



How To Make The Perfect Pitch

Elliott Brackett

Elliott Brackett is our speaker for November and will offer tips on “Inventors’ Education: How to Make the Perfect Pitch,” including what information inventors will need and what decisions inventors will have to make in order to arrive at the all important go/no go determination.

Mr. Brackett is a principal and co-founder of Exceptional Products, Inc., a Dallas, Texas direct response television (DRTV) marketing company. Elliott’s focus has been on new product launches utilizing short-form (2-minute) and long-form (30-minute) television ads, internet and email marketing campaigns, print campaigns and retail product placement.

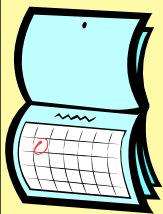
Elliott started his marketing career in the ‘80s as a part owner of Tripledge Windshield Wipers after being a stock broker. Tripledge was purchased out of bankruptcy and grew in sales from under \$250k to over \$40 million in under two years. After the Tripledge launch, Elliott DRTV marketed women’s hair care items, lawn and garden products, home care merchandise, as well other market segments.

DRTV successes include Plaque Attack Pet Dental Spray (pet); Tripledge Windshield Wipers (automotive); Hairdini Magic Styling Wand (beauty); Wrap, Snap & Go! Curlers (beauty); Weed Terminator (Lawn & Garden); Save A Blade (beauty); and PilloRest (household), totaling over 75 million units sold!

Exceptional Products, Inc. generally licenses products, bears all marketing risks and pays royalties on product sales.

Elliott and his partners at Exceptional Products, Inc. can be reached by telephone at 800.536.5327 x108, via email at emb@sellontv.com or via the web at www.sellontv.com.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!



Wednesday, November 9, 2016

5:30-6:30 Networking 6:30-8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

Alamo Inventors, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

www.alamoinventors.org

