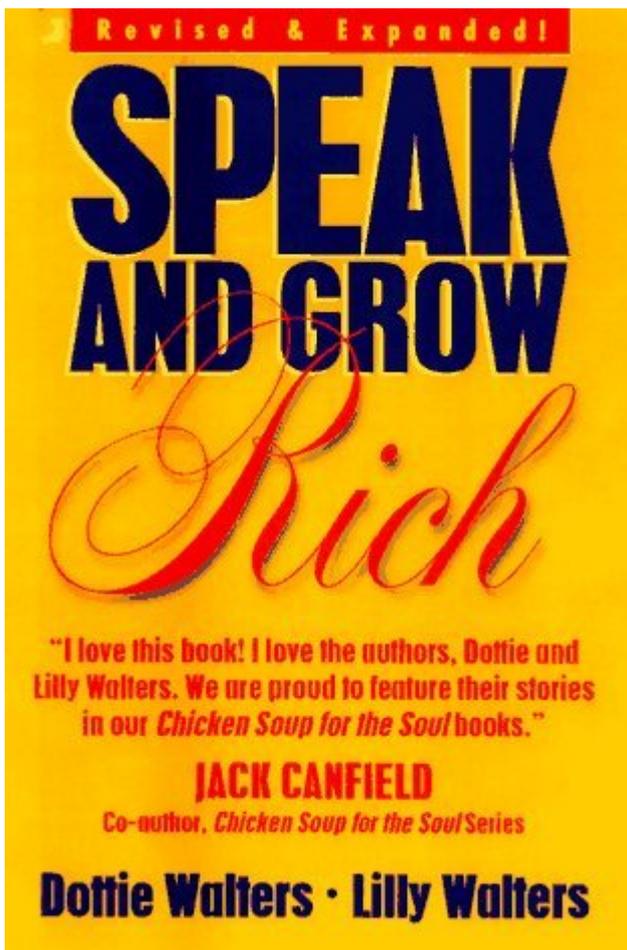


# Backlist Book Review

## Find New Business Ideas in Old Books

One of many tips listed in *Speak and Grow Rich* by Lilly Walters & Dottie Walters, 1997. The authors write that many people overlook backlist titles, which is a mistake because they often contain a great source of ideas, practices or concepts that be rediscovered and reintroduced...



Ironically, this book fits the bill perhaps because the material focuses on how to market one's speaking skills, a promotional strategy relevant in many fields today. And the book is packed with tips, facts and advice for the professional speaking industry and related fields.

A multi-page list of skills for aspiring speakers is included. It's a gem of a book for aspiring entrepreneurs even if speaking is not the field one intends to enter.

## References

Paid Public Speaking.com

<http://www.paidpublicspeaking.com/speakandgrowrich.html>

Amazon.com

<http://tinyurl.com/k2xhcn2>

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# Hollywood Films & Business Themes

## Filmmakers Are An Entrepreneurial Bunch.

Their movies often weave story lines illustrating the public's fascination with becoming their own boss.



If you had to quickly list entrepreneurial-oriented films Michael Douglas in Wall Street, Justin Timberlake in Social Networking, or Decaprio in Howard Hughes might come to mind...or not. But the themes are easily found in all kinds of films.

And some of the issues or challenges confronting would-be entrepreneurs or creative types abound with underlying messages.

From ghoulish to odd to real-world here are a few examples.

- **Fantastic Four**

Underlying lesson: Investors can be problematic. And if Von Doom is the potential financier's surname, perhaps rethinking collaboration at the start might be wise.

- **Road to Perdition**

Many men and women from 9 to 90, and from every socio-economic status and walk of life dream about becoming their own boss someday. So no surprise when the film's contract killer finds a way to supplement his income by turning his talent for murder and photography into a part-time business.

Note: See Roger Ebert Reviews. com Road to Perdition

- **The Ghost & Mrs Muir**

Struggling to pay for the mortgage on hiter New England cottage, a widow and budding writer is not turning out the manuscripts that the public wants to read. Her prim and proper background isn't salable.

So she collaborates with the spirit of a sea captain and pens the tale of his bawdy adventures and she finds literary success.

**Lesson:** Cant go wrong with innovative collaboration.

- **Mildred Pierce**

Waitress works her way up to become a wealthy and successful restaurant owner while business and family life unravels.

