Alamo Inventors[SM]

Think Marketing vs. Do Marketing
Bill Seidel

Marketing is the biggest stumbling block for inventors. Bill will be speaking from his invention and product development experience on how he discovered that it wasn't the product that failed but the marketing that failed. Great products can be unsuccessful in the marketplace while poor products can succeed. It all has to do with the use of effective marketing principles.

Bill is an author, entrepreneur, innovator, educator, and an expert witness on the marketing of innovation. He held Vice President positions with some of the greatest entrepreneurs, leading innovators and bestselling authors of our time.

He changed home monitoring with the first baby monitor, improved food storage with the marketing of the FoodSaver, revolutionized the soil industry with microbial inoculants and has products in the Ford Museum of Innovation and the Smithsonian.

He owns America Invents, a development, licensing and marketing company and is a syndicated columnist. From toys and games to revolutionary innovations, he fostered billions of dollars in sales.

"Think Marketing" is his syndicated column: https://inventorsdigest.com/think-marketing/
"Successful Inventing" is his current USPTO podcast: https://tinyurl.com/48ctsn5s
Licensing Myths & Mastery: Why Most Ideas Don't Work and What to Do About It has five star reviews on Amazon published by Business Expert Press. https://tinyurl.com/3natvcbb

See www.alamoinventors.org to register for the Zoom presentation.

Join/Renew Alamo Inventors annual membership ($25 Individual/$95 Corporate). Thanks!



Wednesday, Nivember 11, 2026

6:00 – 6:30 - Q&A; 6:30-8:00 PM – Presentation

See Note Above.

Public Invited

Alamo Inventors, Inc. is a 501(c)3 non-profit corporation 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