IdeaFisher 6.0 *and* PRO

We at IdeaFisher Systems, Inc. wish to thank the more than 250 talented people who have played a role in the evolution of IdeaFisher since its inception in 1964. We appreciate the contributions of all.

Mission Statement
"To lead in the development of systems and processes which enable people to create ideas for tomorrow, to encourage, through increasingly expansive thinking, the fulfillment of humankind's responsibility to ourselves -a better world."

~IdeaFisher Systems, Inc.

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About This Manual

IdeaFisher is a brainstorming tool designed to help you think creatively. It is recommended for writers, designers, advertising and business executives, entrepreneurs, engineers, architects, inventors, educators --in short, creative people everywhere who want to increase their ability to develop new ideas and resolve problems.

For a broad perspective of the philosophy behind IdeaFisher and to effectively use the software, please review the Introduction section. This section will explain the intellectual foundation and structure of the large databases IdeaFisher contains.

This User's Guide is for owners of IdeaFisher and IdeaFisher PRO, Windows version. It contains basic information and instructions to install the software, familiarize yourself with program operations, and to put IdeaFisher to immediate, productive use. The User's Guide is organized into the following sections:

Introduction describes the basic organization of the IdeaFisher database elements and provides a general description of how the program can be used to help trigger ideas in a wide variety of situations.

Getting Started gives step-by-step instructions on installing the software, along with introducing the program's basic functions and working environment.

Sample Sessions show you, through several problem-solving situations, how to orient yourself with the operation of IdeaFisher.

Other Ways to Use IdeaFisher offers additional methods of how IdeaFisher can be used to enhance your productivity

Command Reference gives you complete descriptions and definitions of all the program functions, and offers step-by-step instructions on how to use these functions.

If you are unfamiliar with Microsoft Windows 95-XP, please refer to your Microsoft Windows Users Guide before proceeding. You need to be familiar with the basic terminology and operation of Windows before you can implement the instructions presented in this manual. We at IdeaFisher are committed to earning your continued trust and support. Please call us if we can be of assistance anytime you are using our products at 949-699-4466 (9am-4pm Pacific Time).

Introduction

You're holding the key to business success...

FACT: the best managers spend most of their time Communicating.

FACT: the most successful executives .

Think Creatively
Plan Thoroughly
and Communicate Persuasively.

FACT: IdeaFisher can help you do all of the above -more quickly and easily than you ever thought possible.

Today's executives typically use computerized writing references of one kind or another. Dictionaries, thesauruses, spell checkers all can help you write a better sentence. But imagine a software program that helps you think comprehensively, plan thoroughly and communicate with power. Such a program will give you a competitive edge in business.

That competitive edge is now in your hands.

What Is IdeaFisher

IdeaFisher is a set of innovative, computerized business tools designed to help you solve problems and communicate effectively. It's a catalyst designed to spark, expand and enrich your ideas and business solutions.

If you've been racking your brain for an outstanding idea…or looking for a fresh approach to an old problem. ..if you have no notion of where to begin a creative project. ..or simply want to consider all the angles and possibilities -IdeaFisher is for you. It will help you get more and better ideas easier and faster.

Varieties of Use

Because it's so versatile, you can use IdeaFisher in many ways. With it you can:
- Create marketing programs, from strategy to activities
- Enable business planners to view all aspects of a situation
- Develop concepts and ideas for advertising
- Craft new solutions to organizational problems
- Punch up sales and promotional campaigns
- Increase the productivity of business strategy meetings
- Communicate your ideas clearly with maximum impact

The IdeaFisher software contains a workshop of thinking tools. They'll help you perform many business tasks more effectively -from marketing and communicating to brainstorming and problem solving. IdeaFisher doesn't think for you or recommend specific answers. It's better than that. It actually enlarges and enhances your own thinking with two powerful business tools:

- IdeaBank: An associative database of over 65,000 ideas, words, concepts, and phrases related to the issues you need to cover.
- QBank: A rich library of thousands of idea-sparking questions.

The questions and idea associations work to trigger new perspectives and spark new ideas in your mind.

The more you use IdeaFisher- alone and in groups - the more you'll develop your idea-generating abilities and refine your personal style of using the software. There are no rigid rules or methods of use. For some activities, you may use nearly all of the functions and features of the program. For other tasks, perhaps a single feature may suffice. With a little practice, you will discover which functions benefit you the most.

USING IDEAFISHER
There are no specific ways in which to use IdeaFisher. You can either begin with IdeaBank or QBank depending on your needs.

