The Secret is Out – Successful Business Leaders Get Their Ideas and Inspirations Through "IdeaFishing"

The challenge to be "constantly creative" in leadership positions has created significant pressure on executives in companies big and small. Whether it's development of a new product, leading the charge of a new advertising campaign or finding an innovative solution to a conflict, being "on" 24/7 has become expected by those in charge. "IdeaFishing" is the art of using uncommon associations and open-ended but focused questions to drive creative solutions fast and in real-time. Software solutions now make that process easy and quantifiable.

Portland, OR (PRWEB) February 3, 2005 – Eric Kinney needs all the creativity he can muster, every day. At any moment he may be expected to craft a bit of copy, create a web site that pulls, or develop an AdWords campaign that will bring immediate results for his clients. Now, with the addition of IdeaFishing to his creativity repertoire, Eric has become a problem-solving machine, serving more than a dozen companies in their creative pursuits that lead to sales.

"I used to HOPE for inspiration to strike like lightning, but not anymore. I can't afford to have a dry-spell. So now I IdeaFish using Google, a scratch pad and IdeaFisher software" comments Eric Kinney, President of Access Communications in Vancouver, Washington. "I am now confident that at any time, I can grab my computer and IdeaFisher, and in less than 10 minutes have some pretty serious solutions to work into my designs and web sites. And with the creative pressure off, I can focus more on developing my business instead of hoping inspiration will arrive that would allow me to create a killer marketing program. The latter is gravy compared to the old days of writing my ideas on the shower door (that was my favorite creativity space for many years)."

IdeaFishing combines the act of starting with a well-defined problem, and using associative materials to help "connect the dots" of an idea. Whether that's grabbing a pile of magazines and piling through, marking up a whiteboard with freeform thoughts, one leading to the other, or using a program like IdeaFisher to speed up the process. The latter is a creativity program that has made news in the fact that in a short amount of time, with very little input from the user, can help develop dozens to hundreds of truly useful results. In addition, the program can "capture" that process to repeat and build on at any time. It is also infinitely expandable to address any number of specialty niches, from Advertising to Private Investigation Techniques.

"First-timers to the creative process are amazed at what it can take to be truly innovative. Though the end result may seem simple and obvious, it may have taken more than a hundred attempts at a solution to take a fair idea to an exceptional final product" states Mark Effinger, President of IdeaFishing.com and a seasoned creative. "But more interesting is the fact that we

have well over 350,000 users out there, but few business leaders feel open to talking about using a third-party software solution to solve their problems, or help them become more creative. It's as though as leaders, we're EXPECTED to be creative at all times. But after 60-80 hour weeks, many behind spreadsheets and other mundane tasks, keeping a creative edge is what it's all about. Your creative edge is your competitive edge. So this closely-held "secret" could benefit from a more "open source" distribution, especially within the framework of a corporation, regardless of its size".

An example of the power of the word-association engine is in looking for solutions around the word "Red". IdeaFishing with the program provides over 700 references to Red, including Fire Truck, Ferrari, Stop Sign and Blood. Any one of those terms may be the key to either another associative term, or directly to the solution. Then drill-down using from 240 to 2,400 specific questions in a gamut of disciplines, and an individual may be able to develop more than a dozen worthwhile end products that are creative, focused and unique. A list of the 432 Topical Categories in the program can be found at http://store.ideafishing.com/topical.html

Starting at only $129.00, IdeaFisher 6.1 software is available for Windows 98 through XP, and for Macintosh OS8 to OSX (Classic mode until February 28th of 2005). The software is available at http://store.ideafishing.com/ideafisher60.html. Other products from IdeaFisher-ExitPath are available at the corporate web site at http://store.ideafishing.com. The company also develops and markets Expansion Modules, and currently sells 16 such modules ranging in price from $47 to $79. The IdeaFisher 6.1 program comes with Advertising, Marketing and Project Evaluation modules included.

IdeaFishing.com is a developer and marketer of high-value creativity and strategic business applications and tools. The company is located in Newport Beach, California and Portland, Oregon. The company can be reached at http://www.ideafishing.com. Testimonials from many business leaders can be found at http://store.ideafishing.com/testimonials.html.

IdeaFisher, the primary software marketed through IdeaFishing.com was founded by Marsh Fisher, also co-founder of Century 21 Real Estate. Mr. Fisher has spent over 40 years in the search and development of creativity solutions that expand on the human potential to create and positively change the world through ideas.

<div align="center">###</div>

Contact: Mark Effinger, IdeaFishing.com
Email: me@exitpath.com
Phone: 949-903-1987