

INVENTORS

THE MAGAZINE FOR IDEA PEOPLE >

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POWER 2.0

College Students: The Source
of New Energy Ideas

**MARCH MADNESS
FOR THE MIND**

SLAPPING ON THE KUPHS

From Battered Wife to Crafty Inventor

EDIBLE ADVERTISING
Turning Lattes into Art

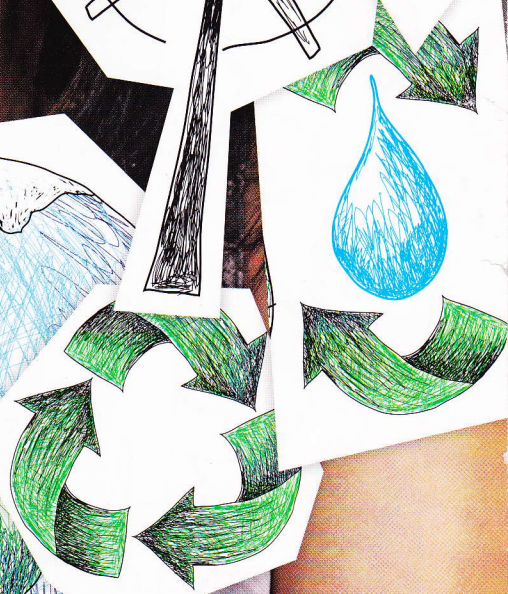
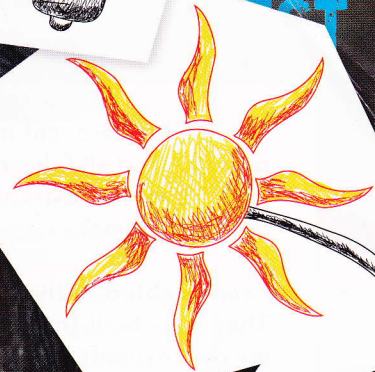
SEIZE THE ZEITGEIST

How Timing Impacts Success

CASH FOR THINKERS
Earn \$ by Crowdsourcing
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How to Cut Your Patent Costs

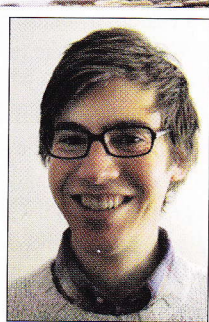


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**CELEBRATING
25 YEARS
IN CIRCULATION**

PERMIT 38
FULTON, MO
FIRST CLASS

Tom Samph,

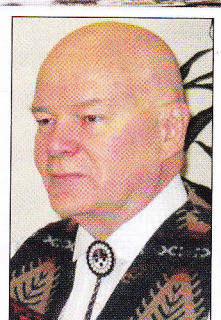


a senior at Boston University, has been an **editor** of the **Spotlight section** of **The Daily Free Press**, BU's independent student newspaper. He covers sports,

technology, culture, and education in the Boston area. Samph is an **editorial intern** at the **Improper Bostonian** magazine, a bi-monthly guide to entertainment and culture in Boston, and also **writes book and music reviews** for the **Arts Fuse blog**. In this issue, he writes about the inventor of a printer that makes art atop lattes and the like.

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Dr. Earl R. Smith, II



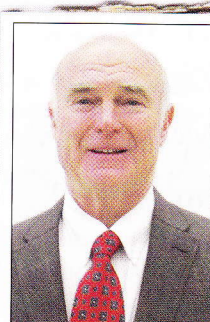
is a **senior executive**, **entrepreneur**, **public speaker** and **published author**

(*Amazing Pace: Turbo-Charged Business*)

also making his debut in these pages, offering tips for angel investors. He specializes in turnaround management, strategic planning, leadership development and executive coaching.

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Rick Martin



is a native of Brooklyn, N.Y. He entered law school at age 38, and now is a **patent attorney** in Colorado. He **founded his firm** in 1992 and has **written hundreds**

of mechanical, electrical and software **patents** over the past **25 years**. Martin has extensive experience in all phases of intellectual property law, including licensing, litigation, trademarks, copyrights and trade secrets. He writes about how to cut your patent-filing costs in this issue. Visit www.patentcolorado.com

Edie Tolchin,



aka "The Sourcing Lady," is an **international trade consultant** with **35 years** of experience, a licensed **U.S. Customs Broker**, and **co-author** of

Sourcing Smarts: Keeping it Simple with China Sourcing and Manufacturing.

Edie is a **regular contributor**. This month, she reviews *Work the System: The Simple Mechanics of Making More and Working Less*.

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WHACK-A-MOLE

or Work the System?

By **Eddie Tolchin**

Have you found an easy path to wealth and success, or are you working 60+ hour work weeks with no light at the end of the tunnel?

