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The Bottomless Notebook

By Shery Ma Belle Arrieta-Russ

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Reading through a writer's notebook or journal is like discovering pearls, rubies and diamonds amidst a pile of rubble.

That little notebook is a powerhouse of ideas for every writer: The more you write down bits and pieces of your thoughts and observations, the more you are adding into the well of ideas for future works.

Here are a few things you can record in your notebook or journal, so that in case you run out of ideas to write about, you can refer to it:

Your Shoeboxed Life: Write what you know, feel and experience. Jot down snippets of events in your life. Write a sentence or a paragraph about a funny, embarrassing, happy or infuriating experience.

The Interesting People. Scribble descriptions of people you meet every day. How do they react in certain situations? How do their names fit their image?

A Word a Day. Whenever an interesting word catches your attention, write it down. It may have a different meaning for you a month or a year from now. If you keep a list of words in your notebook, these words can serve as story starters for you.

Those Quotable Quotes. A meaningful quote can start you off to writing. Collect quotes you come across that interest you.

Ordinary People with their One-Liners. Overheard lines in a conversation can sometimes spark your creative mind. Write down these one-liners in your notebook. They can be great story starters.

Something You Read. Read good books. Keep a file of memorable lines or quotes. Write down quirky billboard ads. Scan the papers for one-liners. These are good idea stimulators.

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Emotions. Describe what you feel at any given moment. If you feel angry right now, write what your anger feels like. Describe it. Use vivid words.

Writers are similar to store owners. Store owners stock their supplies in their shelves, while you stock ideas between the pages of your little writer's notebook.

You can make your stock endless, bottomless. You can reach down again and again for inspiration without exhausting your notebook of reserve.

So start stocking your writer's notebook today. A week from now, take a peek in it and you just might find something there that could connect your pen to paper.

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Shery is the author of the book, **WEEKLY WRITES: 52 Weeks of Writing Bliss!** Grab a copy from

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Give Me \$1 And I'll Have A Powerful Marketing Weapon

By Al Martinovic

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One of my most powerful marketing weapons actually costs me less than \$1. I buy it once and it lasts me a lifetime. I use it over and over again and it never leaves my side.

What on earth could it be? Well, it's my trusty notebook! It is where I store all of my ideas.

Let me give you some examples. If I come across an email, even if it's sp*am, and the headline made me open up that email then by golly I will write that headline down in my notebook for future reference.

If the headline made me open the email then you can be sure others will open it as well. So in my trusty notebook I record all the email headlines that have captured my attention.

The Bottomless Notebook

This way the next time I am writing an email to my list or prospects etc. or if I am stuck for a headline, all I have to do is refer to my notebook which has plenty of headlines to choose from.

But don't stop there! If you visit a website or read a newspaper etc. and come across a great headline... write it down! Keep doing this and eventually you'll have pages of headlines to choose from and to test in your marketing campaign.

Don't copy the headline word for word but rather use it as a reference and change it around to suit your own business. You'll find that many great headlines are actually recycled.

But don't stop there! If you are reading ad copy and come across a great word or phrase... write it down!

Again, eventually you'll have pages of words and phrases to choose from when writing ad copy. It is also useful when you have writers block. You can just open your trusty notebook and use a line or two and the next thing you know the next paragraph writes itself.

These are just a few of the ideas that I store in my trusty little notebook(s).

So get yourself a notebook or two and start storing your ideas. You'll be surprised at how often you will refer to it. And if you're like me, that notebook will never leave your side when you are marketing.

Al Martinovic publishes the Millenium Marketers Newsletter. Get powerful internet marketing concepts, killer strategies, useful tips, and no bull business advice by subscribing Today:
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