STARTING WITH IDEABANK
To help trigger new ideas in your mind, you may want to start with the concepts in IdeaBank. IdeaBank is a veritable storehouse of words and phrases designed to stretch the imagination and stimulate creativity. Information is organized by related ideas, just as it is in the human brain. This makes it easy to move through the various categories, selecting words and phrases, and recording your own thoughts and impressions.
When you're finished with IdeaBank, you can use the Questions in the QBank to test and refine the ideas generated from your brainstorming session. QBank will offer a variety of questions prompting you to explore and further develop your problem or situation.

STARTING WITH QBANK
Another method of using IdeaFisher is to start with the questions provided in QBank to first define your problem or needs. From your responses to the questions, IdeaFisher extracts a list of words and phrases called Key Concepts. From the Key Concepts, you then select those ideas which you like most or which seem to have the greatest potential. You use these selected Key Concepts as a starting point to explore for ideas in IdeaBank.

How IdeaFisher is Organized

IdeaFisher is organized into four major components:

- Qbank
- IdeaBank
- Idea Notepad and Answer Notepad
- Personal Associations and Personal Qbank

QBank

Bank is a rich library of thousands of questions categorized to help you define, clarify, modify, and evaluate problems, solutions, and ideas. Use the questions to examine your idea, concept, problem or solution from a new perspective. Some tasks may require you to explore the questions of only one set. Other projects may be completely revised and strengthened by using a variety of question sets. You can also add your own personal questions to QBank.

The specific question sets that you have depend on your version of IdeaFisher. However, you can order additional question sets by purchasing IdeaFisher Add-on Modules.

IdeaFisher PRO contains these question sets:
Strategic Planning Questions
Marketing Strategy Questions
Advertisement and Promotional Material Questions
General Problem Solving Questions
Modify Questions
Evaluate Questions

IdeaFisher 6.0 contains these question sets:
Marketing Strategy Questions
Advertisement and Promotional Material Questions
Consultant's Module Questions
Evaluate Questions

By selecting the appropriate question set, you can respond to the most relevant questions for your particular task or problem.

STRATEGIC PLANNING QUESTIONS

The two Strategic Planning Questions, Defining the Issues & Planning for Change, help you define issues, set objectives, understand trends, implement change and evaluate strategies to maximize results for your organization.

MARKETING STRATEGY QUESTIONS

With this set of questions, you can bring together the elements of successful marketing including a complete analysis of your company's positioning, product attributes, and marketplace perceptions.

ADVERTISEMENT AND PROMOTIONAL MATERIAL QUESTIONS

These questions take you through a step-by-step process to develop outstanding ads, brochures and other promotional material, by directing and developing creative input and helping you use IdeaBank to create breakthrough ideas.

GENERAL PROBLEM SOLVING QUESTIONS

The Problem Solving Questions systematically help you analyze a situation from a variety of perspectives. In addition to boosting your objectivity and thoroughness, it lets you generate a wide variety of solution options and helps you select the best answers.

CONSULTANT'S MODULE QUESTIONS

This question set enables you to better target, reach, close, and serve more consulting clients -by examining which clients need what services and how you can best provide those services.

MODIFY QUESTIONS

Modify questions help you refine a promising new idea or improve an existing concept. These questions offer hundreds of ways to revise, renovate or recombine ideas and viewpoints.

With nearly two dozen question categories in Modify, you can analyze generally by investigating the purpose, arrangement or perspective of a problem or solution. Or you can consider specific aspects of the same concept -from its timing, material, position and appearance to a whole host of other parameters.

EVALUATE QUESTIONS

Evaluate Questions enable you to shape your efforts into final form, by helping you assess feasibility, costs/benefits, originality, efficiency and many other concerns. Whether your task is to review a goal, assumption, idea, process or outcome, these question sets will give you a thorough understanding of where your project stands.

IdeaBank

IdeaBank is an organized storehouse of more than 65,000 words, phrases and concepts familiar to modern society. These Words and Phrases are grouped I into Topical Categories. The Topical Categories are further grouped into Major Categories to form a hierarchical structure, which you can enter at any level. This entire network of knowledge is clustered and interconnected in the same way that information is stored in the human brain. As a result, cross-references and associations flow easily as you connect one idea with another.

The cross-referencing power of the software produces more than 775,000 direct associations and an infinite number of indirect associations. You can add or link your own associations to those supplied in the database to build your own personal repository of ideas — a Personal Idea Library.

MAJOR CATEGORIES

IdeaFisher's 28 Major Categories are general groupings of subject matter from Actions, Emotions, and Materials, to Communication, Politics and Industry. Each Major Category contains between 5 to 50 Topical Categories.

