

The Girl and the Squirrel

Adventures of Imagination
and Product Creation!

By The
Creator of
cardcubby
Maker of Save in Style Products

Wendy Krepak



Illustrations by
Noble Rains

A Product Adventure you ask?

Have you ever had an idea and wondered for one brief moment if you should take action?

Have you ever not done anything and later seen that someone else had done it successfully?

Have you ever wondered if you could create something, love it, nurture it, take pride in it, work your self to the bone for it? And I am not talking about your children..

Join us on this adventure of Product Creation..
and while you are on it remember..

An Idea is an Idea
until it is **MORE!!**



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The Girl and the Squirrel

This book is dedicated to all those who have been a part of my journey (you know who you are!). I could not have done it without your support, love and once in a while, reality smack down!



Wendy Krepak

No matter what else I do in life I will now always be an inventor, a creator, a patent holder and a person who has experienced the crazy world of product development and all that goes into it!

If you enter do so at your own risk... product development is for the brave and not the meek of heart!

Go forward and bring your ideas, your dreams and your creations into the world!

xxoxoxo
Wendy

This is a work of fiction. Names, characters, businesses, places, events and incidents are either the products of the author's imagination or used in a fictitious manner. Any resemblance to actual persons, living or dead, or actual events is purely coincidental.

Wendy Krepak is an inventor whose product the Card Cubby has been seen in People and O, The Oprah Magazine, as well as on QVC, the Today Show, Good Morning America and Fox 35. It is sold in boutiques across the U.S. and Canada as well as online at www.CardCubby.com.

"I need a widget," thought the Girl to herself.
Looking and looking not on any store shelf.

"More people must need one, of that I am sure.
Can I create one Me? An amateur?"



Pieces of this and parts of that.
She put it together, that's how it began.



Using her widget while out and about, people asked, "Where did you get that?" while at the checkout.



"We want one!" they shouted, as they circled her round. "How do we get one? Your genius astounds!"

"I made it myself," she said with a smile, while customers all looked from their place in the aisle.

*"Maybe I can make them," she replied with a grin.
Her thoughts running fast, her mind in a spin.*

*At home she did wonder if crazy she was.
But the Idea was addictive, giving her pause.*



“My friend the Squirrel may know what to do.

He is so smart and may have a clue.”

“I have an idea guess what?” said the Girl.

“It will be a great thing,”
she said to the Squirrel.



“I can see it in homes, on store shelves and more..”

“What will it do?” said the Squirrel. “What is it for?”

“I know you will like it. Of that I am certain.
But it is a bit early to pull back the curtain.”

**"I can't tell you yet. There are patents to get!
Stay tuned, you will want one on that you can bet!"**

**To the attorney she rushed.
All excited and blushed.**

**With her sample in hand.
Her thoughts running grand.**

**Did this product exist?
The opportunity missed?**

**Hoping that not the case,
But for this she did brace.**

Success!
FORTUNE!
Fame!



