

NICK ROMER

JUST RELEASED

"A fascinating, enlightening, and money-making quick read on how to sell huge volumes of your product on television. A terrific book!"
—Joe Vitale, author of *The Key* and *There's a Customer Born Every Minute*

MAKE MILLIONS SELLING ON

QVC

Insider Secrets to Launching Your Product on Television
and Transforming Your Business (and Life) Forever



FREE
BONUSES
Valued at
\$497
Details Inside

NICK ROMER

To book Nick Romer for an interview, please contact publicist
Cynthia Shannon at 415-782-3119, Email: cshannon@wiley.com

<http://www.SuccessOnTV.com>

NICK ROMER

FACT SHEET

- Nick 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.
- He 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 23 countries and can be found on his Web sites, www.GreenSneakers.com and www.ScrapWow.com.
- As a business strategist and product development specialist, he has helped countless others pursue their dreams as well.
- Nick is one of the longest-running craft personalities on QVC.
- Nick Romer, founder of ScrapWow.com is the owner of Green Sneakers and is the inventor of the patented Kreate-a-lope® Envelope Maker and over a dozen other products for paper crafts.

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NICK ROMER



ABOUT NICK ROMER

Raised on a farm with little money and no tools, Nick Romer learned early how to make do with what was on hand and he quickly began to show a talent for invention. That, coupled with discipline led the way to a string of successes, including the invention of Kreate-a-lope® (a kit for making envelopes) and the first of many appearances on QVC, a home shopping channel.

A business graduate of Drexel University with a concentration in marketing and finance, Romer went the traditional route at first, excelling in his position with a national corporation selling energy conservation packages to big business. In his spare time he bought, improved, and sold real estate.

Describing his transformation from corporate businessman to creative entrepreneur, Romer says, "I just knew I wanted more for myself."

The leap from fledgling inventor to one of the longest running craft personalities on QVC required discipline and faith, the hallmarks of his previous achievements. Now grossing over \$10 Million in sales from his QVC inventions, his latest book release- *Make Millions Selling on QVC: Insider Secrets to Launching Your Product on Television & Transforming Your Business (and Life) Forever* is sure to be a bible for inventors, product developers, entrepreneurs, and businesses across America.

Nick lives in New Jersey with his wife, daughter and son.

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INTERVIEW TOPICS:

Nick Romer is an excellent interview, quick witted, humorous and informative. He can share personal million dollar success stories with the following tips for listeners and viewers:

- Top Tips on How to Make Millions Selling on Television
- Tips for Inventors- How to Bring Their Products to the Market and Make Millions
- **Questions to ask in regard to inventions during interview:**
 - How much does it cost to be on QVC?
 - How much will QVC order if it accepts my product?
 - How do you get your products on QVC?
 - When do you ship the orders to customers after you are on-air?
 - Will QVC replay my airing?
 - What do the shopping channels look for in a product?
 - How does QVC make a profit?
 - What is the average upfront capital someone might need if QVC places an order?
- **Questions to ask in regard to Nick Romer's success story during interview:**
 - Knowing what you know now, what would you do differently if you had to do it all over again?
 - What was the first invention that you received a patent for?
 - What was the reaction from people to your first invention?
 - Was it easy for you to bring your first product to market?
 - How did you get on QVC?
 - What are some of the common things you see in others that come to you for help?
 - What would you say to people just getting started?
 - What was the most you ever sold on QVC in one day?
 - What new projects or ideas are you working on?
 - How important is the internet to your marketing strategies?
 - How do you finance your products when you're going on QVC?

SUGGESTED TARGET AUDIENCE:

Inventors * Entrepreneurs * Small Businesses * Mommy Inventors

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ENDORSEMENTS

A fascinating, enlightening, and money-making quick read on how to sell huge volumes of your product on television. A terrific book!

- Joe Vitale, author "The Key" and "There's A Customer Born Every Minute" www.mrfire.com

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, Co-Author, *The Everything Inventions and Patents Book* and *Inventing on a Shoestring Budget*, Co-Columnist, *2 For The Money*, *Inventors Digest Magazine*

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 & 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.

