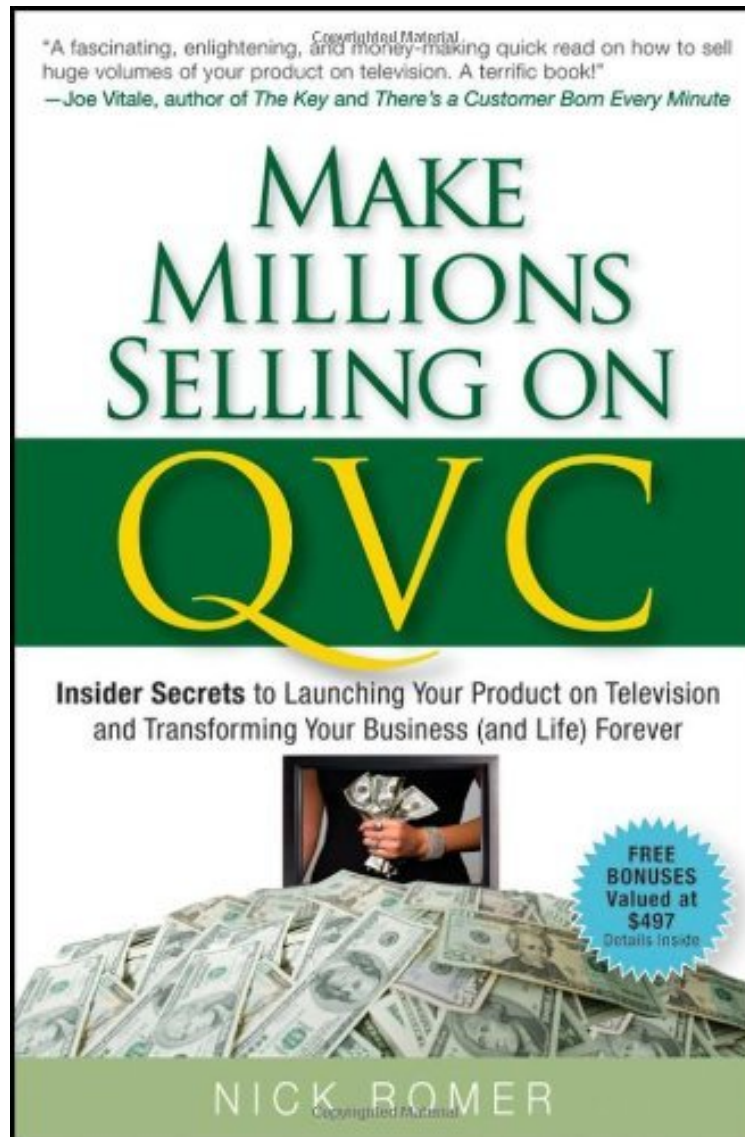


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Make Millions Selling on QVC: Insider Secrets to Launching Your Product on Television and Transforming Your Business (and Life) Forever

Nick Romer

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Nick Romer : Make Millions Selling on QVC: Insider Secrets to Launching Your Product on Television and Transforming Your Business (and Life) Forever before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Make Millions Selling on QVC: Insider Secrets to Launching Your Product on Television and Transforming Your Business (and Life) Forever*:

10 of 10 people found the following review helpful. A good introduction to the Behind-the-Scenes world of QVC by Timothy B. Riley. I purchased this book several years ago in preparation for my own appearance on QVC as a guest. My company had been selling their product on QVC for several years and asked me to give it a shot. This book gave some good pointers and sped up my learning curve. However, since things change quickly in QVC's world I found the book to be a little out-dated (even back in 2008, when I first read it.) Also, the author's experience was of selling small, inexpensive gadgets in a 7 minute slot which, although helpful to other small entrepreneurs, it is just one slice of life at QVC. I was scheduled to guest on one hour slots while selling a thousand dollar item, as are other reps for large companies that work with QVC, however, I could not find a book that was written from that perspective. Still, this book is well written and was very helpful. By the way, one of the things that have changed since the author's time with QVC is that the "guests" now have to take both an on-line class at home and an in-person class at the QVC headquarters before they are allowed to appear on the air. The latter class even includes a practice session with an actual QVC host which is video recorded and is followed by a critiquing session. QVC is an great company and the author captures some of the excitement of on-air, live televised selling. This is a good book to own.

0 of 0 people found the following review helpful. Great tips and advice by WildFlower. I bought this a long time ago. Read through it and loved it. I recently went back through it. I think there are great tips and advice in here. Also how the industry works. I didn't know much about QVC and I feel it helped me figure out how they work.