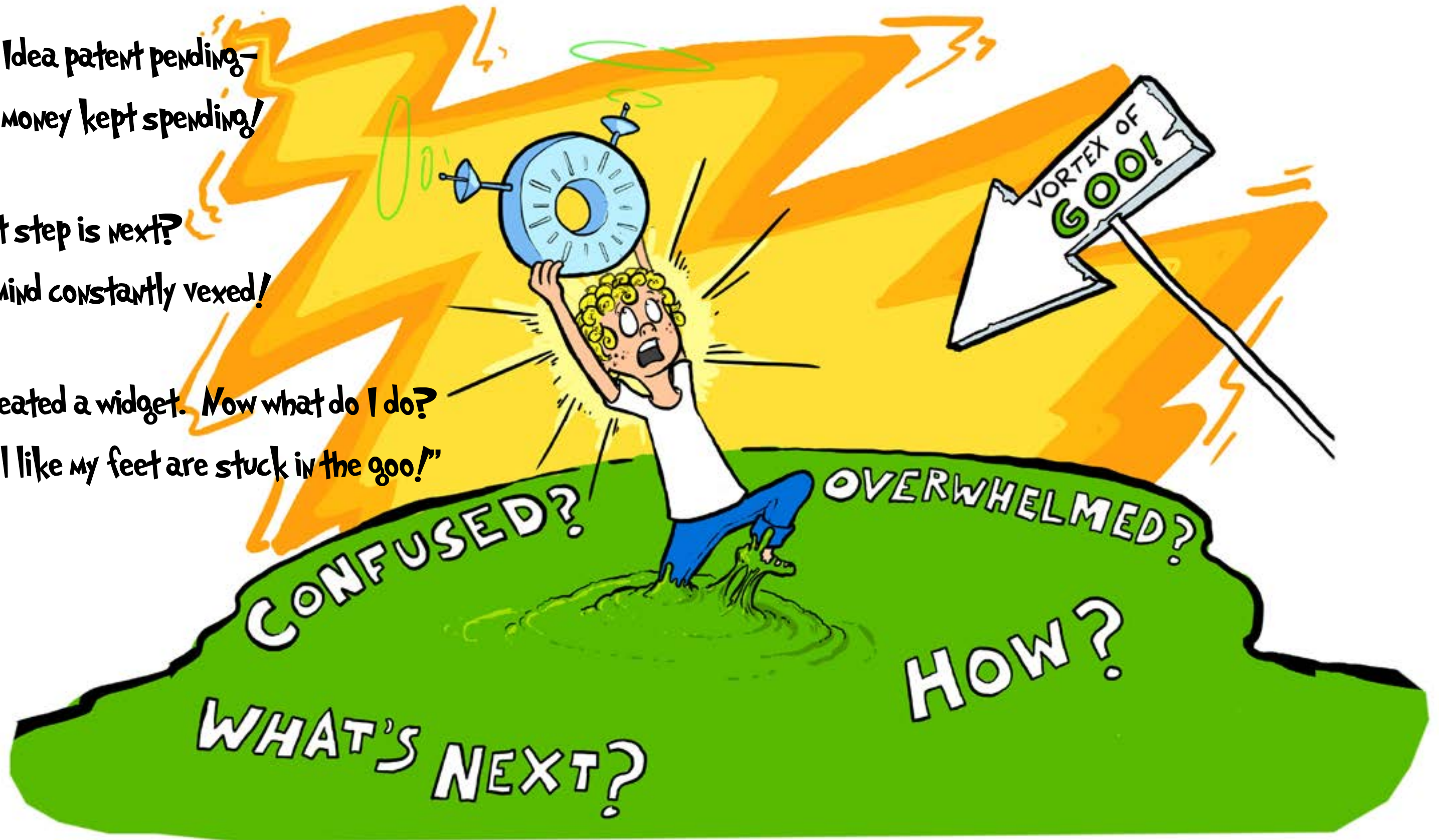
**Patent searches were done.
To her relief there were none.**

The journey had started—
Not for the faint-hearted.

The Idea patent pending—
The money kept spending!

What step is next?
Her mind constantly vexed!

“I created a widget. Now what do I do?
I feel like my feet are stuck in the goo!”



**“What are the next steps? Which way to turn?
So many things I don’t know and have yet to learn.**

**“Do I take action and forge on ahead?
Or do I abort and forget it instead?”**

**“Will someday I say I thought of that once?
When someone else makes it,
will I feel like a dunce?”**



“What should I do?” said the Girl to the Squirrel.

