

Q & A: Tips for Aspiring Comedy Writer



Q: What advice would you give someone wanting to write humor for a business industry?

A: Find a mentor.

Identify which genre of writing you excel in and most enjoy. Example: speeches, ad campaigns, etc. Identify how your skill will help the selected target market And be aware of work-related pitfalls and how to avoid them when using humor for commercial purposes. Here's a memorable Here's a memorable case noted in *Finding Your Niche Discover...*

Dairy puts up hilarious billboard spoof of environmental group land in a very unfunny...and avoidable ... lawsuit.

Reference

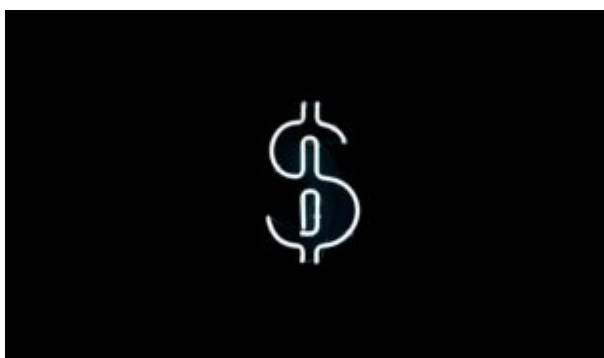
New York Times.com 1993

California dairy takes caricature one step too far..

<http://www.nytimes.com/1993/12/26/us/california-dairy-tries-on-e-caricature-too-many.html>

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

Q & A: Financial Literacy for Entrepreneurs



.Q: What resource would you recommend for teaching beginners about money matters in business?

A: The answer would depend on several factors. There is no one size fits all resource. But here is a link for a C-Span Video *The Reckoning*, by an author and professor of the history of accounting.

<https://www.pinterest.com/pin/559713059924893504/>

Now if your eyes just glazed over, you may be surprised.

The Reckoning is a fascinating historical overview of American and European society and accounting related issues in the 21st century. Using the information from the talk to research antiquarian hops for teaching materials of different eras as a start.

Finding Your Niche Bookmark: Front, Back, Multi-Use Notepad

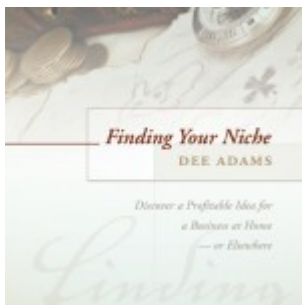


Actual size

4 x 9

Back in 2011, this bookmark was printed for an earlier edition of *Finding Your Niche: Discover...*

Finding Your Niche 2017 Now Available



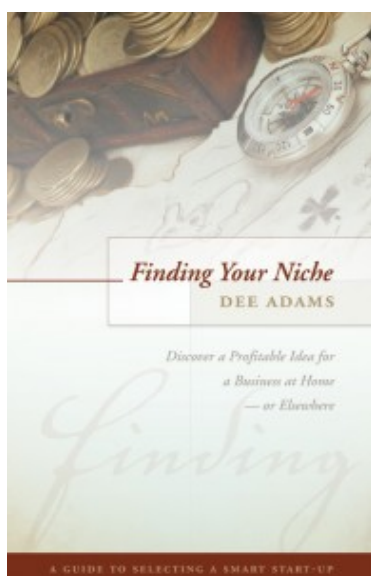
The 2017 edition of *Finding Your Niche: Discover...* is officially available on Feb. 4. p.m.PST for bookstore distribution in paperback. While the new EPUB edition may be ordered February 24.

An excerpt from the introduction of *Finding Your Niche* has become a popular pin recently on Pinterest <http://nichecreativity.com/2-amazing-stories-of-creative-writers-for-inspiration/>

Brochure

[Free Book Brochure](#)

Book Update: Finding Your Niche 2017



Finding Your Niche
2017

New book brochure
available for download

[Free Book Brochure](#)

Excerpt

This updated edition contains more than fifty revisions.