0 of 0 people found the following review helpful. One Star by Gary Miller. boooooooooooooo dated

Make Millions Selling on QVC is more than just a guide to getting you and your products in front of millions of potential customers; it's an inside look at how the largest television retailer in the world operates. The information and advice found throughout these pages will give you a distinct edge in this competitive business and allow you to exceed your professional expectations and enjoy the success you deserve.

From the Inside Flap: When Nick Romer initially envisioned the Kreate-a-loper; Envelope Maker; a template system that shows anyone how to make an envelope out of any kind of paper in seconds; he was far from familiar with what it would take to sell his first invention. He had many questions with regard to marketing, manufacturing, and pricing, but the most pressing question of all was where to begin? A short time into his journey, Romer discovered a then-fledgling home shopping channel called QVC (Quality, Value, and Convenience). He decided to introduce his little idea to the world through QVC and quickly watched his product skyrocket in popularity and profitability. Romer has long since mastered the art of selling on television, and now, with Make Millions Selling on QVC, he shares his extensive experiences and practical know-how with you. Romer's engaging and informative testimonial reveals how anyone; from the youngest inventor to the oldest entrepreneur; can use QVC to launch their product and make millions of dollars in the process. In a fresh, conversational style, Romer takes you from first inspiration to final thoughts as he discusses how to: Find or create hot products Pitch your product for QVC acceptance Prepare for your big moment on TV Maintain a long-term relationship with QVC Add easy money to your bottom line Look beyond QVC and focus on other ways to drive your success And much more Through seventeen concise and well-crafted chapters, you'll not only discover the true power of QVC; from both a monetary and marketing perspective; but you'll also learn how QVC can be a springboard for other means of sales and distribution. Make Millions Selling on QVC is more than just a guide to getting you and your products in front of millions of potential customers; it's an inside look at how the largest television retailer in the world operates. The information and advice found throughout these pages will give you a distinct edge in the competitive world of business and allow you to exceed your professional expectations and enjoy the success you deserve.

From the Back Cover: Praise For Make Millions Selling on QVC "Nick's advice in this book is right on the money. He has managed to capture the inner workings of what it takes to be successful on QVC. I am sure that armed with his book, a great product, and most of all...a sense of passion for your product, you have a very good chance at succeeding with QVC." —Julia Benben, Color Loco, kids product specialist, inventor/entrepreneur/on-air guest with QVC since 1996 "If you are serious about getting your product on the shopping networks, you need this book. Everything you need to know, written in a simple, easy-to-read format, is between these covers!" —Barbara Russell Pitts, AskTheInventors.com, coauthor of The Everything Inventions and Patents Book and Inventing on a Shoestring Budget, co-columnist of "2 for the Money," Inventors Digest magazine "Nick Romer has written the ultimate resource for recognizing a winning QVC product, producing it, and then getting it on the air before 85 million viewers. It is a complete guide with sound advice; a road map to success if you follow his advice. I strongly recommend it." —Joseph Sugarman, Chairman, BluBlocker Corporation (17 years on QVC) "Nick unravels the mystery of being a QVC success, while offering a brilliant lesson in marketing basics. This book is perfect for the struggling marketer looking for answers, the successful marketer looking for further success, and for anyone who is looking to enrich their lives personally and professionally. Nick Romer is a real-life example of an entrepreneur with brains and heart." —Buz McGuire, author and entrepreneur, www.ViralHappiness.com "This is a tremendous book, the bible for selling on QVC. It is full of simple, proven, practical ideas you can use immediately to generate sales and profits in large quantities."

mdash;Brian Tracy, author of Getting Rich Your Own Way "When you want a business and marketing degree, go to Princeton, Yale, or Harvard. When you want a degree in entrepreneurship on exactly what it takes to wake up the millionaire inside you, then you must invest in Nick Romer's life changing book." Trevor "ToeCracker" Crook, copywriter and international speaker,www.TrevorCrook.comAbout the AuthorNick Romer is an award-winning inventor of over a hundred products developed for crafters and hobbyists. He has appeared on QVC in the United States for more than fourteen years, and his products have been featured on many other shows, including QVC United Kingdom, QVC Germany, The Shopping Channel Canada, The Rosie O'Donnell Show, Good Morning Philadelphia, and Good Morning Arizona. Romer is a recipient of QVC's Million Dollar Sales Award, a two-time winner of Primedia's Award of Excellence, and has also won the Craft and Hobby Association Buyer's Choice Award. His innovations have been sold in over 22,000 stores in twenty-three countries and can be found on his Web sites, www.GreenSneakers.com and www.ScrapWow.com. As a business strategist and product development specialist, Romer has helped countless others pursue their dreams as well. Visit www.SellonQ.com for more information.