



Licensing4Profits

LEVERAGING TOMORROW'S IDEAS TODAY

How to License Your Business Process, System, or Know-how

Audio Transcribed Book



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AUDIO WORKSHOP TRANSCRIBED BOOK

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Licensing Business Process and Know-how

It doesn't matter if it's sales training, personal-growth seminars or marketing systems, if you have proprietary expertise, system or process in place, you can make money licensing it within the next 3 months – provided it meets the criteria of intellectual property. And in this audio, you'll hear how to make that determination and how to develop and implement a licensing plan that works for you.

There are essentially four elements necessary to prepare for licensing, and in the first part of the audio you'll be walked through the process, from setting up an infrastructure to knowing your financial perspective.

Then once you've developed your method, you'll put together a licensing strategy that includes a thorough examination of your property and your goals in order to determine the best direction to take. And at the end of the audio, you'll also hear how to develop marketing materials using workbook examples and templates.

Other Key Points about Business Process Licensing:

- The 2 options you have for legally protecting your expertise or system and how to determine which one is right for you
- How to determine your production and delivery costs, distribution channels, and the revenues your licensees can expect to receive
- How to conduct a financial analysis of your operating expenses
- All about the compensation structures you can expect from licensees – a fixed fee, annual renewal, or a hybrid of both – and how to know which one is best for you
- The 4 key elements you need to properly present, identify and negotiate a licensing agreement for your business
- Ways to show value for both the licensee and the end customer – and why you need to be able to do both
- Creative ideas for finding licensees
- All about presenting your licensing opportunity to prospects – from filling out a non-disclosure agreement to negotiating the deal

Licensing is a process, but that doesn't mean you have to wait a long time before you start seeing results. If you follow the steps outlined in this audio, you'll be able to deliver an exclusive intellectual property to licensees and start making money within 90 days.