If you are burnt out and seek guidance for creating a more organized enterprise that practically runs itself, author and businessman Sam Carpenter believes he has the answer.

It comes, according to him, in the form of his book, *Work the System: The Simple Mechanics of Making More and Working Less*.

Despite making for dense reading at times, *Work the System* earned Best Non-Fiction Book of 2009 at the New York Book Festival and was a finalist in the Business Management and Leadership category for the National Best Books 2009 Awards.

What is your business style? Are you like that *Deal or No Deal* guy with obsessive-compulsive disorder, thriving on creating lists to systematize your company's procedures? Or are you on the verge of a nervous breakdown because you just can't find enough hours in the day to handle all the pressures involved in a new business? Perhaps you are somewhere in the middle, but feel you just need some guidance.

Carpenter has been at the helm of Centratel, which he calls the "highest-quality telephone answering service in the United States," for 15 years. Then came a point about 10 years ago when stress levels and 80-hour work-weeks, along with single-parenting, mounting bills, "fire-killing" and continually playing "whack-a-mole" peaked. Providence or divine intervention provided him with a revelation.

He began to organize himself physically, personally and professionally.

"I changed my viewpoint... I created a personal written plan... (and) once things got better, I continued to perform stress-reducing action items on a regular basis," he states in the book.

Carpenter's framework for *Work the System* is an exhaustive sequence of lists and sub-lists, and then some. For example, to succeed one must prepare documentation such as a Strategic Objective, a list of General Operating Principles, and then yet another

list of Working Procedures.

Carpenter provides a series of appendices at the end of the book that give the actual Strategic Objectives at Centratel. There are 30 of them. Yes, 30. He even has an appendix of "Procedure for Procedures." *Whew!*

Unless you're naturally OCD-inclined, you may have to retrain yourself to successfully follow his directives.

But his laborious system seems to work him. For the past 10 years, Carpenter claims he drastically reduced his work week at Centratel. Employees who follow his system, he says, are the most efficient, highly-paid and happy.

Sounds like it takes a lot of work to reduce your work. But for those who enjoy process and procedures, this system may be a good bet.

Anal-retentives unite! A Q-and-A with the author

ET Tell us a bit about your impetus for writing *Work the System*.

SC It was originally a manual for my staff and I expanded it into a book.

ET Our readers are inventors and entrepreneurs, each hoping their new products will take off sooner than later. Many will need to form a business. What steps can they take to better organize and help create sanity in the process?

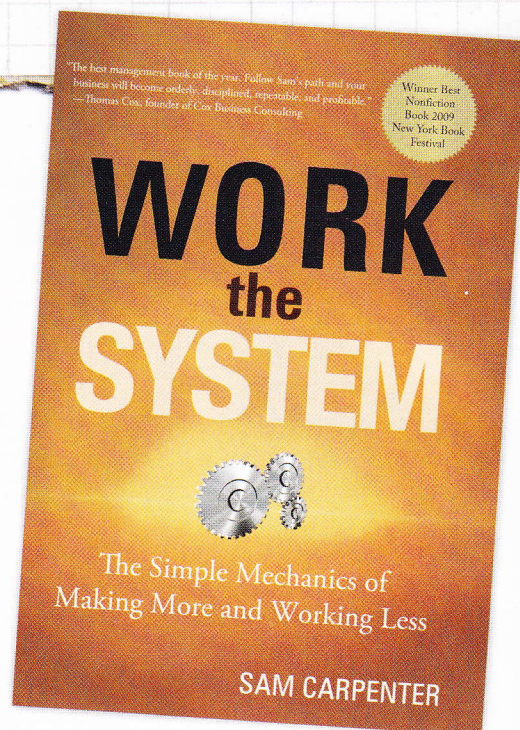
SC See Page 9:

1. Documentation:

Creating written goals, principles and processes that are guidelines for action and decision making. This is the one-time heavy lifting. It won't take long.

2. Separation, dissection and repair of systems:

The satisfying process of exposing, analyzing, and then perfecting personal,



work, and relationship systems. This effort includes creating new systems from scratch as well as eliminating those that are unnecessary or are holding you back.

3. Ongoing maintenance of systems:

Greasing the wheels. This is easy because the positive tangible results of the *Work the System* method are motivating. Because it's obvious the systems you create and maintain are doing more and more of your regular daily work, you will continue to make adjustments in order to keep them working at peak efficiency.

ET How can *Work the System* help our readers?

SC It will help them get efficient as they break their company down into pieces and fix the pieces one at a time

ET Any final advice for our readers? Why should they buy your book?

SC See the back of the book. "There will be a mechanical adjustment in the way you see your world. When this profound shift occurs, systems methodology will make irrefutable sense, and your work and life will never be the same." ■

Available at www.workthesystem.com, amazon.com and barnesandnoble.com