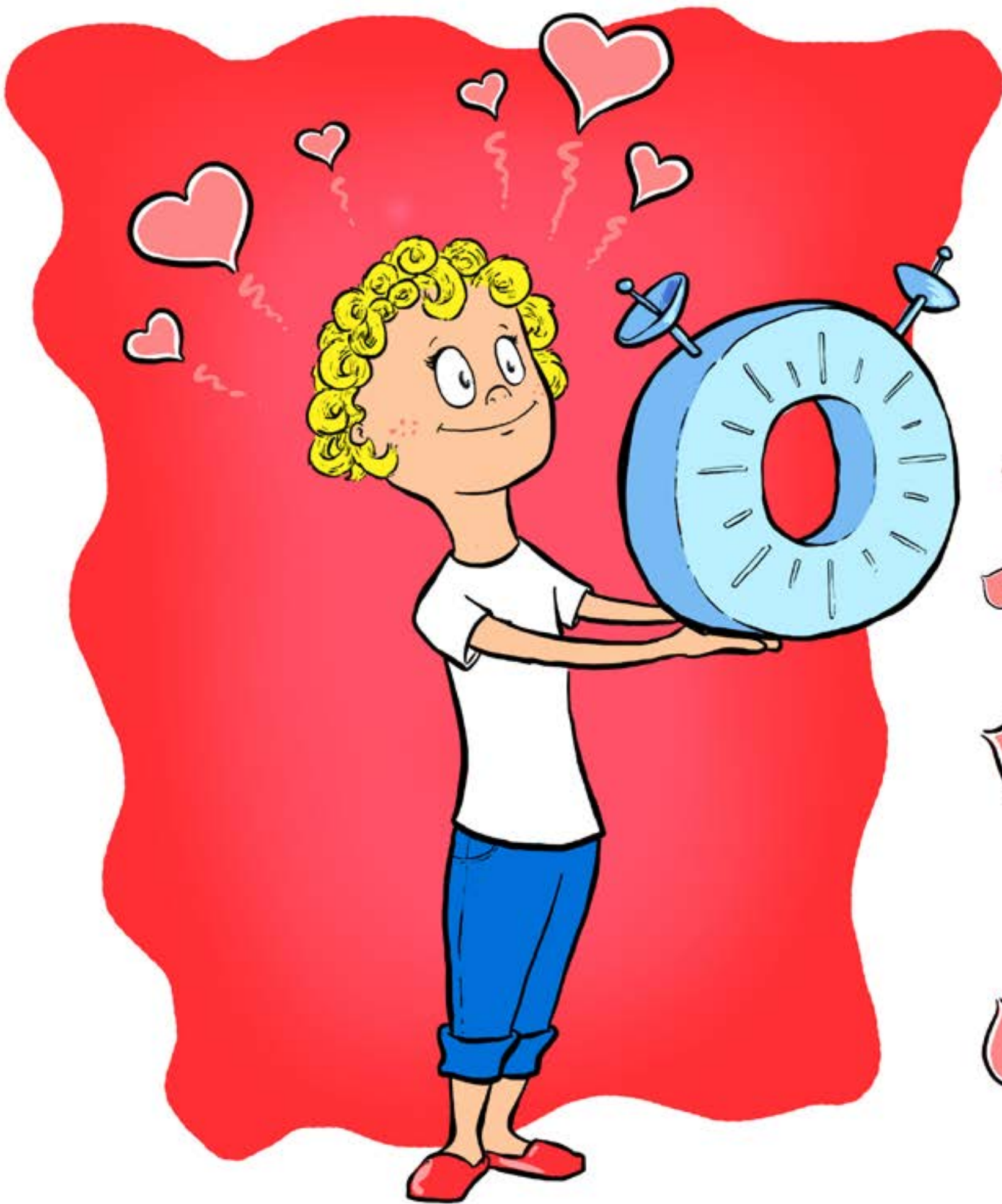
“I am confused, my mind in a whirl!”

**“First a prototype must be made,
And NDAs signed so you’re not AFRAID!”**



**“My Idea is original,” said the Girl, “that is for sure.
Someone might copy it, their thoughts impure.”**





Prototype in hand, ready to roll.

Loving this product with her

heart and her soul.

Unit pricing, shipping costs, turnaround time and more!
So many things needed before reaching the store.