- Brian Tracy, Author, *Getting Rich Your Own Way*

If you've sat there watching QVC and thought 'I could do that' this is the book for you. Time to be a star! Nick's nuts-and-bolts guide will not only show you how to get to the top, but how to stay there.

- Andy Wibbels, blogger and author of *Blogwild!*

Make Millions Selling on QVC is a unique tool that sets a solid foundation for propelling innovative products into the stratosphere of success. Its practical template based on real-life experience answers the most basic question every budding entrepreneur encounters: "Where do I begin?" Nick's personal viewpoint and experience easily connects with his audience, inspiring them to pursue this practical roadmap for success.

- Romanus Wolter, "The Kick Start Guy": Author *Kick Start Series of Books*, *Entrepreneur magazine's Success Coach*

Stay-at-home moms, entrepreneurs, everyone, take note. If the shortest distance between two points is a line, then this book is the arrow to your success. Follow this roadmap and your dreams can become a reality.

- Pat O'Bryan, Author of Best Seller "Your Portable Empire"

Endorsements continued...

The moment I began reading *Make Millions Selling on QVC*, I knew I had in my hands a goldmine of valuable information only a few people know about! Nick packed his personal experience and specialized knowledge of QVC into this brilliant A-Z guide for the budding entrepreneur to the experienced marketer!

- **Mari Smith – Marketing Consultant & Relationship Coach- www.MariSmith.com**

Nick Romer has the unique ability to take simple observations and turn them into million dollar ideas. No one is more qualified to teach you how to get rich using your own ideas and the power of QVC. Well done, Nick!"

- **Tim Knox, #1 Bestselling Author of: "Everything I Know About Business I Learned From My Mama"**

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.com**

Getting your product on QVC can be the start of a wonderful opportunity where brands are established and fortunes are made. But like all good things, it's not easy. And there are many pitfalls that can turn a great opportunity into a major disaster. 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 roadmap to success if you follow his advice. I strongly recommend it.

- **Joseph Sugarman, Chairman- BluBlocker Corporation (17 years on QVC)**

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Make Easy Money Using the QVC Network:
Expert Reveals Tips, Tricks and Secrets to Selling On TV
New Book by Wiley in February

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

The classic QVC Network is now in its 20th operating year, and streams programming directly onto AOL...which means there are millions of fans and buyers only a phone call away from buying your product. It is possible to offer quality, value, and convenience to millions of viewers via this selling method, just as it is possible to get rich selling on QVC; Nick Romer knows how, and shares his insight in **Make Millions Selling on QVC** (Wiley, \$24.95; February 2008).

Nick Romer – whose "Kreate-a-lope" was a runaway hit on QVC – has mastered the art of selling on television. There are many differences between selling in person and selling on TV, and **Make Millions Selling on QVC** not only tells you what those differences are, but how to become successful in selling on TV. Romer uses a fresh, conversational style in taking readers from first inspiration to final thoughts as they strive to achieve their entrepreneurial goals.

An accessible guide to the art of selling through the popular QVC network

In 15 short, well-crafted chapters, Romer teaches people the fine art of product selection, pitching products, and preparing for television. Along the way, he also covers the concepts of niche products, mass marketing, and correct timing using familiar situations, real-life settings, and living breathing people to illustrate them.

QVC broadcasts live via cable and satellite TV 24 hours a day, 364 days a year (the Christmas show is pre-recorded), to 90 million homes, and ranks as the number two television network in terms of revenue (#1 in home shopping networks), with sales in 2006 giving a net revenue of \$7.1 billion.

Nick Romer (Basking Ridge, NJ) 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. He 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 23 countries and can be found on his Web sites, www.GreenSneakers.com and www.ScrapWow.com. As a business strategist and product development specialist, he has helped countless others pursue their dreams as well. For more information, please visit www.SuccessOnTV.com

MAKE MILLIONS SELLING ON QVC:
Insider Secrets to Launching Your Product on Television
and Transforming Your Business (and Life) Forever
By Nick Romer; Wiley; February 2008; \$24.95; 978-0-470-22645-2, Hardcover

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A QUICK Q&A ABOUT QVC

Nick Romer is the author of "Make Millions Selling on QVC: Insider Secrets to Launching Your Product on Television and Transforming Your Business (and Life) Forever," (John Wiley & Sons, February 2008).