## References

Fantastic Four

<http://www.imdb.com/title/tt0120667/>

[http://en.wikipedia.org/wiki/Fantastic\\_Four\\_\(film\)](http://en.wikipedia.org/wiki/Fantastic_Four_(film))

Roger Ebert.com/reviews Road to Perdition

<http://www.rogerebert.com/reviews/road-to-perdition-2002>

The Ghost & Mrs Muir

<http://www.imdb.com/title/tt0039420/>

Mildred Pierce

[http://en.wikipedia.org/wiki/Mildred\\_Pierce\\_\(film\)#Adaptations](http://en.wikipedia.org/wiki/Mildred_Pierce_(film)#Adaptations)

<http://entertainment.time.com/2011/03/25/tv-weekend-mildred-pi>

[erce/](#)

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# Fish Flops Supports Wildlife Organization

## **Fish Art Contest**

Contest open to public, private and home schooled students k-12

Top winners will receive merchandise from teenager Madison Nicole's line of colorful aquatic footwear.

Press Release

Describes contest

<http://www.tpwd.state.tx.us/newsmedia/releases/?req=20140108a>

Texas.gov

Education, Art & Conservation

[http://www.tpwd.texas.gov/spdest/visitorcenters/tffc/education/fish\\_art/](http://www.tpwd.texas.gov/spdest/visitorcenters/tffc/education/fish_art/)

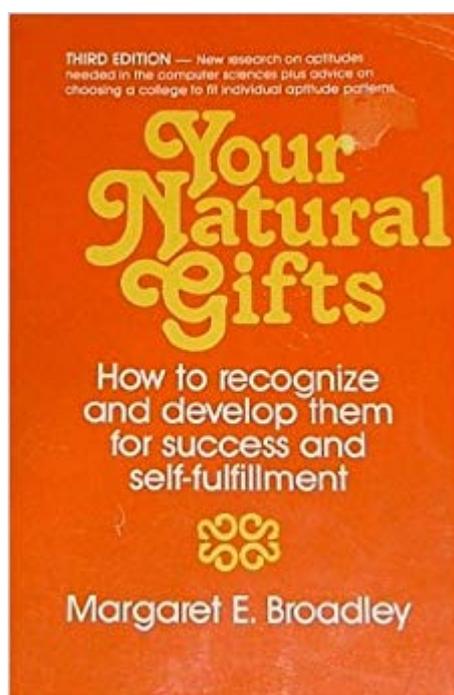
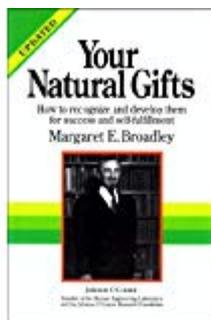
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# Mystery of the U.S. President

## **Thinking Critically**

Consider, "the only president measured tested subjective with high ideaphoria and inductive reasoning and low structural visualization. His educational background was not in law," according to Margaret Broadley in Your Natural Gifts How would you make an educated guess as to which president the

author meant? Hint: All clients of JOCRF are confidential, so Gogglng the answer will not work. Using a checklist method, indicate how you might crack the case. What sites might contain clues?



Note: *Your Natural Gifts* is out of print but used copies are found online. But you don't need to buy the book to tackle the puzzle. The entire mention on the subject of the book is quoted in the first paragraph of this post.

### An Answer

If you read the post last week and noted there was nothing online on the topic, and so you didn't attempt to check for yourself ...insert buzzer. It took awhile, but I turned up one article that included mention of the

mystery

president and JOCRF testing.

D magazine featured an article that mentions the topic:

“It’s rumored that, years ago, one son in a large, politically oriented family (Johnson O’Connor won’t give out names)

tested out below average in every aptitude and was found to have

an extremely “objective” personality – attributes common to managers.

Armed with that information and higher-than-average ambition, he pursued his perfect career path, culminating in the ultimate manager’s job: president of the United States...”

\* Article originally appeared in D magazine.

Quote used with permission.

Note the description of the mystery president’s personality in the article differs from Margaret Broadley’s description.

2. Start with the obvious clues: The book *Your Natural Gifts...* When was the book first written, according to the copyright notice? Disregard revised additions. Use the date the book was first written as an end cut off point, And use the date JOCRF was established as a starting point.

3. JOCRF established 1922

Your Natural Gifts was written 1972 (with a year or two before for lag time.)

4. Using a list of U.S. Presidents between 1922 and 1970, or so, eliminate the lawyers and the remaining names are your best bet. Also were any in attendance with Johnson O’Connor at Harvard?