"Don't worry," said the Squirrel, "an answer is near.
You can find a manufacturer, at least so I hear.

"Prefer the U.S. and look there for sure.
Depending on pricing, China may be the cure."



She searched and searched to find a solution.
Who was the right manufacturer for this evolution?

Friends and family were asked.

Their help needed fast!

"Mr. Stingray might know," said a man to the Girl.

"If he doesn't know, he might give a referral."

So to town she went

In search of the gent.

The office was dark, the grass long and weedy,

Mr. Stingray appeared with his eyes black and beady.

"Come in dear," he said,

with a nod of his head.

"How can I help you?" said the man to his guest.

"It is late, you know, and I am not at my best."

"I have invented a product," the Girl smiled, white and pure.

"It is manufacturing, I need to secure."



**"I am sure I can help you," Mr. Stingray said.
His eyes bright and gleaming – dollars danced in his head.**

**The pricing he gave her was meant to mislead.
With mark-ups and margins, he smiled at his greed.**



The Girl left sighing, with a sense of relief.
He would help her for sure—such was her belief.

As days passed and product delivery grew near,
Mr. Stingray laughed to himself with a sneer.

The product he knew could **NOT** be sold.
But he didn't care—her ignorance gold!





The money was spent and the product was bad.

The Girl told the Squirrel she knew she'd been had.

"Is this the end?" the Girl said to her friend.

"I've spent all my money and the banks they don't lend."

The Squirrel said, "Remember the
nuts I have stored for some time?
What has happened to you is really a crime.

"This product is great,
my belief in you strong,
Go and move forward, righting this wrong.

"I will gladly finance you," offered the Squirrel.
"You will soon be successful," he said to the Girl.

"A percentage of ownership for
my help may be needed.

My opinion important and it must be heeded."



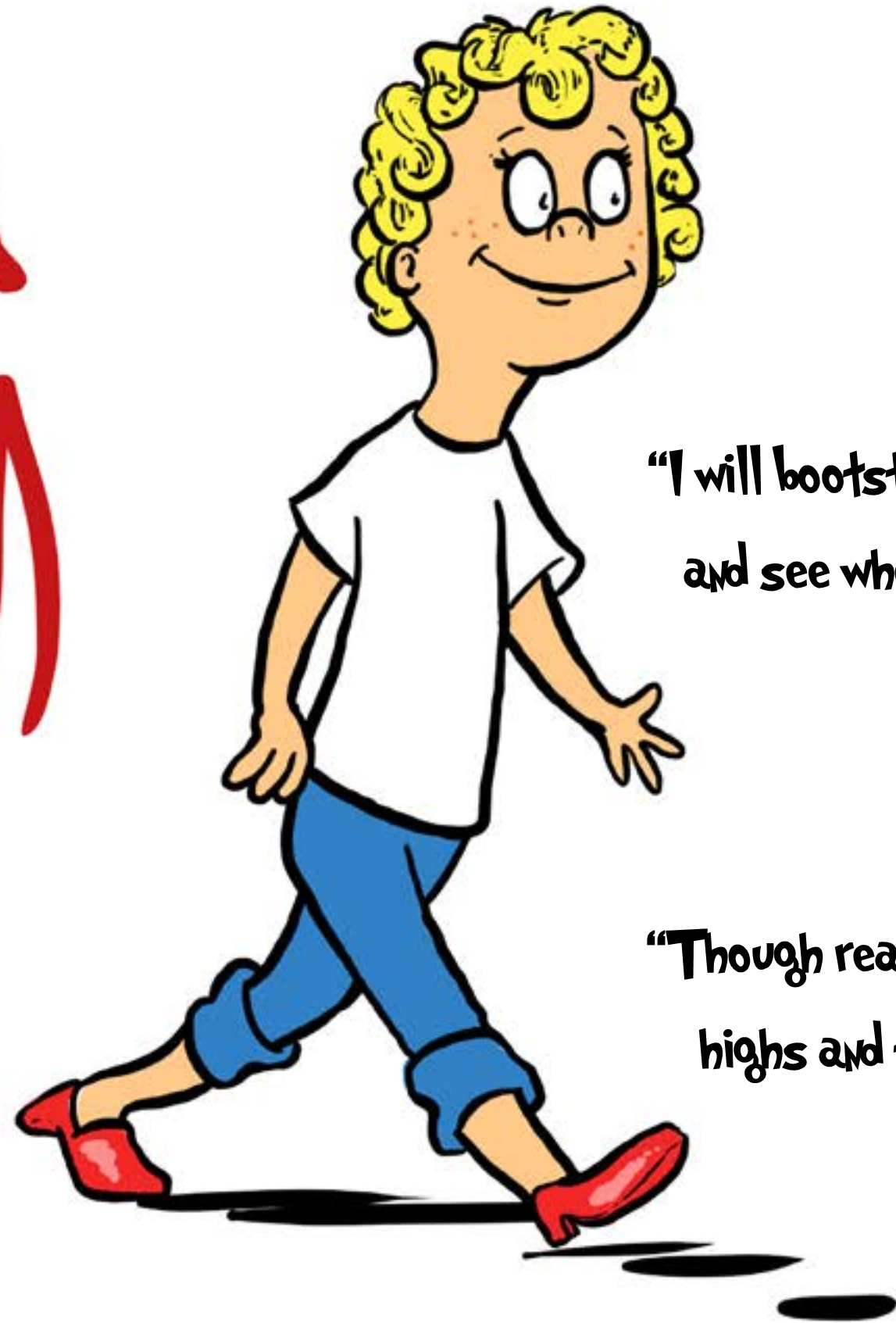
SUCCESS?