TOPICAL CATEGORIES

These categories provide you with a wide range of associations pertaining to the topic you're exploring. More than just a list of related concepts, the 438 Topical Categories are subdivided into Section Titles so you can easily pursue specific aspects of your subject -from Varieties/Examples, Verbs, and Abstractions to Activities, Processes, Descriptors, etc.

IDEA NOTEPAD AND ANSWER NOTEPAD

The Idea Notepad is the focal point of your activities in IdeaFisher. It's the first window you see when you start the program, and it's the window you'll use most often. The Idea Notepad is the vehicle that captures your ideas, thoughts, and comments as you explore the IdeaBank.

The Answer Notepad records the responses you make to the questions presented by QBank. You can respond as much, or as little, to any question that interests you. IdeaFisher's Filter Answer Notepad function will then extract idea words and phrases from your responses in the Answer Notepad. From this list of Key Concepts, you use the associative power of the IdeaBank to generate ideas.

PERSONAL ASSOCIATIONS AND PERSONAL QBANK

The Edit Personal Associations feature allows you to add personal words and phrases to the database from your own specialized knowledge, unique experiences, and ideas. These can then be linked to the items already in the IdeaBank. You will find that IdeaFisher is an important tool for idea management, allowing you to store and easily reference ideas for future use.

The Edit Personal QBank feature allows you to develop your specialized knowledge into sets of questions which then become part of the system. You can also distribute personal sets of questions to other IdeaFisher users. This permits managers, leaders, and other experts to build their own personal reference source for solving particular problems, and for making their specialized knowledge available to others.

Summary

By providing thousands of QBank questions, tens of thousands of Idea Words & Phrases, and an endless supply of associations at your fingertips, IdeaFisher stimulates you to make connections and form new ideas. It reminds you of thoughts, feelings, facts, experiences, and images stored deep in your memory. This is IdeaFisher's greatest strength -its ability to trigger associations and ideas in your mind, enabling you to have more "a-ha!" experiences and better ideas.

You'll find installation information in the next section titled, Getting Started. Once the program is installed, you may want to look at the section titled, Sample Sessions. By following the step-by-step procedures in the specific examples, you can practice some basic techniques and get the feel of IdeaFisher's window-based search and retrieval system.

Getting Started

Installing IdeaFisher

System Requirements
To install and use IdeaFisher, you will need the following:

80386 or higher microprocessor
Microsoft Windows 95 - XP
7MB of hard disk space
2MB RAM minimum; 4 MB recommended
VGA or higher resolution monitor
Printer (optional)
Mouse or other pointing device

Installation Instructions

➢ **To install the IdeaFisher software under Windows:**

If you are using a virus detection utility, disable it before running Setup. If you do not disable the utility, Setup may conflict with it and not run properly.

Click Start, Run and insert IdeaFisher CD into your D: (or E:) drive

Type D:\setup (or E:\setup) in the Command Line box and click OK. "

When Setup starts, follow the instructions on your screen.

Starting/Quitting IdeaFisher

After you run the Setup program to install IdeaFisher, you'll see a program group in the Windows Program Manager called "IdeaFisher" along with the IdeaFisher application icon and word processor macros. Double-clicking on the specific word processor macro will add IdeaFisher to your word processor. This will allow you to access IdeaFisher's associative database, IdeaBank, from your word processor. Follow separate instructions to use Office 97-2000 Word macro. See 'Macro Readme.doc'

Starting IdeaFisher

From the Start Menu/Programs, open the program group that contains the IdeaFisher or IdeaFisher PRO application icon and double-click.

The first time you use the program, you will be prompted to personalize your copy of IdeaFisher by entering your name, company, and serial number. You will find your serial number located on Disk #1 of your installation disks, or it has been provide for you in an email after you have downloaded IdeaFisher.

Enter your personal information and choose OK.

IdeaFisher will start and the Startup Tips dialog box will appear. The Startup Tips provide basic instructions on where to begin in IdeaFisher. If you do not wish to view the Startup Tips each time you start IdeaFisher, clear the Show Startup Tips check box.

To close the Startup Tips, choose this button.

Choose this button to view the QBank questions.

