

How Aerosmith Musician Found His Path

Clarinet Player Joe Perry?

http://youtu.be/FAm_gioAVnY

Aerosmith fans will likely laugh at the thought of the famous guitarist rocking out on the clarinet.

During the first 15 minutes, of this Tavis Smiley rebroadcast, Perry recounts his childhood learning disability, science aspirations, clarinet lessons, and love of reading. It's an inside look at how his family coped with his academic challenges. And what circumstances later inspired him vocationally as an adult.

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

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

Reference

PBS.org/Tavis Smiley

<http://www.pbs.org/wnet/tavissmiley/interviews/joe-perry/>

The Challenge of Starting A Successful Restaurant

What Happens after Restaurant Impossible Leaves Town?



The Search for Restaurant Diners

Owning a restaurant is a dream for many people. Startup is the easy part. But hopefuls often fail to properly investigate and evaluate what the realities of day to day management and marketing will entail, according to New York Times profile of the popular *Food Network TV's Restaurant Impossible*.

Major takeaway: Unless would-be restaurateurs' hone their skills and knowledge beforehand, sometimes, not even chef Robert Irvine can save the day.

Since restaurant ownership continues to be an American Dream, this behind the scenes look at some of the participants will give some budding entrepreneurs a glimpse of reality.

Nytimes.com/7/2012

After the Cameras Leave the Kitchen

<http://tinyurl.com/noostsa>

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When Employees Choose The Freelance Path

Independence Road: Is Freelancing Feasible?



Writer Preeti Gill surveyed independent prospect researchers around the world for the association periodical, APRA Connections.

And several themes emerged in her article, Independence Road... such as unexpected job loss, and how some employees handle transition to entrepreneurship.

But for some readers, “What exactly is a prospect researcher?” will be a nagging question.

Major takeaways include the importance of studying one’s field of interest as an Intrapreneur, the term coined for one who tests their skills and ideas while still employed...And note the ethical practice followed by Gill of not using employer resources to explore freelance opportunities. Whether intrapreneurship or entrepreneurship, public and private employees should be aware of conflict of interest rules and avoid any violation.

The trick will be to plan a proper test to identify existing and emerging problems.

And spot unmet needs created by those issues and match skill set etc., to demand.

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References

Independence Road: Is Freelancing Feasible?

<http://tinyurl.com/jvlvzb3>

APRA Connections

<http://www.aprahome.org/p/cm/ld/fid=10>

Fundchat.org

Don't Be Alarmed, I'm A Prospect Researcher

<http://tinyurl.com/nckadvp>

Graphic Design Warning for Aspiring Entrepreneurs

Tips, Quiz & Advice



Update:

Educator and entrepreneur Andy Fling offers a useful free tutorial that underscores the importance of good graphics in How to Market Your TpT

Products on Pinterest (Without Wasting Your Time).

See Teachers Pay

Teachers.com

<http://tinyurl.com/zq92ug6>

New Upload Content.

For preview and table of contents on the Teachers Pay Teachers, click this link

[New Graphic Design Warning Upload](#)

Note:

The following content does not include affiliate links.

Sites or products mentioned have been chosen for educational

purposes solely. Links were gathered from academic and design professionals, firsthand research and experience, having hired designers for countless small business projects.

Earlier this year, I decided to try the do-it-yourself path using Adobe, Microsoft and PowerPoint software. There's a ton of good how-to information in many formats on the web. But my attempts to design several book covers inspired this post. Henceforth, I have decided to leave graphic design to professionals.

Here's Why

This past year, many hours were spent hunting for the perfect illustration and hours more were wasted trying to create a design with software that looked like the cockpit of a small plane, And then I'd upload and discover my nifty painting was the wrong choice after all.

In many other instances, I knew not to even bother uploading what I'd created.

Fortunately, critiquing and evaluating are strong areas in my skills set...

It dawned on me that a well-trained professional would know instantly how to avoid some of the rabbit holes I'd tripped over

Too much time was being wasted on a task I was not fully

suited for while other major business activities had to be postponed.

Producing graphics requires for commercial purposes all of the following elements: training, natural ability and skills and knowledge. So despite great effort, the end result may well be a product that buyers will avoid.

Easy access to software and a can do attitude can mislead one into thinking that that is the first major step. ..

First Things First

If the end goal is to produce sales, and do-it-yourself is the path considered, evaluate your skills and abilities first via checklist or vision board...

What skills and knowledge would a student need to find a job in the graphics arts field? How many of those skills do you have? How much do you already know?

Based on your answers, would you someone with the identical skill set and knowledge for the task you plan to do yourself?

You may already have raw talent and taking a course would enable you to complete the work successfully. How do you learn best? What go-to resources can you assemble that will give you all the help you need to execute the project successfully?

If you plan to launch a business using a do-it yourself graphic design model, consider consulting a professional who also

teachers in order to get feedback on some of your proposed finished graphics.

Unfortunately, too many aspiring entrepreneurs with talents in other areas dabble in graphic design and end up wasting time, effort and money.