Though much help was needed, the Girl turned him down.
“I understand,” the Squirrel said to the Girl with a frown.



The Girl pondered the offer which was out of the blue.
Would this partnership perhaps their friendship undo?



“I will bootstrap my widget
and see where it goes.”

“Though really scary, the
highs and the lows.”

Product in hand, to the market she'd go.

No idea what to do. How would she know?

Books read, videos watched, still in a tizzy.

She devoured business articles until she was dizzy!

So much to do, so many questions unanswered.

The voice in her head

yammered

and

yammered.



No help she thought needed.

Friends warnings unheeded.

The girl worked and worked with no end in sight,

Trying so hard to get it all right.

Cranky and stressed,

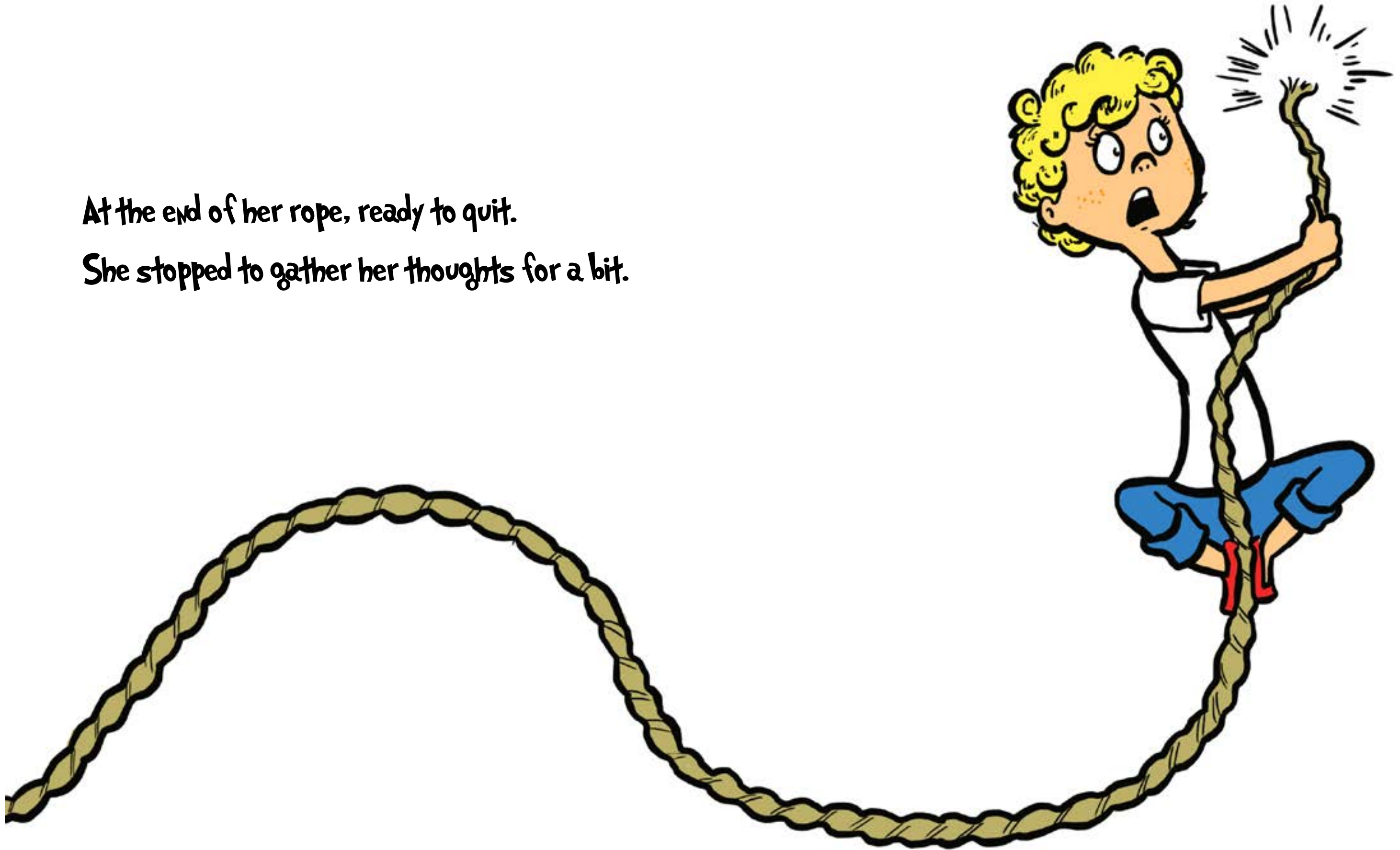
her creativity drained.

Her business was suffering,

her relationships strained.



*At the end of her rope, ready to quit.
She stopped to gather her thoughts for a bit.*



It wandered the Squirrel, who said, "What is the matter?"

To which she responded,

"I feel like the Mad Hatter!"

"My mind I am losing, I must say I fear.

The end of my business I do think is near."





Marketing, sales, inventory and cash flow.

So many things she just did not know.

How many hats can one person wear?

Sometimes the exhaustion was too much to bear.

Losing sleep many a night,

Pacing the floor till the sun came up bright.



**Oh, how she did sweat!
She was in such debt!**

**The Girl knew in her heart that her
dream would come true.**

**If only there were not
so much yet to do.**

“Quit working alone,” the Squirrel said with a smile.
“You can’t do it all, though that is your style.”

“It takes a village to get it all done.
But in the end it will be you who have finally won.”



**"MENTORY is a woman I know you must meet.
She knows first-hand how to handle defeat.**

**"She started from scratch after being let go.
That didn't stop her, though it was quite a blow.**

**"Helping women in business
is her passion in life.
To help them alleviate
some of the strife.**

**"She will share her story, her contacts and more.
A better mentor you could not possibly ask for!"**



Soon **MenTORY** was found and came to her aid.

Confidence restored and plans quickly made.

"You need social media," said **MenTORY** to her friend.