Choose this button to lookup a word to brainstorm in IdeaBank

To prevent IdeaFisher from displaying the Startup Tips, clear this check box
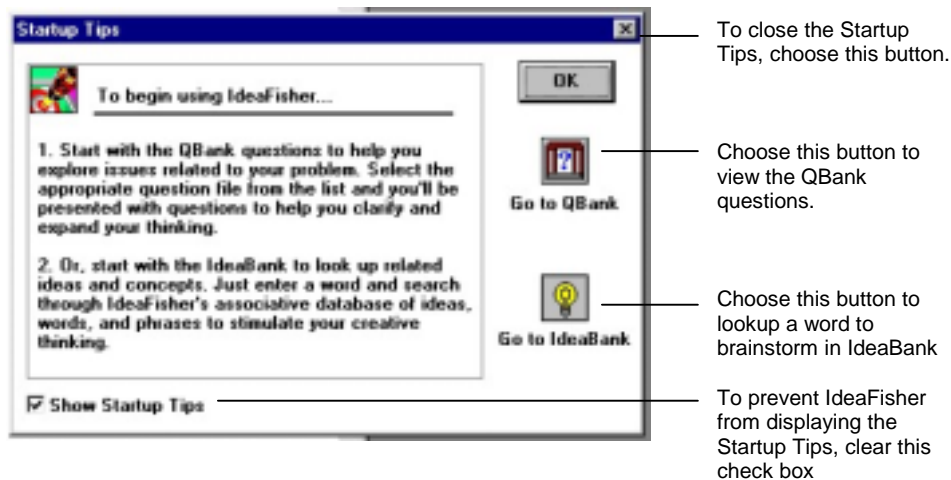
If you clear the Startup Tips check box, you can still view the Startup Tips by choosing Startup Tips from the Edit Preferences command.

Quitting IdeaFisher

1. To quit out of IdeaFisher, choose Exit from the File menu. IdeaFisher will prompt you to save the current session. Choose Yes to title and save your current session. Choose No to quit without saving.

Adding IdeaFisher to your Word Processor

After you run the Setup program to install IdeaFisher, you'll see a program group in the Windows Program Manager called "IdeaFisher." This program group includes the IdeaFisher icon along with the icons to add IdeaFisher to the Windows versions of Microsoft Word 2.0 & 6.0, WordPerfect 6.0 & 6.1,

and Lotus Ami Pro 3.1. Adding the IdeaFisher command to your word processor allows you to use the IdeaBank from within your word processor, and to also exchange text between the two programs. If you don't use one of the above word processors, you can still exchange text between IdeaFisher and another program by using the Copy and Paste commands.

To add IdeaFisher, make sure that you first exit out of your word processor.

If you are running a Windows desktop other than the default, Program Manager, you should temporarily disable it before installing the IdeaFisher macro to your word processor. In the [boot] section of your SYSTEM.INI file, you should have: SHELL=PROGMAN.EXE Change this setting from your current one, then restart Windows. After completing the installation, you can then restore your other desktop and restart Windows.

From the IdeaFisher program group in the Program Manager, double- click on the appropriate icon for the word processor you wish to add IdeaFisher to.

IdeaFisher will automatically add itself to the Tools menu of the specified word processor. You should receive a message that IdeaFisher added itself successfully.

Choose Close from the File menu to close the IdeaFisher macro file. Now choose Tools/IdeaFisher from your word processor to begin.

Once you exit your word processor, you may be prompted to save changes to your template -choose Yes.

Using Help

If you need help while using IdeaFisher, you can access the online Help from the Help menu. IdeaFisher's Help is a complete online reference tool that includes step-by-step procedures you can follow as you work. The IdeaFisher Help is organized into the following categories:

Commands - gives you information about all the commands in the IdeaFisher menus.

Topics - gives you information on a variety of subjects helpful when using IdeaFisher.

Tutorial - gives you a variety of sample sessions to help you learn how to maximize your use of IdeaFisher.

About the IdeaFisher Screen

The IdeaFisher screen is divided into three separate areas. The Menu bar and Toolbar are located at the top of the screen. Use the Menu bar to display and select the IdeaFisher commands. The Toolbar allows you to access commonly used commands. Pointing at a button on the Toolbar will display the name of the specific button. You also have the capability of adding and removing buttons from the Toolbar.

The second area is the Workspace. This is located below the Toolbar and covers most of the screen. It is where the various Idea Word and Question Windows. as well as the Notepads- are displayed