Do did any of them fit the profile of the son of a large politically oriented family? (If the description in the rumor is accurate.)

Finally, there is a possibility that somewhere exists a news story about Johnson O'Connor and a U.S. President and that might be a telling clue perhaps. As would outright mention in presidential papers.

Somewhere in that pared down list of names is the president who was tested

And that as Sherlock Holmes would say is elementary.

### References

Whitehouse.Gov/Photos

<http://www.whitehouse.gov/photos-and-video/photogallery/the-presidents>

Johnson O'Connor Research Foundation

<http://www.jocrf.org/>

D Magazine.com

Born to Succeed October 1992

<http://tinyurl.com/mbjegrv>

Amazon.com

<http://tinyurl.com/lxoqjzw>



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# Lawyers Who Become Entrepreneurs

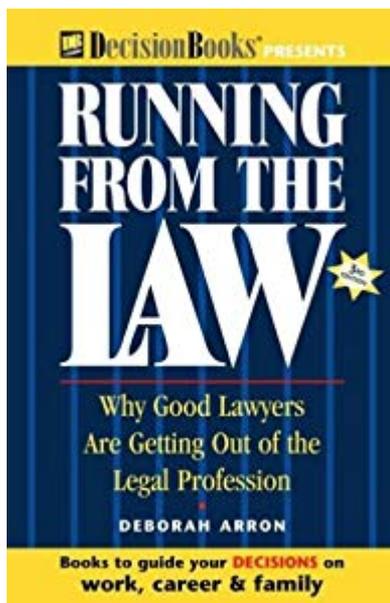
## Four Profiles...Excerpt

The niche bank is one term often used to describe the successful City National Bank, according to business journals.

A CEO with a law degree heads the firm. Music mogul Clive Davis... and the founder of Southwest Airlines, and The Sharper Image, (Arron) are companies with founders who were lawyers before turning to the business world.

Fact Sheet PDF

[Have you thought about leaving law](#)



Certain innate abilities found in many successful lawyers include Ideaphoria and Inductive thinking, the ability to detect patterns in facts and ideas, according to the Johnson O'Connor Research Foundation. Talents which fit into the entrepreneurial arena excellently. From barrister to cartoonist, trial lawyer to cake baker, or author, blogger, and career counselor for lawyers, surfboard champion and instructor... commercial airline pilot... the sky's the limit.

***Running from the Law: why good lawyers are getting out of the legal profession, top attorney Deborah Arron revealed why many lawyers are burnt out, and how some stop practicing law and take the***

## entrepreneurial path.

Deborah Arron was a pioneer. She wrote the first book that exposed the professional turmoil a segment of the attorney population experiences. Before the late 1980s, it was not a topic that lawyers dared to speak openly about, according to the Seattle Times. Arron later closed her practice and became a speaker and counselor for lawyers who wanted to change their profession.

Unfortunately, Arron later succumbed to a fatal illness, but her work is as relevant today as ever. Several years ago, I found a copy of *Running from the Law* on the shelf of a law library. I later bought a copy. Free of legalese, it's a great read, and an insightful and valuable resource, despite the 2004 copyright. Research shows that many of the issues addressed by Arron are still current. Ten Lawyer Types are featured in the book.

For example, the Lawyer-Entrepreneur, the Lawyer-Superwoman, the Lawyer-Peacemaker. Entrepreneurial, Corporate, and Academic paths are addressed.

A section on how former lawyers have capitalized on hobbies through creative and unusual ways, such as jewelry pin design and channeler/psychic is included along with a resource appendix.

### Examples Found Online

**Allworth Press** Starving artists often lack financial knowledge and know little about protecting their rights in the business world, a circumstance that spurred a teacher with a law degree to develop a way to educate and empower the artistic community. Allworth Press was the solution. Founder Tad Crawford could easily be classified Attorney-Crusader or Attorney-Altruist. He has been called an artist rights' advocate.

