

# Firefighter's Unique Business Niche

## Jason Ramos

What kind of business might a firefighter start if he (or she) specialized in putting out forest fires by jumping out of planes with heavy equipment, parachuting to the edge of the blaze and extinguishing?



Jason Ramos is literally a unique firefighter. Check out his exciting C-Span book presentation, link below. Ramos combines a passion for technology, gadgets, and a job description that has inspired a Hollywood movie... and a cold call from a major publisher wanting Ramos to write a book for them. No doubt that revelation left many veterans authors shaking their heads in amazement.

**Dee Adams is the author of Finding Your Niche: Discover...**  
<http://nichecreativity.com/finding-your-niche-ebook/>

**References**

C-Span

<http://tinyurl.com/o8h2zjh>

Smokejumper: A Memoir by One of America's  
Most Select Airborne Firefighters

Amazon.com

<http://tinyurl.com/pv79wmb>

Product Research Gear

<https://www.facebook.com/ProductResearchGear>

United States Forest Service Smokejumpers

<http://tinyurl.com/pcb9x79>

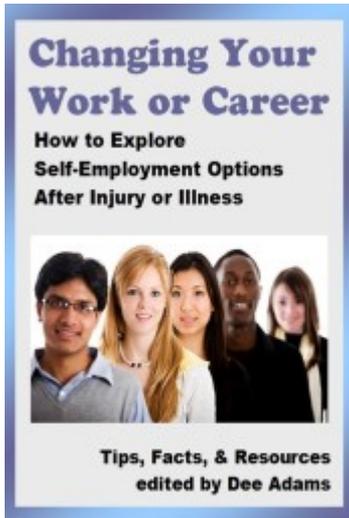
Smokejumpers Association

<http://smokejumpers.com/index.php/home/getall>

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# **Entrepreneurship and Disability Guide Lands on Amazon's Top 100 Kindle List**

Changing Your Work or Career Stats /9/28/2015



## **PDF**

Changing Your Work or Career\_ How to Explore Self-Employment Options After Injury or Illness, Dee Adams – Amazon

**Note:** A PDF version is available with charts and worksheets on Teachers Pay Teachers The PDF version differs in content from the Kindle counterpart.

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## **Reference**

Teachers Pay Teachers.com

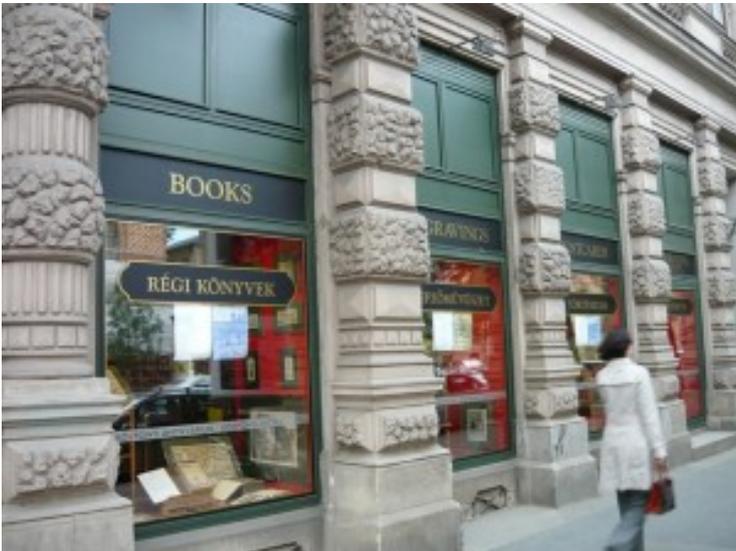
<http://tinyurl.com/pgyggng>

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# **Why New York Police Officer Samuel Battle Didn't Publish**

# his Memoir

Lessons from One Righteous Man..Video



*One Righteous Man: Samuel Battle and the Shattering of the Color Line in New York*, by Arthur Browne is the story of the life of the first African-American police officer.

Journalist Arthur Browne recently appeared on C-Span to discuss the life of the policeman who had a challenging and historic career.

After retirement, Mr. Battle hired the famous poet Langston Hughes, received a foreword from his friend, First Lady Eleanor Roosevelt and made several attempts to interest publishers in his memoir.

No interest.

After hearing the amazing story of Samuel Battle, one wonders why then was self-publishing not explored? There's no evidence to suggest that the strategy was considered, according to Arthur Browne.

