big box stores, web sales, catalog, TV. Your target consumer may also be a relevant detail you'll want to include - age range, gender, ethnicity.
- Include clear, clean, pertinent photos of your product. Don't crowd the page. A few good pictures and words that concisely convey your invention are better than overwhelming the viewer.
- Don't skimp when it comes to your sales materials. Remember, inventing is only one part of the equation; selling requires a different set of creative and strategic skills.



About [Ruth Green Concepts, Inc.](#): RGC, Inc. is a product design consultancy, helping individuals as well as small and large companies design and develop consumer products. RGC, Inc. is able to provide inventors with sell sheets, flyers, and postcards to help promote their inventions, products, and brands to the trade.