The third area is the Status bar, located at the very bottom of the screen. The Status bar displays information on the selected menu command, Toolbar button, or the active window.
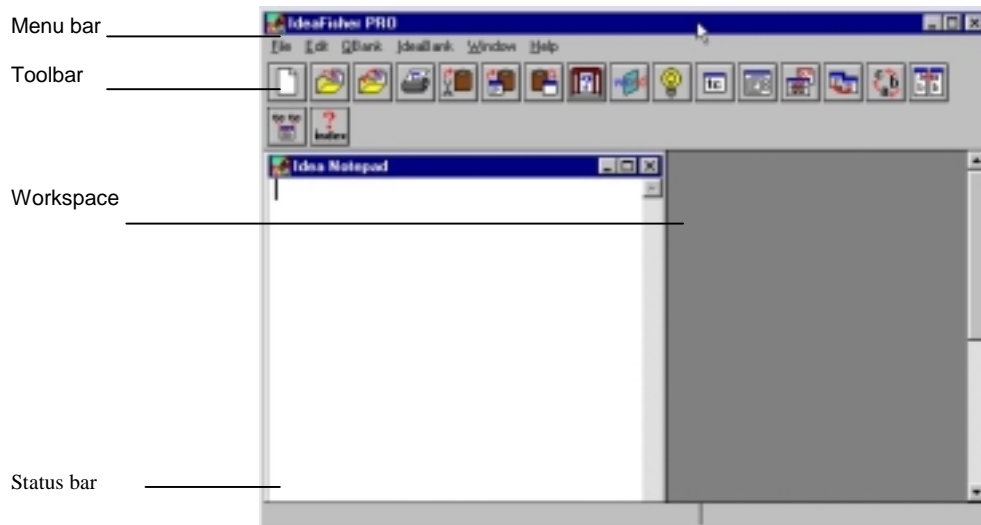
The IdeaFisher program gives you complete control of the workspace environment. You can move, reduce, resize, and close windows; you can specify the limit for the number of windows concurrently displaying idea associations (the default is set for 3); and you can choose which command buttons to display on the Toolbar.

We recommend that you use the IdeaFisher program in 1lie default configuration (standard buttons and key selections) when you work through the Sample Sessions. After you are familiar with the software, experiment with customizing the workspace environment to suit your preferences.

Learning IdeaFisher

Before you begin using IdeaFisher, it would be helpful to first understand the various IdeaFisher windows and what their functions are.

QBank windows

After selecting a Question Set from the QBank/Select QBank command, the QBank windows will display. The QBank windows are comprised of the Question Categories list box, Questions window and the Answer Notepad. The Questions window displays the listing of questions for the selected category, and the Answer Notepad allows you to type in your answers to the questions.

After selecting the appropriate Question Category, scroll through the questions to help stimulate your thinking. In any problem solving endeavor, asking yourself the right question is imperative to finding the right answer. When you find a question that's relevant to your problem, double-click on that question to copy it to the Answer Notepad. The selected question will appear in the Answer Notepad and the cursor is placed between the dashed lines for you to begin typing. Answer the questions honestly and thoroughly. This will help you to think about your problem from new perspectives, thereby enhancing your understanding.

Question Set

Question Categories list box: select the Set category of questions to view

Questions window: double-click on a question to copy it to the Answer Notepad

Answer Notepad: type your answers here.

IdeaFisher PRO

Understanding Your Customer

Who makes the decision to buy this kind of product? Is it the person who will be using it?

Who is the end user?

Who else strongly influences the purchase of this kind of product? Such as:

children, young people

peer group, friends, boyfriend or girlfriend, mate

supervisors, co-workers, people on the line

industry gurus, columnists, reviewers

In what way are the customer's DEMOGRAPHIC traits relevant to the marketing of your product? Consider:

Answer Notepad

Who makes the decision to buy this kind of product? Is it the person who will be using it?

 The ideal customer is a small business owner.
=====

IdeaBank windows

The IdeaBank is unique in that all of its ideas, words, and phrases are grouped into various categories. Therefore, to really understand IdeaBank, you'll need to comprehend and differentiate between the different IdeaBank windows, Your goal is to enter a word to lookup, select an appropriate Topical Category, select a Section Title, and then view the Idea Words to find potential solutions for your problem. The IdeaBank windows are comprised of the Alphabetical Index, Topical Categories, Section Titles, Idea Words & Phrases, and Idea Notepad.

To begin looking up a word, choose Idea Words & Phrases from the IdeaBank menu. Enter a word and choose OK to begin your search. The appropriate windows will appear guiding you through to the Idea Words window.

Idea Notepad: tracks your brainstorming session recording all words and categories that are viewed; this is also a text window that you can type in.

Alphabetical Index: confirm the word you wish to search by double-clicking on the word in this window.