With a background in economics, Crawford started his company with one book of legal forms and checklists for photographers. Today, Allworth Press specializes in titles for artists in many areas. **For example, the theater, Webb design, photography, crafts.**





**For legal professionals thinking about the entrepreneurial path.**

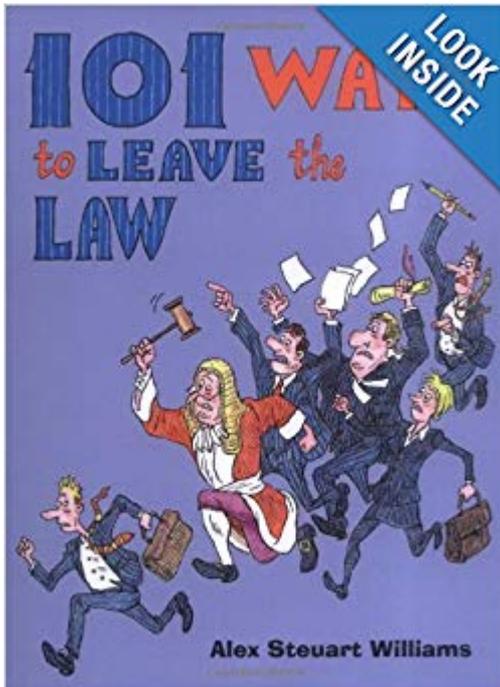
“Consider whether you would be *happy* with the choices and responsibilities that would be yours as an entrepreneur, says Crawford.

” **Book Tip:** “*The Secret Life of Money* is a good choice, because money is often more about emotions, psychology, and spirituality than about quantity.”

**Alex Steuart Williams**

***101 Ways to Leave the Law***

From barrister to animator and cartoonist extraordinaire.



*Amazon Page*

## Warren Brown

# CakeLove

From trial lawyer to baker with a chain of locations, classes, and award-winning books. Entrepreneur, educator, youth mentor, small business champion, speaker

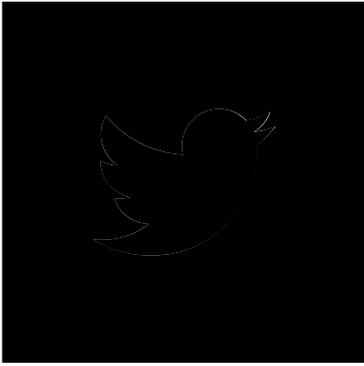
### The CakeLove Story

Insightful, humorous, touching, and wonderful account of discovery from a lawyer turned baker who conquered his “fear of flour.”

### Important tip for legal professionals

**thinking about the entrepreneurial path** “Don’t be afraid to leave your law career... there are a world of opportunities outside of the legal arena, says Brown.

**Note:** More about Brown’s start-up adventure and philosophy and other background details are included



<http://cakelove.com/about/warren-brown/>

### **References**

Johnson O'Connor Research Foundation

<http://jocrf.org/>

Deborah Arron helped lawyers solve career crises

Bobbi Nodell

*Seattle Times*

<http://tinyurl.com/n7rxohz>

Alex Williams' website

<http://www.alex-williams.com/>

The Cakelove Story

<http://cakelove.com/about/cakelove-story/>

Cookbook cover illustrations

from Abrams: The Art of Beautiful Books

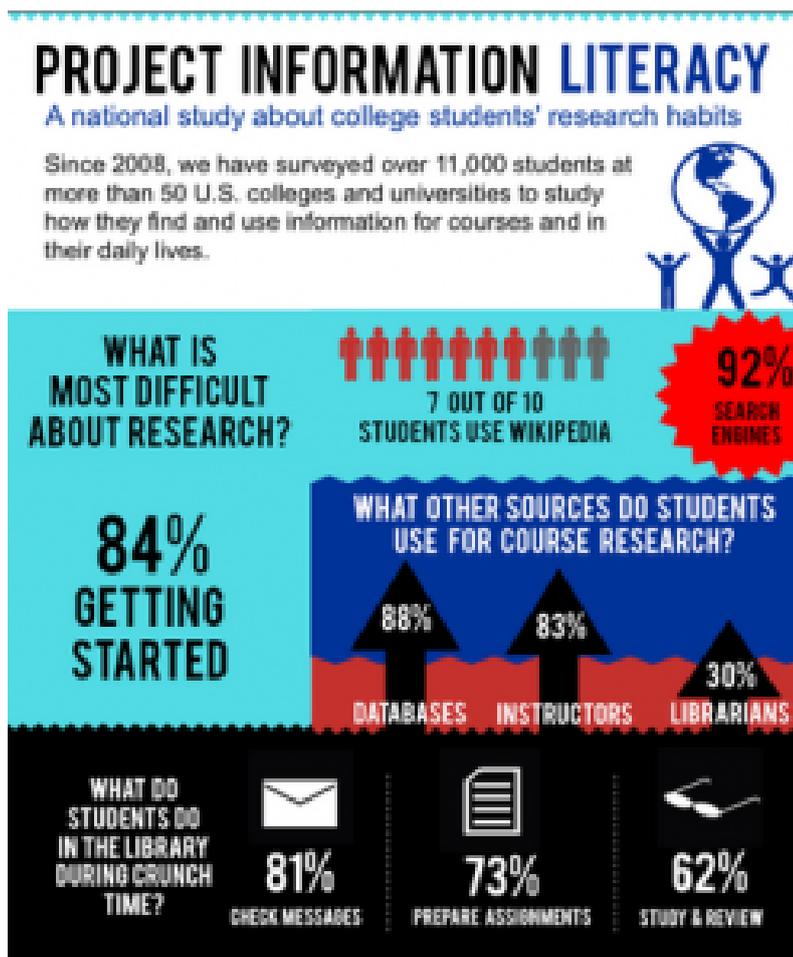
[http://www.abramsbooks.com/Books/Pie\\_Love-9781584798958.html](http://www.abramsbooks.com/Books/Pie_Love-9781584798958.html)

