

Book Marketing Matters

Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably

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Guest Columnist - Jeff Davidson

(Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.)

Valuing Your Intellectual Property

Have you ever stopped to think that you have valuable property right on your hard drive? Undoubtedly, you have a variety of notes that you have taken over the years arranged in various categories. You have written scores of articles. In support of your clients or customers, you may have developed forms that enable them to easily transact business. You may also have a variety of presentations and slides such as those created with programs including PowerPoint, as well as charts, exhibits, graphs, and other items that constitute materials for participants at your presentations.

On top of all these items, it is likely that you have boiler plate material for contracts and agreements. There may be carefully worked boiler plate letters that you adapt based on the particular situation at hand, and other templates, rosters, and check lists that represent value, the likes of which you may not have recently, or ever, contemplated.

What about your data base? If you have 1,000 or 10,000 names, these represent intellectual property of sorts – marketing intelligence, in this case. Elsewhere on your hard drive, you may have proprietary photographs, files containing logos and/or trademark materials, as well as formulas, processes, even material that represents trade secrets. You may have data, notes, or material on specific industries, trend information, quotes, or collections.

Given the highly likely probability that your hard drive examined in this new light contains a wealth of intellectual properties, how are you protecting your property?

- * Do you have a well developed and often practiced back-up routine to save and store your valuable files?
- * Do you have security measures in place so that unauthorized individuals are not privy to them?
- * Do you have a confidentiality policy and trade secret policy prepared, which mandates that any staff you may have are required to sign a written notice acknowledging that they have read and understood such policies?
- * Do you execute work for higher agreements so that it is clear to all participating parties that work you authorize and pay for shall become and remain solely your property?

The more valuable your intellectual property, be it on your hard drive, or any place in your office, the more important it is to safeguard your belongings.