Topical Categories: displays the various categories that are associated to the word being looked up.
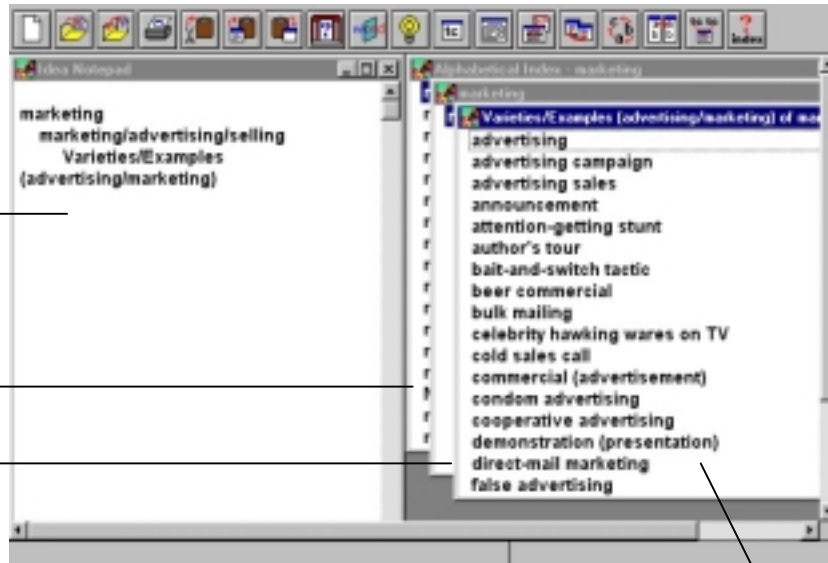
Idea Words: displays all the words and phrases for the selected Section Title of Topical Category.

Section Titles: displays the various Sections of a Topical Category. Chose the desired section to view the Idea Words

Idea Notepad

marketing
    marketing/advertising/selling
        Varieties/Examples
(advertising/marketing)

Alphabetical Index - marketing

marketing
Varieties/Examples [advertising/marketing] of ma
advertising
advertising campaign
advertising sales
announcement
attention-getting stunt
author's tour
bait-and-switch tactic
beer commercial
bulk mailing
celebrity hawking wares on TV
cold sales call
commercial (advertisement)
condom advertising
cooperative advertising
demonstration (presentation)
direct-mail marketing
false advertising

Section Titles

marketing/advertising/selling

* Varieties/Examples [advertising/marketing]
Varieties/Examples [sales/auctions/shows]
Varieties/Examples [advertisements]
Varieties/Examples [famous marketing slogans]
Varieties/Examples [sellers/dealers]
Varieties/Examples [famous marketing characters]
Varieties/Examples [notable products]
People/Animals
Things/Places
Abstractions/Intangibles
Verbs

OK

Cancel

Help

Now that you have a basic understanding of the IdeaFisher windows, go to the Sample Session section for some step-by-step instructions on how you can put IdeaFisher to immediate use.

Sample Sessions

Just as the creative process is a personal, ever-evolving experience, so is using IdeaFisher. These Sample Sessions are intended to give you a basic idea of the many different ways the program can work for you.

The samples will focus on helping you learn how to use the program. They are designed to orient you to keystrokes and mouse clicks, and are not to be construed as the only way to effectively use IdeaFisher. Certain brainstorming situations may require the use of all, or only some, of the IdeaFisher commands and functions.

The techniques described in each example are productive methods for brainstorming any type of problem. These techniques involve using the associations and questions in IdeaFisher as triggers to spur new ideas in your mind. Follow along with the Sample Sessions and you will soon develop your own methods for using IdeaFisher.

General Conventions

Bold type	Words or characters you must type
Italic type	Words or Categories from IdeaFisher
Numbered sequence (1.)	Step-by-step procedures of the Sample Session

Note Always click with the Left mouse button, unless the Right mouse button is specified.

The following Sample Sessions are divided into these topics: .

- Generating Ideas with IdeaBank
- Brainstorming with the Alphabetical Index
- Using Compare Topical Categories to Generate Ideas
- Using IdeaFisher with any Writing Task
- Using the QBank Questions

Generating Ideas with IdeaBank

Our first example will demonstrate how to quickly generate ideas by using the IdeaBank. Imagine that you work for the "Bone Appetite" dog food company and you're in charge of developing ideas for a new advertising campaign. And since the idea of a dog chasing a chuck wagon has already been used, you decide to go to the IdeaBank for some inspiration.

Note When using IdeaFisher, you begin brainstorming by identifying any word that is descriptive, or an attribute, of the subject you are interested in.


➢ **To look up a word or phrase in IdeaBank:**

1. Choose Idea Words & Phrases from the IdeaBank menu. Or, click on the Idea Words & Phrases button on the Toolbar. A dialog box will appear prompting you to enter a word or phrase to look up.
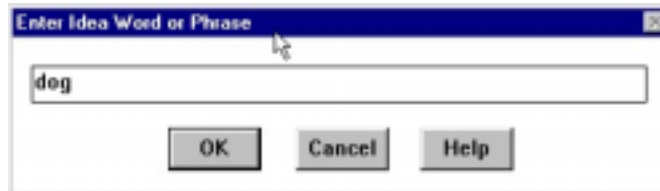
2. Enter the word **dog** and choose OK. The Alphabetical Index will appear with the word *dog* at the top.

