

Professional Know-How Licensing System

Whether it's consulting, manufacturing, sales, advertising, or marketing systems, if you created a proprietary business method, system, or process, you can make money licensing it to others.

Anytime you solve a problem, it's likely others face the same problem. If so, you've created valuable know-how IP that others would want to license. Learn how to turn your professional business methods and know-how into a licensable intellectual property and let others pay you royalties to use it.

How you do something – key processes and methods that give your business a competitive advantage – are valuable [intellectual property](#). Some examples include manufacturing processes necessary to make a product, or that cuts its cost, or business methods that are unique ways of conducting business.

In simple terms, a business method or know-how are tasks related to making, delivering, and selling a product, service, or technology. Business methods cover a broad range of processes and systems – from sales systems to production, even ways of collecting and using information. Some examples include methods and systems for increasing productivity, improving profits, increasing sales, lowering costs, streamlining organizations, training employees, enhancing customer service, raising money, developing products, and more. While some business methods, such as internet-based technologies, are patents, most are protected as know-how trade secrets. That means it's unregistered IP that must be kept confidential.

2 1/2 Audio Presentation

- The two options you have for legally protecting your business process 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 four essential 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



Know-how Licensing Transcription and Reference Books



Licensing4Profits
LEVERAGING TOMORROW'S IDEAS TODAY

PROFESSIONAL KNOW-HOW LICENSING SYSTEM



How to turn your business
processes, systems, and
know-how into money-making
licensing deals.



www.licensing4profits.com

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President & CEO
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Here's what's included in the Professional Know-How Licensing System:

- *Audio course transcription* for easy reference to follow the audio presentation.
- The *Audio Presentation Reference Notes* PDF that includes a Licensing Opportunity Profile template and potential revenue model worksheet example.
- *MP3 files* with a 2 1/2 hour audio workshop that will teach you the inside strategies, techniques, and tools to license your business methods and know-how successfully.
- *Sample Agreement PDF Book that includes* examples of all the types of agreements, including the NDA, Short Form, and Long Form licensing agreements.

Sales page: <https://licensing4profits.com/downloads/know-how-licensing-system/>