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# **Why So Many Students [and**

# Others] Dislike Research Tasks

## Avoiding Research Pain...805-words...Summary + Tips



Earlier last year, I re-read *Finding Facts Fast* by academic librarian Alden Todd, who wrote about students who lacked interest and attention to detail when handling their research assignments for various classes.

Reviewing Todd's story, written in 1992, I realized his account isn't limited to students, and I wondered for the first time why

was it that so many people dislike the tasks associated with research.

For instance, business consultants point out that many aspiring entrepreneurs fail to research their ideas before start up.

A habit noted by author Richard Nelson Boles in *What Color Is Your Parachute?*

And career counselors say job applicants, including upper management, have been known to appear for interviews with companies they know nothing about because they failed to investigate the company in question.

Curiosity compelled me to do a little research on my own. So I sought out opinions. "Why do students dislike research to such a great extent?" Querying librarians in an out of the academic arena.

Meanwhile, I searched through scholarly databases for answers. I learned more than half of college students are not even reading their assignments.

Opinions primarily were that many students didn't want to take the time to do the work. For many, technology was the new sheriff in town, and there was an expectation of instant results.

I decided the answer was probably a combination of weak research skills and digital overload. My attention turned elsewhere until last week when I came across a newly released study of first-year students enrolled in six US colleges and universities.

The study's purpose was to investigate the research habits of freshmen, especially when students are making the transition from finding information for high school assignments to completing college-level research work.

Project Information Literacy (PIL), an ongoing research study conducted in collaboration with the University of Washington's Information School, has uncovered eye-opening and revealing facts that expose hidden issues behind a longstanding problem in our educational system.

**Hmm... wonder what the research avoiding would-be entrepreneurs and job hunters experienced as students...**

### **Summary:**

Too many students transfer from high school into college with little understanding, training, or even access to library research tools. They discover that they are ill-prepared for the major differences and rigorous work load required in college. For example, Harvard has more than 1,000 databases for students to choose from yet many have had experience with only a two in high school, and the student may or may not have had any experience using those.

PIL found that this was a common occurrence regardless of the college in question. And there were numerous other issues uncovered which caused stress and confusion for the new students.

Not only were they overwhelmed with thousands of new resources, but there was a problem with wrestling with time-consuming tech glitches.

How to think and ask questions is an important skill needed to

tackle research assignments. But critical thinking skills were not taught either in many cases.

Technology has exposed, amplified, worsened, and created a new set of challenges, but the digital age is not the underlying cause of a longstanding systemic problem.

A third of the freshmen that enroll in U.S. colleges and universities this fall will not return to campus next year, according to the study.

Problems documented by PIL point to a history of flawed curriculum, and bad educational policies. Circumstances, which cannot be blamed on students.

If a student lacks skills, knowledge, and confidence and is overwhelmed, they will find ways to avoid stressful situations whenever possible.

Little wonder some students cope by using the same set of information resources—Google search, course readings, and library databases such as JSTOR—to complete their research assignments throughout their college years.

And as for aspiring entrepreneurs and other groups who research tasks, wonder what academic experiences they encountered?

Finding effective ways to overcome skill set issues is key. Identifying what you dislike about a task can help uncover solutions.