    The purpose of the Alphabetical Index is to confirm the word that you want to look up. If the word you entered cannot be found in the IdeaBank database, then the Alphabetical Index will display the word closest in spelling to the original word entered.
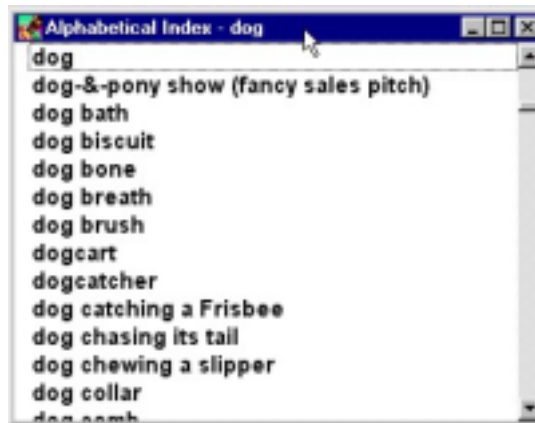

3. Since *dog* is the word we want, double-click *dog* to select it. A new window will appear with the Topical Category *dogs/cats/family pets.* Each word in the IdeaBank database is associated to one or more Topical Categories. The word dog is associated to only one Topical Category because it is directly connected to the category title -dogs/ cats/family pets.

4. Double-click the Topical Category dogs/cats/family pets to select it. A dialog box listing the Section Titles for this category is displayed.

All the words and phrases associated with dogs/cats/family pets are organized into specific Section Titles. Section Titles group similar concepts together like People/ Animals, Verbs, Descriptors, etc
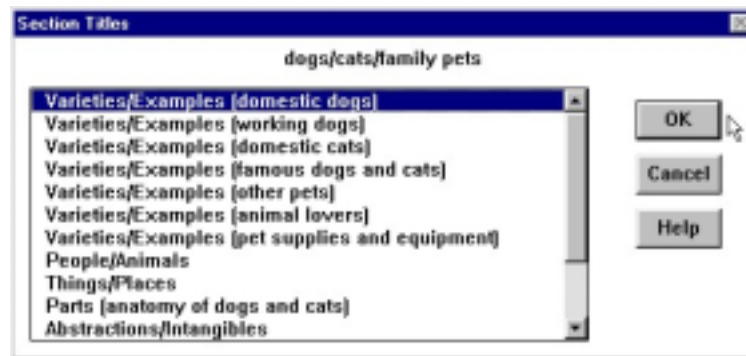
Note You will see a number at the lower right comer of your screen in the Status bar. This number identifies how many total idea words are associated with the Topical Category *dogs/cats/family pets*. Also, notice that the Idea Notepad is automatically recording the words and categories that you select. This allows you to track your brainstorming session by reviewing all of the words that have been looked up.

5. After scanning through the various Section Titles for dogs/cats/family pets, you decide that the section Varieties/Examples (working dogs) seems interesting. Double-click this Section Title to select it. The listing of associations related to "working dogs" appears.
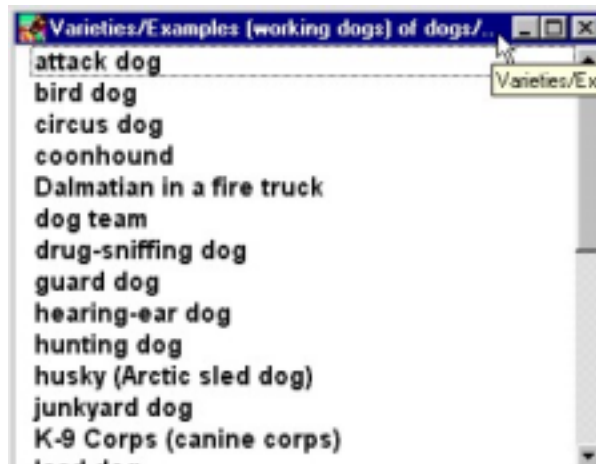
Your task is to juxtapose the image created in your mind by each word or phrase with your problem You can easily do this by asking, "What idea does this association suggest or trigger about my particular problem?" You want to be open-minded to create the greatest possible variety of ideas It is important that you do not judge or censor your reactions during this step.