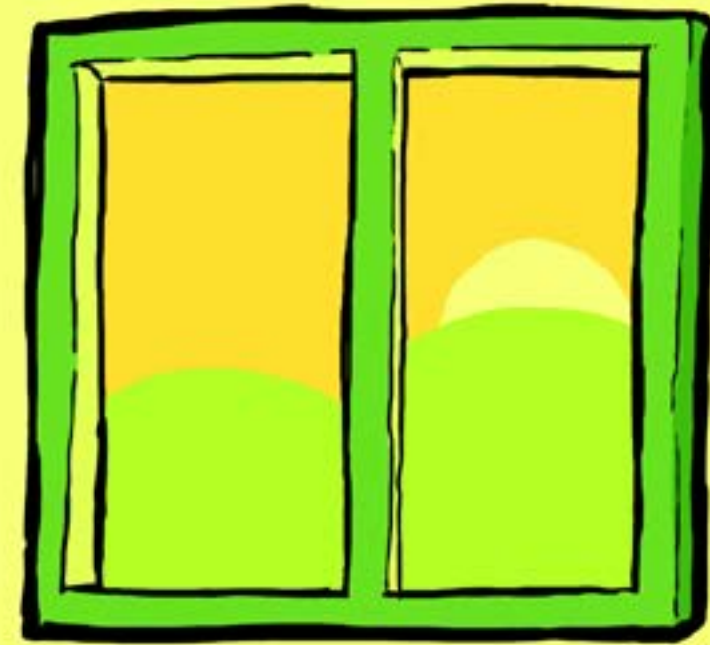
"If your product is **UNKNOWN**, it will be the end.

"The squirrel will bring in his team to show you the ropes.

To support you and help you to raise up your hopes.

"Facebook, Twitter, Pinterest and more.

So many places to be...places galore!



"Let's work on the story and see it **UNFOLD**.
It is a great one and needs to be told!"

"Branding your company is important for sure.
The right story I know can be a great lure."

They brainstormed and brainstormed all through the night.
Till the **SUN** came up and the room it was bright.



A great manufacturer to
the rescue did come.

The girl was so happy,
she was no longer glum.



Her product was ready, the branding in place.

Now she was ready to enter the race.

Naming and tag lines, websites, oh my!

She hoped that her product the public would buy.

Tradeshows attended.

The work never ended.



The buyers they marveled at the widget created.

They asked how and when they could get it freighted.

Sales reps, fulfillment, customer service proceeded.

More than she realized, her hopes were exceeded.



On the store shelves it sold and it sold and it sold.

It was a glorious sight to behold.



Wholesalers can shop on her website with ease.

Daytime or nighttime whenever they please.



Retail stores alone only part of the plan.

.COM was needed and so it began!

SEO and social marketing to drive sales to her site.

These things needed though the budget was tight.

Amazon quickly added into the mix.

Using their fulfillment is one of the tricks.



QVC came calling to check out her brand.

A PO quickly followed— she had it in hand.

Though cash flow and margins and issue for sure,

QVC's name recognition is quite an allure.



Ongoing exposure is key to success.
 Constant work is needed to
 stay in front of the press!



People Magazine, O, The Oprah
 Magazine, the Today Show,
 GMA and more...

Her luck was so good it
 was hard to keep score!

Inventory management a challenge can be.

And knowing your numbers—that is the **KEY!**

Profit and margins, these you must know.

The numbers under control

now you can grow!



The product developed on shelves and on-line.

With orders exploding, a loan she must sign.

From Product to Profit,

the Girl she has seen.