In the 1950s, *Battle in Harlem* was the title of the manuscript

completed. One suspects that the earlier work, based on that title, and given the cultural climate would not have appealed to mainstream publishers for a number of reasons.

Repeated rejections from publishers have led many to take matters into their own hands and produce their own work.

### **Entrepreneurial Takeaways**

Self-publishing isn't for everyone, but many iconic figures turned to self-publishing. W.E. B. Du Bois is one example notes book marketing expert John Kremer.

As a retired police lieutenant, Samuel Battle had many elements of the skills necessary to market his work entrepreneurially. But he likely did not have the aptitude of a marketer. An effective law enforcement professionals may not have the creative skills of a marketing expert, according to aptitude researchers.

Marketing is not just selling but knowing how to produce the right product, in this case, a book with the right content and finding the right people to help sell the concept.

Compare the title of the 1950's manuscript with that of the present day biography *One Righteous Man...*. Which title do you think, based solely on the names would have a broader appeal? Why?

Regardless of how renowned the reputation, hiring a poet, novelist, playwright to write a memoir was not the best way to complete Samuel Battle's project. There are several instances where famous authors attempt to write outside their favored genre

with less than stellar results.(Example: Shields, *To Kill A Mockingbird*, recounts the difficulty faced by novelistHarper Lee author in completing a nonfiction project.)

Langston Hughes was not only the wrong person for the project, but a market savvy person would likely have avoided using the poet because his political views might have caused traditional publishers to decline the book proposal.

***Back then, depending on the book's editorial focus, publications such as The Negro Travelers' Green Book and Ebony magazine might have been a means of marketing the memoir independently***

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## **References**

Newsday.com

Book Excerpt

<http://tinyurl.com/nhd7rzw>

C-Span

To Kill A Mockingbird

<http://www.c-span.org/video/?326872-1/words-charles-shields>

Blackpast.org

<http://www.blackpast.org/aah/ebony-magazine>

## **Self-publishing hall of fame**

Bookmarket.com

<http://www.bookmarket.com/selfpublish.html>

<http://www.bookmarket.com/booksforsale.htm>

## **The Green Book**

University Digital Library

# Lessons From An Inventive Architect

## The Creative Genius of Bjarke Ingels



### **Spatial aptitudes in action!**

At times managing his creations is like playing Twister with a 1300-foot highrise.

An innovator in his profession, Bjarke Ingels talks about how he incorporates trends and community needs into his ideas to create problem-solving solutions. Work based on "Information-driven design," says Ingels.

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<http://nichecreativity.com/finding-your-niche-ebook/>

## References

Charlie Rose PBS About 15 Min.

<http://charlierose.com/watch/60576110>

6 Gems from Bjarke Ingel's interview

Curbed.com

<http://tinyurl.com/orm4dxf>

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# How A Test Prep Educator Got Free Publicity For His Company

ChoEducators



**Season 14 of *Who Wants to Be a Millionaire* aired this week and contestant Chris Cho's appearance was a masterpiece of creative marketing.**

You see Cho owns Cho Educators, an SAT and ACT test prep company in New Jersey. And Cho was introduced as having aced the tests five times!

When the host asked how he achieved such a feat, Cho explained that he takes the tests to ensure that he stays current with testing procedures.

Cho's intro and brief explanation showcased his stellar skills and company around the country, free of charge.

Cho's run ended after one appearance, when a tricky pop culture question about late night TV talk show hosts stumped him, but not before he 'had won a five-figure sum. The host announced that Chow was leaving with winnings of \$50,000.

Don't believe that for a moment Not when you factor in what it would have cost to pay for that kind of publicity.

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## **References**

Millionairetv.dadt.com

<http://millionairetv.dadt.com/>

ChoEducators.com

<https://www.choeducators.com/about>

Skyworkmarketing.com

How Much Does a Tv commercial cost?

[\*How Much Does a TV Commercial Cost?\*](#)

Fits small business.com

TV Advertising Guide: How to get started today

<http://fitsmallbusiness.com/tv-advertising/>

Who Watches These Things Cary O' Dell

Pop Matters an examination of Daytime TV's New Era

<http://www.popmatters.com/post/170869-daytime-tv/>

International Business Times

**How much does it cost to place  
a 30-second ad in prime time?**

<http://tinyurl.com/pzhg7q4>

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# Food for Thought: Nutrition for Aspiring Entrepreneurs

Warren Brown



CakeLove founder Warren Brown appeared on the *Today* show this morning and he demonstrated his high-level creativity. Check out his ingredients spin on a Bacon and Eggs Breakfast Lasagna.

