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HERO OR ZERO CHECKLIST

Some indications that your product may be a hero:

1. It serves a function. Y
2. It solves a problem. Y
3. It is unique. Y
4. People want or need it. Y
5. It is demonstrable. Y
6. You can sale it at a reasonable price for what it is. Y
7. It is appealing to the mass market. Y
8. There are not a lot of competitors. Y
9. It is a consumable. Y
10. It poses no obvious danger to the public. Y
11. You can explain it in a few short sentences. Y
12. You have a patent or patents. Y
13. It appeals to a wide age range. Y
14. It's manageable in size. Y

If you can check off eight or more of there, your product might be a hero.

Butterfly Eyelash Guard is a HERO!