As the title implies, Nick wants you to experience the type of success he's had selling products on home-shopping shows. We were able to catch up with him recently for a quick Q & A about QVC.

Because our column is about money, our interview with Nick related primarily to financial questions. However, we found his book to be a complete, easy-to-read manual containing everything you'd want to know about how to succeed on the TV shopping channels with your product.

ID: WHAT DOES A SHOPPING NETWORK LOOK FOR IN A PRODUCT?

NR: If you can answer yes to most of these, you might be a candidate for the home shopping shows:

- Is your product demonstrable, unique and does it solve a common problem?
- Does your product have mass appeal and make life easier?
- Is your product an improvement over an existing solution to a common problem?
- Does it sell for more than \$15 retail and fit into the categories already presented on the popular home-shopping shows?

ID: HOW MUCH INVESTMENT IS REQUIRED TO PLACE A PRODUCT ON HOME-SHOPPING CHANNELS?

NR: You don't have to pay to be on the two top home-shopping shows.

ID: IS THE INVENTOR RESPONSIBLE FOR GETTING THE PRODUCTS MANUFACTURED AND DELIVERED TO A SHOPPING CHANNEL SUCH AS QVC AND, IF SO, WHAT IS AN AVERAGE AMOUNT OF UPFRONT CAPITAL AN INVENTOR MIGHT NEED TO PLAN FOR?

NR: QVC requires product in its warehouse in advance of your airing, so your investment translates to the cost of your product. The cost of your product depends on the quantity ordered, and this varies greatly.

Generally, for a first-time daytime slot, QVC will prep for a minimum of \$50,000-\$75,000 in retail dollars. Meaning, if your product sells at retail

for \$25 per unit, you will need to supply QVC with at least 2,000 units. But again, this varies greatly.

Your product may have a track record, or perceived with great potential, and the opening purchase order may be much higher.

ID: DO THE NETWORKS ASSIST INVENTORS IN HANDLING THE REQUIRED FINANCIAL COMMITMENT AND, IF SO, HOW?

NR: QVC does not assist vendors financially. It operates like a store, purchasing product from manufacturers at a discount for sale to its customers at a markup.

ID: HOW MUCH DOES AN AGENT CHARGE TO REPRESENT YOUR PRODUCT TO THE NETWORK?

NR: What an agent charges varies. What you should expect to pay, however,

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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

Photo courtesy of John Wiley & Sons

>> QVC DOES NOT ASSIST VENDORS FINANCIALLY. IT OPERATES LIKE A STORE, PURCHASING PRODUCT FROM MANUFACTURERS AT A DISCOUNT FOR SALE TO ITS CUSTOMERS. >>

should fall in the range of 5 percent to 10 percent based on wholesale price.

ID: WHAT HAPPENS IF YOUR PRODUCT IS ACCEPTED FOR SALE BY A NETWORK AND THEN DOES NOT SELL AS WELL AS EXPECTED?

NR: It still might be good enough for a second shot. If it isn't, then you will likely have to take it back unless you've negotiated a full-sale agreement. I recommend you consider the possibility of not achieving your goal on television as you develop your product. Create or package your product in a way that you can resell it in other venues should

you need to. The possibilities for this are endless, ranging from tradeshow and stores to direct-to-consumer via the Internet, overstock companies and eBay.

Nick tells us that his answers generally related to QVC. There are differences between the two largest shopping networks (QVC and the Home Shopping Network) in some areas that can affect the amount of upfront money needed. HSN, for instance, allows drop shipping, while QVC only allows it for certain perishable products. QVC also requires that your product be shipped to one of its warehouses one month in advance of the product's air date.



Photo courtesy of Mary Russell Sarao and Barbara Russell Pitts

Mary Russell Sarao and Barbara Russell Pitts are co-authors of "Inventing on a Shoestring Budget." Contact them at www.asktheinventors.com.

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ARTICLE BRIEF

QVC Crafting Personality, Nick Romer... shows *you* the money!

Like the working man's rock star Bruce Springsteen, our entrepreneur-of-the-month is just an ordinary guy whose products "speak" to his customers, hit them where they live, make them feel good, connect them to each other, and inspire them to live their lives full tilt.