One takeaway from the show is that planning ahead for good mealtime nutrition is not only a timesaver but likely cuts down on a habit that many potential entrepreneurs engage in... skipping meals and substituting cups of coffee, munching candy bars, and downing multivitamins. A habit that hinders peak performance.

## Reference

Candie Anderson

<http://tinyurl.com/ojk9jrrV>

Dee Adams is the author of  
Finding Your Niche: Discover...

[\*Niche eBook\*](#)

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# Creative Entrepreneurship, Thinking, and Employment Paths

Nightly Business News Roundup



Creative thinking and entrepreneurship, alternative employment and a career change was a theme featured in September 7

edition  
of *Nightly Business News*  
roundup.

The airing included teen fashion entrepreneur Isabella Rose Taylor.

Taylor found her niche after attending a sewing camp several years ago.

But check out her site and it is obvious that no sewing camp endowed her with the ***Renaissance***-like talent evident in her artwork...and name.

Takeaway: Enrolling in a specialized class helped her identify how she wanted to apply her innate ability.

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Finding Your Niche: Discover...**

[Niche eBook](#)

## References

Nightly Business Report  
<http://tinyurl.com/noqou99>

Transcript  
<http://tinyurl.com/odzynek>

Isabella Rose Taylor.com  
<http://www.isabellarosetaylor.com/>

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# Lessons From Corporate Crime Cases

Professor Rena Steinzor

The professor's book and C-Span presentation *Why Not Jail?* underscores a number of sobering issues that may well inspire some aspiring entrepreneurs..

Since many business ideas are sparked by problems in the marketplace, *Why Not Jail?*

is a useful overview of an array of industries.

Appalling circumstances rooted in historical economic philosophy that workers are commodities to be worked into the ground, sometimes literally.

**No *UndeCover Boss* TV here.**

One story that should give every would-be entrepreneur (and consumer)

pause is the accelerated brake controversy recounted several minutes into

the professor's C-Span presentation: a car owner spent two years in prison

for reportedly causing a motor vehicle accident with fatalities. Then the car

company admitted that a faulty brake mechanism had actually been the

cause of the accident...

In this particular case, the car owner had ineffective counsel: would

a lawyer with the right skills and critical thinking ability have

overlooked glaring key issues that convicted the client in the first place?

But I digress...

Point being, when injury, liability, or fatality may be a factor in consumer goods purchased, in-depth research into the product under consideration and the company's practices could be considered wise proactive protection against too many instances of mistakes covered up.

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[Niche eBook](#)

## **References**

C-Span

Why Not Jail?

<http://www.c-span.org/video/?327342-1/rena-steinzor-jail>

CNN

Man Freed after fatal... Crash

<http://www.cnn.com/2010/CRIME/08/09/toyota.prison.release/>

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# **Finding Inspiration In Historical Newspapers**

**Labno1's Guide to Old Newspaper Articles Online**



Newspaper archives are a great resource for uncovering little-known or long-forgotten stories

**Labno1.org** offers a handy time-saving resource list.

But be aware that the trick is to structure work style with the activity.

For example, sitting at home on the computer versus spending time onsite at a specialized library. Using keywords versus searching freestyle.

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#### **Reference**

Labno1.org

<http://tinyurl.com/7kjyrcq>

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# **Using C-Span As A Research**

# Tool

## Book TV



Book TV is a great resource tool on a diverse array of subjects. For example, bedbugs, history, war, weather, politics.

**Note:** You will find a list of 20 topics covered  
<http://www.c-span.org/series/?bookTv>

popular culture, education and numerous industries. Q and A, panel discussions often reveal additional interesting backstories.

Two recent C-Span broadcasts illustrate how ideas are uncovered and sometimes pursued and not all information can be found just by googling it.

The Three-year Swim Club:

The Untold Story of the Maui Sugar

Ditch Kids and Their Quest for Olympic Glory

<http://tinyurl.com/p3sa8v8>

**About 19 minutes**

**Our Man in Charleston: Brittan's Secret Agent  
in the Civil War**

<http://tinyurl.com/om4ur42>

About 54 minutes

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