**Different ways to say the R word include:**  
**Examine**  
**Experiment**  
**Explore**

# Fact-Find Groundwork Inquire Investigate Study

## References

Freshman Study PDF

Projectinfolit.org

Project Information Literacy Research Report: "Learning the Ropes"

December 4, 2013

Alison J. Head, Ph.D.

[http://projectinfolit.org/images/pdfs/pil\\_2013\\_freshmenstudy\\_fullreport.pdf](http://projectinfolit.org/images/pdfs/pil_2013_freshmenstudy_fullreport.pdf)

Op-ed: Old-school Job Skills You Won't Find on Google

Alison J. Head Ph.D

*Seattle Times*, December 29, 2013

[http://seattletimes.com/html/opinion/2019857185\\_alisonheadoped.xml.html](http://seattletimes.com/html/opinion/2019857185_alisonheadoped.xml.html)

College Students Don't Know How to Research

Huffington Post.com

<http://tinyurl.com/258azr7>

Wall Street Journal.com

Librarians push back to protect jobs

<http://blogs.wsj.com/metropolis/2013/08/21/city-librarians-push-back-to-protect-jobs/>

Article Summary: Some public schools are laying off middle and high school librarians. Or plans are underway to replace the librarians, who have Master's degrees in library science, with aides, according to the Wall Stree Journal.

*Finding Facts Fast*

Amazon.com

<http://www.amazon.com/Finding-Facts-Fast-Alden-Todd/dp/0898150124>

*What Color is Your Parachute?*

Amazon.com

<http://tinyurl.com/p2oxqmh>

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

<http://wp.me/P3Kr4S-Uz>

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# How a Dream Inspired Words to a Hit Song

Illustration by the  
Colorist Casey Klahn  
New School Color  
[thecolorist.blogspot.com](http://thecolorist.blogspot.com)

## ***Wildfire***

Aspiring entrepreneurs who literally dreamt their way into a successful business have been featured in earlier posts.

Here's an intriguing story I discovered last week about the business of music.

Asleep on his friend's floor after a grueling collaborative session

in the late 1960's, musician Michael Martin Murphy awoke from a dream and penned the words to a song that would later sell a million copies.

An unusual blend of cords, a beautiful melody, and a haunting lyrical tale of a man's memory of a mountain woman and a magical horse. Elements of a ghost story Murphy first heard as a small child.

Today, the award-winning musician performs as a cowboy singer. And several versions of *Wildfire* appear on Youtube.

## References

Wildfire Lyrics

Songmeanings.com

<http://tinyurl.com/lusczs3>

YouTube      5 Min.

Version similar to the rendition released on the radio.

**Advisory:** This video version has an annoying caption that rotates around the singer's face during the entire performance, and it has angered some visitors who have expressed their right to free speech in the comment section.

**Tip:** Avoid the comments and just listen. A memorable performance otherwise.

<http://youtu.be/Pc30nS0c48s>

Album (5:05 min) HQ

Longer Version

<http://youtu.be/Pc30nS0c48s>

Illustrated YouTube Favorite  
with nearly 3 million views

<http://tinyurl.com/m7wr73a>

Live Performance

**Summary:** Before singing, Murphy briefly recounts the story of how the song was composed.

<http://www.youtube.com/watch?v=gl4Y4FWkn0>

Interview & Symphony Performance 7 Minutes

[http://youtu.be/8fBn\\_X9-JDE](http://youtu.be/8fBn_X9-JDE)

Video Interview

on Murphy's family history

[http://www.youtube.com/watch?v=8fBn\\_X9-JDE](http://www.youtube.com/watch?v=8fBn_X9-JDE)

Article

Murphy's history

The boot.com

<http://tinyurl.com/lurdeud>

Colorist illustration

retrieved from Open Access

<http://thecolorist.blogspot.com/>

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# Jessica Lange's Artistic Photography

*It's about a Little Bird*



Lang's October appearance on PBS' Tavis Smiley replayed recently, and several interesting topics were discussed:

- Humorous account of the real life Italian canary that inspired Lang's new book for children.
- And Lange offers an inside glimpse of how to make artistic hand drawn photography prints versus mass-produced digital photography, which she finds unappealing.

## References

*It's about a Bird*

Jessica Lange on Tavis Smiley

Original broadcast

Oct 2013

<http://www.pbs.org/wnet/tavissmiley/interviews/jessica-lange/>

Amazon Page

<http://www.amazon.com/About-Little-Bird-Jessica-Lange/dp/1402285264>