



**EMPOWERING INVENTORS**

**Meeting Hot-Line:  
781-274-8500**



Steve Silbiger

## April 14, 2014 Presentation:

**Steve Silbiger** is the Chief Marketing Officer of Top Dog Direct. His previous experience includes analyzing marketing data at Nutri/System Inc. and acting as new product director at National Media, where he discovered and developed new products for infomercials. Steve earned his MBA in Marketing at the University of Virginia, Darden School, and his undergraduate degree in accounting and CPA at the University of Kansas. He is the author of the book, *The Ten-Day MBA* (4th Edition), an international bestseller with more than 400,000 copies sold. Steve and his wife have two grown children and reside in Plymouth Meeting, PA.

Top Dog Direct develops or finds new products and creates “as seen on TV products.” They create compelling short-form commercials to launch TV branded products by advertising the “right” products that fit their mold. Compelling TV branded advertising drives direct response sales and a multiple of those sales at brick and mortar retailers.

What is the “right” product? Although few products fit all the criteria, those that address most of them have a much higher probability of success. The criteria are:

1. Mass Market
2. Compelling Visible Demonstrations
3. Solves an Important Problem for Customers
4. Cost of Goods allows for TV marketing
5. Instant Transformations, Works Quickly
6. Good Value versus Competitive Alternatives
7. Not Available at Mass Retail outlets... yet

Top Dog Direct only does a few projects a year that they believe in, and concentrates efforts for their success. They believe their success rate to be the highest in the industry by keeping true to the “right” products and focusing all their efforts on them.

They pay inventors a royalty on the retail selling price of TV sales and a royalty on the wholesale sales to retailers. All marketing and manufacturing costs are paid by their organization.

Visit their website at [www.topdogdirect.com](http://www.topdogdirect.com)  
<<http://www.topdogdirect.com>>

### Editor's Corner

The Editor welcomes your submissions & suggestions. Please forward to:

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**Non-members welcome. Suggested contribution, \$5.00**



## Meeting Notice: Monday, April 14, 2014 7:00 PM

**MIT BLDG. #4, ROOM 231**

**April 14, 2014** - Steven Silbiger, Senior Director of Television Marketing, Top Dog Direct.

**May 12, 2014** - David Abramowitz, founder of Kulkea, innovative ski and ski boot backpacks.  
<http://www.kulkea.com>.

**June 9, 2014 - Annual Social:** This year, we're back to Bonnie Schuschereba's in Derry, NH overlooking Beaver Lake. Members and guests only. Advance reservation required.

**July 14, 2014** -Darleen Flaig, PSI Inc. "No Surprises! Minimizing The Risk Of Manufacturing New Products".

**2014 Meeting dates:** Apr 14, May 12, June 9, July 14, Sep 8, Oct 13, Nov 10, Dec 8. Meetings occur on the second Monday of each month, except for August when there is no meeting. Speakers and topics are projected; please note the most current newsletter, website, or hotline, for up-to-date info.

**Inventors Clinic Meeting dates, 2014:** May 14, July 16, Sep 10, Nov 12  
All these meetings take place in Lexington.

**Inventors Clinic:** The next meeting of the Inventors Clinic will be on Wednesday, May 14, 2014. Invention ideas and designs discussed under signed confidentiality.  
**For IANE Members Only.** Doors open at 6:30 PM. CALL: Bob Haussein at 781-862-9102  
Recommended guidelines for participants may be found at [www.iane.transitionstates.com](http://www.iane.transitionstates.com)