

THE GETTING OF IDEAS

If you've gone through the preseason videos, you should have been told about getting ideas. If you already have those, great, because tomorrow you are going to start filtering those ideas using the most amazing tool you've ever seen.

In fact, it is sort of shame if you are new because you won't realize how good the tool that you are going to see tomorrow actually is. Nevertheless, today is all about formulating and making sure that by the end of today, you've got 5-10 ideas that you are going to test out using the software to see what you're going to start moving forward with.

Of course, if you have an existing business, you're set because you're going to use your business as the way to do it.

But still, you should at least go and have a look through the process because you never know what periodicals, publications, web sites and so on that are actually available in your industry. In the end, you are going to be able to track all of those ideas.

The first site to getting ideas is Amazon.com because it really is a huge encyclopedia or library. There are other sites as well that can be helpful. You can download a special report full of this information from the training page for Day 1. That will give you heaps of ideas.

To continue with the Amazon.com example, you want to go to **Books → Magazines and Newspapers**.



Scroll down to see the **Categories** section.



Already you are starting to see some ideas...

For illustration purposes, let's pick **Crafts & Hobbies**.

Categories

- Antiques & Collectibles
- Arts & Photography
- Automotive
- Brides & Weddings
- Business & Investing
- Children's Magazines
- Comics & Graphic Novels
- Computers & Internet
- Cooking, Food & Wine
- Crafts & Hobbies**
- Education
- Electronics & Audio
- Entertainment

On the right hand side of the page is the **Bestsellers in Crafts & Hobbies Magazines**.



Your screen may look differently, which depends on the time you do this challenge.

Sometimes it makes sense to see the top 10 list for ideas, but if you see the list of subcategories for **Crafts & Hobbies**, you usually can get 5-10 ideas immediately.

Browse

- Applique
- Baskets
- Beadwork
- Book Making & Binding
- Candlemaking
- Crafts for Children
- Crocheting
- Cross-Stitch
- Decorating
- Dollhouses
- Dough
- Dried Flowers
- Dye
- Embroidery
- Fashion
- Flower Arranging
- Framing
- General
- Glass & Glassware
- Jewelry
- Knitting
- Lace & Tatting
- Lapidary
- Leathercrafts
- Metal Work
- Miniatures
- Mobiles
- Model Trains
- Models
- Needlecrafts
- Needlepoint
- Needlework
- Ongans
- Painting
- Papercrafts

Crafts & Hobbies
Magazines on: Quilting, Scrapbooking, Knitting, Crochet, Needlework, Jewelry Making, Woodworking...

Up to 40% Off Needlecraft Bestsellers

Needlecrafts Knitting Quilting

1 Crafts #2 in Needlecrafts #3 in Needlecrafts #4 in Needlecrafts #5 in Needlecrafts #6 in Needlecrafts

Connect with Your Favorite Pastime

Knitting & Crochet

- Creative Knitting
- Crochet!
- Crochet & Easy Crochet
- Hoop Knitting International!

Quilting

- Quilt
- The Quilter
- Quilting Arts
- Macalyn's Quilting

Sewing

- Sew News
- Threads
- Sew Beautiful!
- Colorful Sewing, Sewing

Jewelry & Lapidary

- Metalwork
- Lapidary Journal
- Jewelry Artist
- Art Jewelry

Beadwork

- Step by Step Beads
- Beadwork
- Simply Beads!
- Bead & Button

Textile Arts

- FiberArts
- Textile Fiber Forum
- Textile View Magazine
- Arts

If there are two filters you could apply in the TDC to get 5-10 ideas, they should be:

1. **The topic interests you.** You don't have to be passionate about it and you certainly don't have to be an expert. At the very least, you have to be curious about it. The problem is, you are going to do a lot of work in the topic and if that doesn't sound interesting to you, it can be very hard. After a while as you become a real professional at it, you could just go through the process but for now you should go point by point through this.
2. **Smaller is better.** If this is your first go at the TDC or Internet marketing, you want to take a tiny little niche to get yourself started. Taking a massive niche like weight loss, fitness and all those big categories is like going to a major league playing baseball without knowing how to swing the bat. You want to play little league first.

Now let's take another example on **crocheting**.



Right now, there are 10 different crocheting magazines. Notice that you also are able to buy quarterly, six issues or twelve months. That is interesting because if a magazine is really popular there will be a monthly option. That's the economics of magazine industry.

If a topic can support all those magazines, you can be sure they are making money because obviously they are not going into this for fun and love of crochet. They may love it but they also want to make money at the same time.

To support all the magazines, there should be a lot of advertisers who are spending money in that marketplace. And the only way advertisers can spend money over the long period of time is that they are indeed making money.

For the sake of example, let's do a search in Google for the term **crocheting**.