With his first product—Kreate-a-lope® (a template for making envelopes)—Nick Romer had a runaway hit on QVC, the home shopping channel known for its acronym: Quality, Value, and Convenience. A short time later, he had a second hit with a similar invention called Kreate-a-Bag. Since then he's mastered the art of selling on television and is intent upon sharing it with others.

In "Make Millions Selling on QVC—How to Get On, Stay On, and Rise to the Top with the Power of Television," Romer uses a fresh, conversational writing style to take us from first inspiration to final thoughts as we watch the avalanche of cash coming our way. In fifteen short, well-crafted chapters, Romer teaches us the fine arts of product selection, pitching your product, and preparing for television. Along the way, he covers the concepts of niche products, mass marketing, and correct timing using familiar situations, real-life settings, and living breathing people to illustrate them. Chapters on Getting Paid, Handling Backorders and Surges, and Avoiding Common Mistakes make this e-book one of the most thorough and thoughtful how-to's on the market.

All this, and great stories, too. Romer has a talent for storytelling, and he interjects "true stories" just when we want them most—just when we're thinking "Nah, this can't be real."

Like the guy who'd mortgaged his house to the max in order to fill his garage with product, BEFORE he'd signed a contract with QVC. Or the fellow who decided at the last minute to have his wife make the television appearance for him. The consequences were dire in both cases.

"Television is not easy," declares Romer. "Not all products are right for TV. But if you believe in your idea, then don't spend your life wondering *what if ...*"

Raised on a farm in rural New Jersey, Nick Romer cites two lessons, learned early, that formed the foundation for his later success. The first was the power of discipline. In the eighth grade, he set a goal: to play varsity basketball by his sophomore year. He became obsessed, playing and practicing before and after school, nights and weekends, with or without other players, foregoing television, movies, even reading. And he won a position on the varsity team in the fall of his sophomore year.

Continued...

The second was the power of creative invention. Romer's version of "necessity is the mother of invention" is "if you don't have it, and you really want it, then make it!" Back on that farm in New Jersey, Romer had neither tools nor money. A working mother and an absent father left young Nick on his own to earn his own pocket money and fix his own toys. He got good at making tools out of whatever he could find; he invented ways to make chores easier. If he'd had the materials, Romer might have usurped the Pella window folks with their double-paned windows--a concept he imagined years before, while cleaning the school blinds.

Romer credits both nature (the genetic gifts he got from his parents) and nurture (an austere, rural upbringing) for the talents he developed on the road to personal wealth.

"When I was 18, I went to visit my Dad for few days," said Romer. "And it was amazing to discover that he invented stuff too, though he never patented anything. Turns out we looked at things exactly the same way. The Kreate-a-lope® is just the exclamation point in that fact."

Romer graduated from Drexel University in Philadelphia, PA with a degree in business, and a concentration in marketing and finance. He went to work for a nationally known corporation selling energy conservation packages to big business in and around Washington, D.C. He also flipped real estate in his spare time, before flipping real estate was commonly practiced.

A series of synergistic events led to the QVC connection, and he quit his corporate job with no real assurances that his idea would work. Once the leap was made, however, Romer's well-honed discipline and bottomless faith took over.

"I was stoked!" he says, remembering those early days. "I put in 80-hour weeks. And when you are task-driven, it's easy. But you have to be disciplined and you have to believe in what you're doing."

Today, Nick Romer enjoys running Green Sneakers, and earns a more than comfortable living for his wife and two children. One of the longest-running craft personalities on QVC, he has won numerous awards, including the Primedia Award of Excellence (twice!) and the CHA Buyer's Choice Award.

He loves the working life he's created, he's passionate about his products, and he genuinely wants us to succeed at it, too. With "How to Make Millions ... "Nick Romer makes like Tom Cruise in "Jerry McGuire" and shows us the money. The what, the where, the when, the why—even the how much of it.

"I like to think of myself as someone who could just as well be your neighbor," says Romer. "someone who works hard, loves what he does, and gives back to his community." In that way, he's very much like the common man's rock hero, Bruce Springsteen. Unlike the boss, however, Nick Romer was not "Born to Run." He was born to stay ... 'till he got it right.

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