IEEE CNSV

Consultant's Forum #3: Marketing

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Proposed Marketing Method

- **Identify a trade publication**
  - most relevant to your idea or service

- **Write a white paper directed at the audience of that publication**

- **Contact the Editor about a contributed article; negotiate format**

- **Negotiate a copyright agreement with contact info and proper attribution. Don't be shy to address "derivative works", exclusivity**

Example #1: Hamilton Sundstrand, Aerospace manufacturer

- Wrote article for Advanced Packaging magazine on buckled pillar connectors (solder free)
- Contacted editor, discussed article, how to make it interesting to AP readers
- Wrote and submitted article
- Editor requested additional web-based article; I agreed
- Animator at AP created animation of the process
- Hamilton Sandstrom research engineer saw the animation => flash of inspiration
- Engineer contacted me
- Now have SOW for development contract

Example #2, the Hard Copy Observer by Lyra Research

- Founder of start-up company, 1997-2002, developed innovating printing technology
- Fatal flaw in product design, company closes
- Solution to fatal flaw developed => dilemma:
  World's fastest digital printing press, and nobody knows?
- Contacted editor of HCO, established interview format
- Editor added business development concept, plus "Their View"
- Article delayed from Dec 08 to Jan 09 issue
- World audience: provocative article: what will happen next?