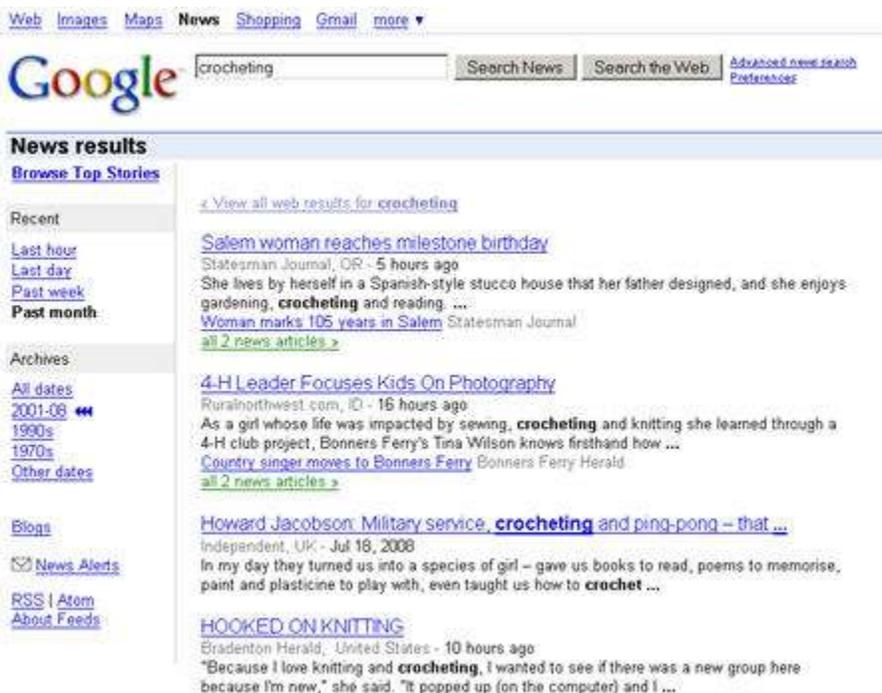


Make sure you choose **Google** as the search engine and hit enter.

What you want to do is go to **News**.



Here is the page where you see all the results, which are the latest news articles on crocheting.



If you scroll down to the bottom, you'll be able to grab the latest news on crocheting with Google Alerts.

[A champ takes on crocheting](#)

Worcester Telegram, MA - Jul 11, 2008

His **crochet** needles keep pace with the sound of his voice, never pausing for a breath but clacking continually until yet another beautifully patterned ...

News! Get the [latest news on crocheting](#) with Google Alerts.



Click on the link. A page like this will appear.



You can create a Google Alert that will notify you anytime a major paper, magazine or somebody publishes about crochet. Once you've set that, you are going to be on the cutting edge of crochet.



You will be able to look at news, blogs, web, comprehensive (recommended), video or groups.

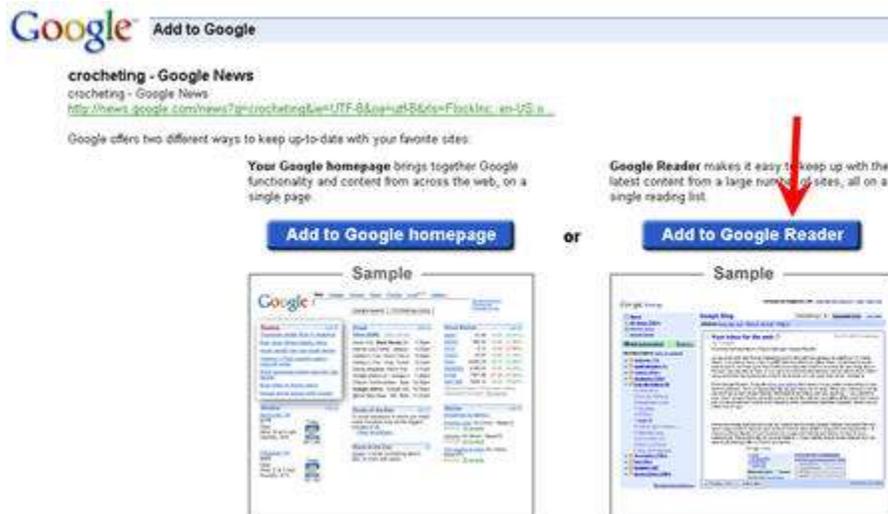
You can have it set to once a day, as it happens or once a week. Finally, put in your email address and push the **Create Alert** button to create the alert. It is one way to do it.



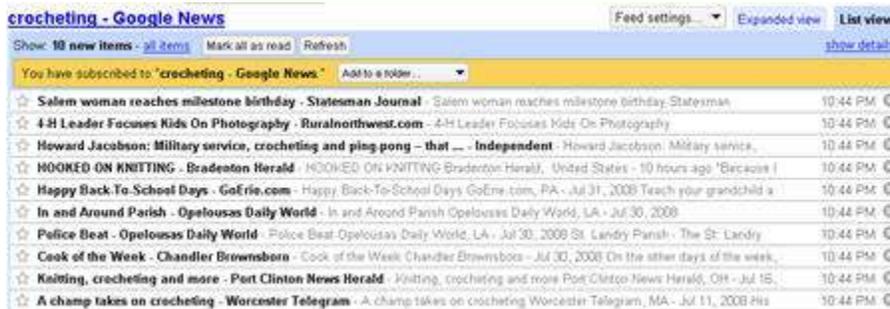
Another way is to grab the RSS feed that appears on the news search result page.



If you click on it, you'll be able to add it to your Google Reader.



Anytime there's a news story in the world about crochet, you are going to be updated via Google Reader.



If you have an existing business, are an artist, or you have a product, you want to be able to keep track of your industry. The method you've seen above is how you can do exactly that.

You'll know more than 95 percent of everybody else. The best thing is, you don't have to go out there and search for it every time, it will be delivered to you automatically.



Adding the feed to a folder can make it tidier. Just choose **Folder**, enter the name of the folder into the next dialog box, and click **Ok**.



With this, you can play with it and look at the specific group of feeds and so on.

Tips: You will be amazed at how many things are available via RSS feeds. You always want to keep a look at that little orange icon in the address bar of your Flock browser.



ACTION LIST

1. Come up with 5-10 market ideas
2. Go to [Google News](#), type in the market you want to look at and take in the RSS feed and put into your Google Reader. In a couple of days, you are going to be right across those industries.

If you have to choose, take the smaller niche at the moment. You will have better result. History has shown that but you will learn more about it tomorrow.