According to the Johnson O'Connor Research Foundation, aptitudes and skills of a graphic designer will likely include color discrimination, perception and observation.

In addition to marketing and communication skills, most important is spatial or structural visualization aptitude, which is the ability to visualize ideas mentally in 3-D.

The typographic is one example. And see the link for Sassy Bibliophile. An excellent illustration of a high school teacher and librarian who exhibits some of the innate qualities of a designer.

Whether a book cover, logo or other promotional item, graphic design is art and marketing science combined.



Quiz

Choose from answers a-d.

What if any changes would you make on the cover draft pdf?

Click link to study draft

[ICoverside The Music Biz](#)

- a. Change Font Size
- b. Change Select Typeface
- c. Use Fewer Images
- d. None of the Above

Note: Answer key at the end of the references list.

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

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

References

“American Institute of Graphic Artists. It’s one of the two best resources as to why you should hire a real designer. The other org is GAG – Graphic Artists Guild, according to academic professionals in the design field.”

Teachers Pay Teachers.com (TpT)

Designing A Cover:

Using The Rule Of Thirds

<http://tinyurl.com/oonsayo>

Storefront Tips for TpT Sellers

Free Preview

<http://tinyurl.com/oheqe7x>

Johnson O’Connor Research Foundation.org

Non-profit Aptitudes Research Since 1922

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

Ruby Porter-Marketing+ Design

4 Reasons Having A Graphic Designer is

Important for Your Business

<http://tinyurl.com/qzj54l9>

Freelancegraphicdesigner.info

5 Tips on Choosing a Freelance Graphic Designer

<http://www.freelancegraphicdesigner.info/>

Odesk.com/Blog

Hire the Right Freelance Graphic Designer

<http://tinyurl.com/o7q4pks>

Creative Latitude.com Article

<http://tinyurl.com/aaj7w>

GraphicArtsGuild.org

https://graphicartistsguild.org/tools_resources/browse

Blogs.wsj.com

Understanding Entrepreneurial Design

<http://tinyurl.com/nban8gb>

American Institute of Graphic Arts

<http://www.aiga.org/why-design/>

Graphic Artist Guild.org

https://graphicartistsguild.org/tools_resources/browse

Joe Ragey Fine Art & Design

| www.joeragey.com

Joe Ragey Design.com

www.joerageydesign.com

The Sassy Bibliophile.blogspot.com

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

Psychology/Wichita.edu/useabilitynews

“Perception of Fonts: Perceived Personality Traits and Uses”

Note: Interesting content and charts are included.

<http://tinyurl.com/6oljq2Import>

College for Creative Studies.edu/undergraduate programs/design

<http://tinyurl.com/mteu3y3>

Inspirationlab.comwordpress.com

So you need a typeface

<http://tinyurl.com/y5hykyz>

Smashing Magazine.com

What Font Should I Use?

Five Principles for Choosing and Using Typefaces 2010/12/14

<http://tinyurl.com/29muad5>

Just Creative.com

7 Fonts Used by Professionals in Graphic Design

<http://tinyurl.com/cc6q5k9>

InspirationBit.com

“Plea from 16 Most Overused Fonts”

<http://tinyurl.com/5tn3mh>

YouTube

Using MS Word to Make Clip Art

<http://www.youtube.com/watch?v=-Heg9P2DY3M>

YouTube

Making Cute Clip Art in PowerePoint

<http://www.youtube.com/watch?v=xfyd5>

Adobe TV.com

<http://tinyurl.com/njthod9>

Lynda.com

Design Techniques/training Tutorials

<http://tinyurl.com/o879off>

According to a professional who spoke off the record,

nothing is actually wrong with the images individually,

but the entire visual does not communicate the message on

the cover: *An Inside Look at the Music Business*. So as a cover

page, it would be ineffective.

Souper Bowl Poster

Created for a fundraising event

Note: Check out the short insightful description of how the piece was created.

<http://sethmcomberdesign.com/souper-bowl-poster/>

Canadians Internet.net

Top 3-D Cover Design Tools

<http://tinyurl.com/qx9fmom>

Summary: Includes details about low-cost monthly subscriptions and free trial offers.

Bookmarketingbestsellers.com

Pinterest Marketing:

Redesigning Graphics for Pinterest

Nelson Mandela

<http://tinyurl.com/lqru5kl>

Quiz Answer Key

Answer is d

Note: But a good argument could be made that a-c apply, too

The Prize Winner of Defiance, Ohio

Movie Subplots... New Pdf Excerpt

The Prizewinner of Defiance, Ohio is based on the true

remarkable true story of an amazing mother, Evelyn Ryan.
Backstory details are included in the new pdf

Sample Question

What do you think some of the heroine's primary skills and talents were?

