

# Christopher Liew and Bruce Clark Interviewed by Fotis Georgiadis

*Christopher Liew, Founder of Wealthawesome.com. Bruce Clark, a serial entrepreneur*

GREENWICH, CT, USA, December 30, 2021 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.

When the time comes, and it always does, to change up your marketing strategy, reach out to Fotis Georgiadis. Specializing in brand and image

building, he can change your marketing strategy to build ROI, move you ahead of your competition as well as facilitate rebranding/relaunching and more. Two recent client interviews are excerpted below.

-

Christopher Liew, Founder of Wealthawesome.com

For the benefit of our readers, can you outline the steps one has to go through, from when they think of the idea, until it finally lands in a customer's hands? In particular, we'd love to hear about how to file a patent, how to source a good manufacturer, and how to find a retailer to distribute it.

For software products, here are the steps:



Christopher Liew, Founder of Wealthawesome.com

Come up with the idea  
Plan out how you will build the product  
Source a “manufacturer,” or in this case a product team such as an app or web developer, and graphic designer.  
Build the product  
File a patent or trademark the product  
Setup your distribution channel—for a web app, setup a webpage, for a phone app it would be the Apple App store or Google Play store.  
What are your “5 Things I Wish Someone Told Me When I First Started Leading My Company” and why? (Please share a story or example for each.)

Planning becomes procrastination after awhile: I took a long time to land my first few clients, because I wanted to craft the perfect emails and responses. It’s good to know when to stop planning, and start doing.  
Saying no: When you start to see success, you’ll get approached a lot with ideas on how to improve your business. Learn what to say no to.

Avoid the shiny object syndrome: I like to chase new ideas, which is ok, but sometimes I would let it interfere with my main business operations. Make sure your biggest money-makers are running smoothly before pursuing the next hot thing.

Hire people better than you: I know my strengths and weaknesses. If I have a weakness I am not interested in improving, I’ll hire someone for this task. For example, I am terrible at creating graphics and have little interest in this topic, so I hired an excellent designer to help with this.

“

The good thing is, you don’t have to! Whenever I’m doing research on a new project or product, I see if there are any competitors in the space I’m targeting, usually from an initial internet search.”

*Christopher Liew, Founder of  
Wealthawesome.com*

Just start: I tend to overanalyze. I build detailed spreadsheets, come up with complex scenarios, and talk myself out of a lot of good ideas this way. These days, I like to just start which gives me data points that I can use to improve for the future.

[Read the rest of the interview here](#)



Bruce Clark, a serial entrepreneur

Bruce Clark, a serial entrepreneur

Let’s imagine that a reader reading this interview has an idea for a product that they would like to invent. What are the first few steps that you would recommend that they take?

As stated earlier, do a Google search for all aspects of your idea and hire a patent attorney after your own, free patent search at USPTO.gov.

Build a working prototype and consider all the components which have to be manufactured. Seek manufacturers to understand costs involved.

Research. Research. Research. How large is your market? Who are the buyers and why would they purchase your product? How much would the buyer be willing to pay?

Too often people would come to me for opinions about their idea and the market was just too small. No matter the price point, no matter the market size, the work involved and your costs will not be that much different. The key is entering a large market where you can make millions, not just a few hundred thousand dollars.

There are many invention development consultants. Would you recommend that a person with a new idea hire such a consultant, or should they try to strike out on their own?

The Small Business Administration has a wonderful, FREE service called SCORE. These are retired executives which will help develop a plan and follow you through with your plan. They are very wise and helpful.

We had an idea for a product which I worked for weeks attempting to design such a product. It was clumsy, heavy and expensive concept. I knew it couldn't work. We hired a design company, paid them \$5,000 and they came up with a fantastic, simple and low cost design. They required no intellectual property claims and did a great job thereby their design is still selling very well today.

[Finish reading the interview here](#)

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

Contact and information on how to follow Fotis Georgiadis' latest interviews:

Website: <http://www.fotisgeorgiadis.com>

Email: [fg@fotisgeorgiadis.com](mailto:fg@fotisgeorgiadis.com)

LinkedIn: <https://www.linkedin.com/in/fotis-georgiadis-994833103/>

Twitter: <https://twitter.com/FotisGeorgiadi3> @FotisGeorgiadi3

Fotis Georgiadis

fotisgeorgiadis.com

+1 203-983-1234

[email us here](#)

Visit us on social media:

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/559487296>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.