In order to do it all

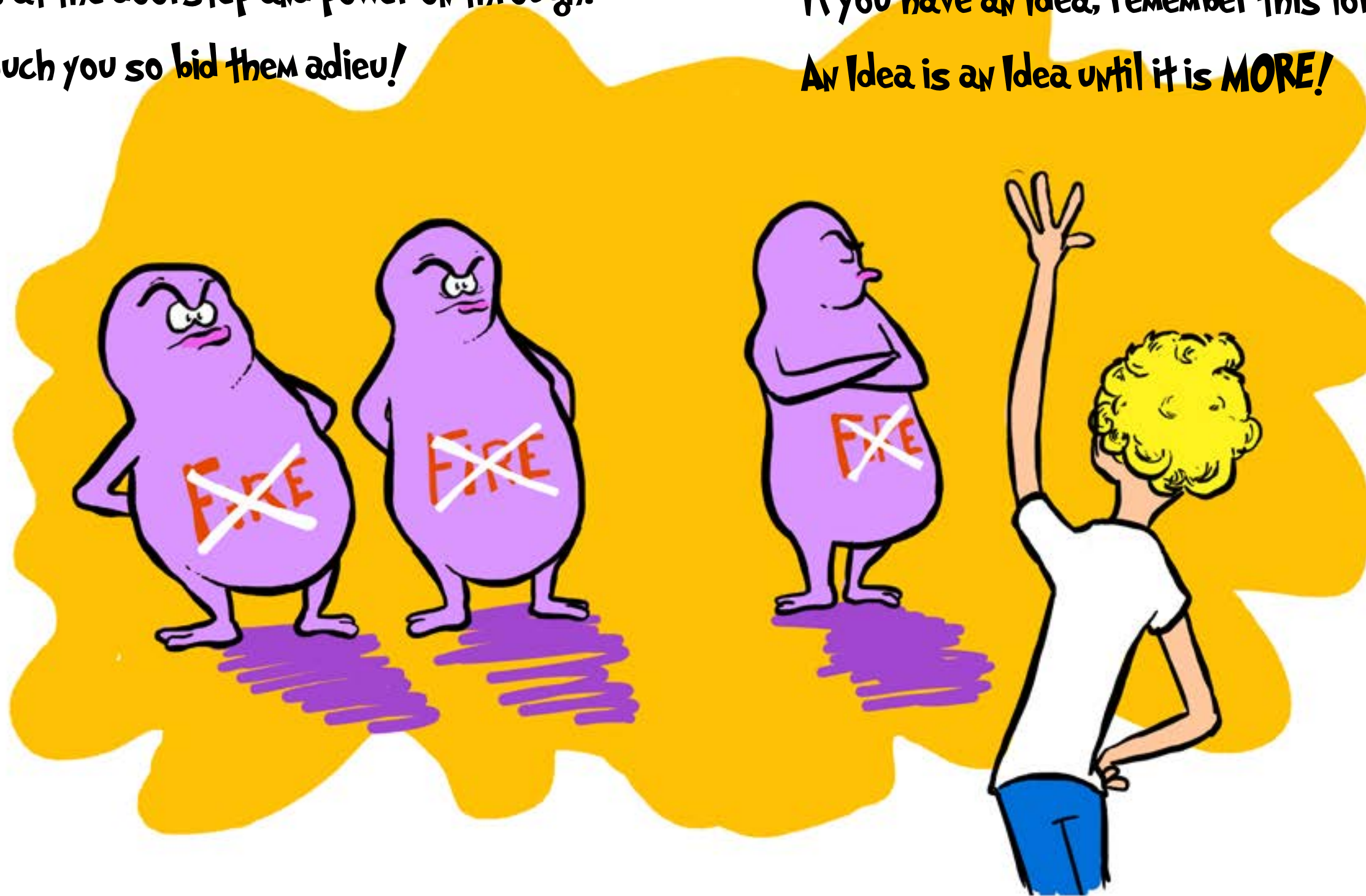
takes a team!

Fear not naysayers and negative nellys.
No fire have they in their envious bellies.

Leave doubts at the doorstep and power on through.
No one can touch you so bid them adieu!

Your path you must follow to glorious end.
So go conquer the world, my fabulous friend!

If you have an Idea, remember this lore.
An Idea is an Idea until it is **MORE!**



WHERE WILL YOUR ROAD
TAKE YOU?