References

Youtube.com...2.5 Minutes

The Prizewinner of Defiance Ohio

http://youtu.be/A_6e5AilC6

Summary: Brief movie excerpt of shopping spree prize

Evelynryan.com

<http://evelynryan.com/Site/>

Amazon.com

The Prize Winner of Defiance, Ohio:

How My Mother Raised 10 Kids on 25 Words or Less by Terry Ryan

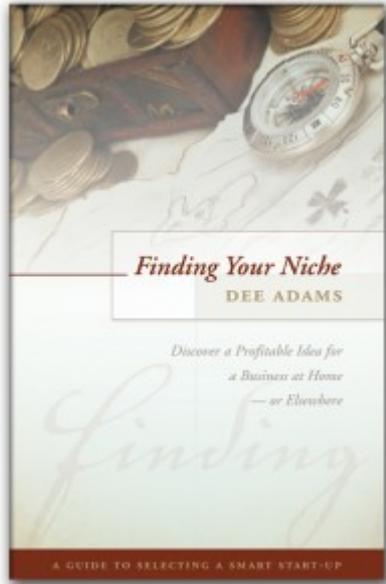
<http://tinyurl.com/q7cxzgn>

More about Movie Subplots...

Niche Creativity.com

<http://wp.me/P3Kr4S-29F>

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



How Do You Know If You Have a Good Idea for a Business?

One Step...Frequently Overlooked



News about a useful article on how to evaluate new business ideas posted recently in the AIIP forum <http://tinyurl.com/k5ll4n8>

Two stories came to mind.

An injured man fished out of the sea has no knowledge of his education, skills or abilities. He suffers from complete memory loss. Then without warning one day, someone tosses him a pistol. He catches the throw with lightning speed and immediately obeys a sharp command..

“Break it down!”

Within seconds, the weapon is disassembled and lying on the table in small pieces.

And the amnesiac, [Jason Bourne], stares in amazement at what he has just done...

And then there's the real- life tale of candy maker, Clarence Crane, who came up with a new business idea for his company, but sold the formula for \$2900.

The formula for Lifesavers.

Probably one of the costliest blunders ever made by a solo entrepreneur.

Crane had a good track record in the chocolate candy business, but marketing and manufacturing issues for the new product blindsided the businessman

And after a yearlong struggle with the idea, frustration triggered a poor decision.

So I would add that before evaluating any new idea, identify your blind side.

Focus solely on evaluating skills and abilities needed to make the particular idea take off...

if it could.

Break it down quickly and accurately...



1. List the required daily activities
2. List skill set and aptitudes for each item on the list.

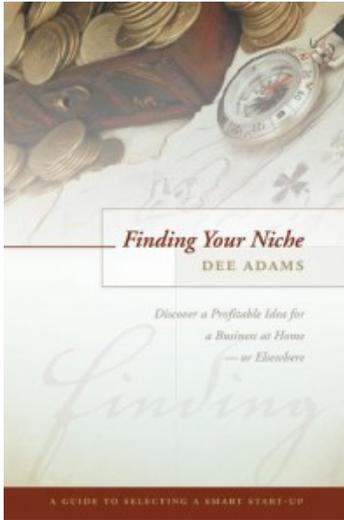
Which of the skills or abilities do you lack or tend not to be stronger in?

Will you want to use those skills and engage in the activities on your list?

Will you enjoy using those skills or talents?

Are there skills on the list that you need to learn or improve?

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



Dreaming Up New Product Ideas

William Blake, 18th Century Poet, Painter, Printmaker
& Illustrator Rose O'Neill



Two pioneers who credit a dream for their creative ideas. Blake for illuminated poetry and O'Neill for the Kewpie Doll. Check out an earlier Niche Creativity post on the subject matter.

A stanford edu link has been added.

Dream Business

<http://wp.me/p3Kr4S-G>

Food Industry Gossip

Revisited

2 posts several years ago on Niche Creativity.com

New links, images and update provide additional food for thought for aspiring entrepreneurs interested in the industry.

1. America Invades British Shores

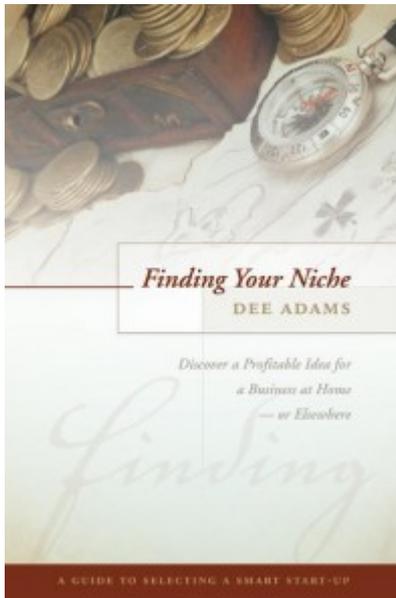
<http://wp.me/p3Kr4S-V>

2. American Government Bans Canadian Bacon

<http://wp.me/p3Kr4S-3z>



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Movie Subplots



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SampleMovieSubplots](#)

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<http://www.payloadz.com/go/sip?id=2797883>

2 Updates: Kewpie Legal Troubles & New Titles

Rose O'Neill

<http://wp.me/p3Kr4S-1RD>

& New title available Tuesday 9:00 p.m

1. *Movie Subplots*

Summary: Aptitudes & Skills At the Movie

2. Free 10-page research study guide

will remain free until *Finding Your Niche* 2015 is available.