New links for educational content are sprinkled throughout chapters. You'll find an article reprint on work-life balance and time management issues. And fifteen book titles have been added with an asterisk to the

bibliography. A children's book, entrepreneurship in African American communities during the turn of the twentieth century, public speaking, skill set evaluation, and tips and strategies for finding information are included.

Distribution date for revised edition in print and ebook format within the week.

Tech Update Completed!

Tech issues with four laptop upgrades from OS Windows XP since March have been resolved as of today. September will be spent catching up on book revisions for *Finding Your Niche...*

Meanwhile, starting next week, links to popular archive posts will appear.

Update: Blog and Book Revision

Murphy's Law and Gravity



Since May 9, I have been on restricted physical activity after trip and fall involving a heavy package and my two left feet. ..

So the newly revised edition of MusicBiz Notes will be uploaded in June.

And Finding Your Niche 2016 has been rescheduled for September.

New blog content will be added June 26.
New mission statement and progress update next week.

Thanks for your patience.

Update: When New Blog Posts Will Resume...

On May 26, new content will appear on this blog. This break will allow for completion of the *Finding Your Niche* book revision for 2016.

This decision was reached yesterday after tech support

admitted that they too were in the midst of a tech glitch and could not step in to troubleshoot until their tools were back online.

And now after a lovely 7-hour remote tech session yesterday, all factory settings must be reset because of a trackpad glitch...which will wipe out everything since March 2016. And although there's a backup, it means that a lot of work that cannot be backed up must once again be replaced manually.

You know, there are billionaire entrepreneurs who avoid using computers in their work and I see the wisdom in that strategy.

Updates: Computer Quiz Post, Book Revision, And File Conversation Misery

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1. Three new paragraphs have been added to the end of the post link below..y.

2. March-April: Converting files proved challenging due to compatibilit issues after an upgrade. One final tech sessionthis week should resolve the problem.. So the new target date for completion of Finding Your Nicherevisions 2016 is this coming month. New upgrade

[Quick Computer Quiz: Tech-Savvy Tips for Biz Beginners](#)

MusicBiz Notes: Quiz

4 Questions About the Music Business



Back in 2009, I took a course from Foothill College called Music Business and one of the assignments involved listening to a song I'd never heard before. The link had no pictures. I did know who the musician featured was and groaned...

In general, my favorite category of music is pop and if you search through my CD collection Simply Red, Celine Dion, Michael or Janet Jackson could be found among my favorites.

I hit the link and listened. I didn't like the song...I loved it!

I couldn't stop grinning. What a delight. Music of a bygone era but Les Paul Paul..timeless

An awesome musician and entrepreneur...

I found a Youtube that best matches what I heard six years ago.

How High the Moon... 3 Minutes

<http://www.youtube.com/watch?v=U0zB7I2y7Ic>

Note: *Music Business 50* at Foothill has been updated since 2009 and deaf students can take the class. And the music tech department offers a wide array of classes. For example, composing for video games, entertainment law, Pro tools certification, mastering marketing and managing your music (60c).

The music technology program is considered one of the finest at the junior college level with students from around the country.

<http://www.foothill.edu/musictechnology/>

4 Sample Questions from *MusicBiz* Notes

1. Where's the Money?

What professional should a musician consult when there is a dispute over money that may be owned for music sales?

- A. Forensic Accountant
- B. Private Detective
- C. Entertainment Lawyer

2. Prince shook up the industry when he took control of his music and began marketing his music online. Can you name other artists who have used proactive or grassroots marketing methods?

3. The Weavers and Peter, Paul and Mary combined social activism with their music during the civil rights era and beyond. Can you name two other artists who have used their celebrity for socio-political causes in the 21st century?

4. T or F? Many aspiring musicians ignore the business side of the industry in the mistaken belief that they need an MBA to protect themselves in the industry.