Note Do not expect every association to trigger an idea You may skip several association; before one "lights up your mind: That's OK As you read down the list, let each association stimulate your thinking.

After scanning the list, you think -- each type of working dog brings to mind a different profession, and also the uniforms related to that profession Then the idea hits…how about an advertisement with each working dog in their work uniforms This could be a potentially good idea.

Each time you get an idea from any association, add that association to your Idea Notepad Sometimes an association may just "feel good" but you don't know why For each association that sparks an idea, or "feels good," make sure you add it to the Idea Notepad

➢ **To Add items to the Idea Notepad:**

1. Simply double-click the association you wish to add with the Right 1&1 mouse button Or, select the association and click the Add to Notepad Add to Notepad button on the Toolbar
2. For this example, add the following working dogs to the Idea *Notepad circus dog, hunting dog, junkyard dog, police dog, and rescue dog*.

3. You can mark multiple non-contiguous items by selecting the associations with the Left mouse button while holding down the Control key. Then click on the Add to Notepad button.

4. If appropriate, click on your Idea Notepad and jot down an explanation. Your goal is to trigger as many ideas as possible, and then later go back to modify, evaluate, and implement.

Note If you've mistakenly double-clicked an item with the Left mouse button, and you want to return to the previous window, just click on the Title bar of the previous window or press Ctrl + F6 to scroll through the open windows.

When you are finished, return to the Section Titles dialog box to view a different Section Title of dogs/cats/family pets. Now that we have an idea for an ad, let's review a different section for ideas on potential slogans.

➢ **To Return to the Section Titles dialog box:**

1. Click the Section Titles button on the Toolbar. Or, choose Section Titles from the IdeaBank menu.

   Section Titles button The Section Titles dialog box will reappear. Any Section Title that you have already reviewed will be marked with an asterisk (*). You can now select another Section Title to continue brainstorming.

2. Double-click the Section Title *Abstractions/Intangibles* to select it.

Using the associations from the Abstractions/Intangibles section as triggers, brainstorm some possible advertising slogan ideas for the working dogs. For each association that triggers an idea, double-click it with the Right mouse button to copy it to your Idea Notepad. You can also click on the Idea Notepad and type any ideas that spring to mind.

Note The more ideas you generate and send to the Notepad, the more that you will have to work with. The more you have to work with, the greater your likelihood of generating a great idea.

If you find that you are not generating ideas easily with a particular section, try a different one. Just click on the Section Titles button and pick a new

section. Not all sections will work for you on any given problem. So when ideas are not flowing, move to another section without hesitation.

After reviewing the list of *Abstractions/Intangibles*, you come upon the association *dog-eat-dog world*. This then leads to the new slogan, "It's a dog-eat-dog world. Doesn't your dog deserve a good meal?" Using IdeaFisher has successfully helped you develop a new idea for an advertisement.

Summary

There are a total of 438 Topical Categories like dogs/cats/family pets in IdeaFisher. Each Topical Category contains a rich listing of ideas directly associated with the theme of the title. Reviewing a Topical Category for ideas is kind of like visiting a supermarket when you are ready to solve the "What shall I eat?" problem. Browsing the various aisles of food will stimulate your memory and generate lots of "hunger resolution solutions." The supermarket is an effective resource for food ideas because the many items it contains are related to the problem. If you are solving the "hunger resolution problem" and you visit a hardware store, you will generate few solutions - unless you have an iron-deficient diet.

This example was designed to illustrate the following operations:

- Entering and accessing Idea Words in the Alphabetical Index
- Adding idea associations to the Idea Notepad
- Selecting various Section Titles in a Topical Category
- Exploring association lists for ideas
- Returning to the Section Titles dialog box

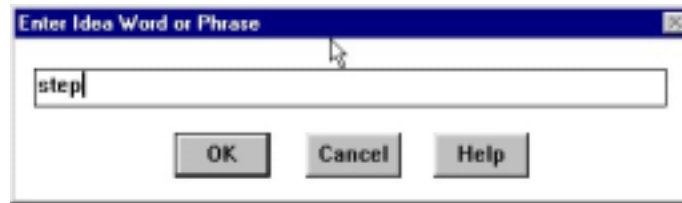# Brainstorming with the Alphabetical Index

This next example will demonstrate how to quickly generate ideas by using just the Alphabetical Index. The Alphabetical Index lists all of the words and phrases in the IdeaBank database alphabetically. You can therefore scan the Alphabetical Index for words that begin with the same letters.

**Note** If you are continuing from the previous example, choose New from the File menu to clear your screen.

In this example, imagine that you work for the "InStep Aerobic Shoe Company" and your mission is to brainstorm a new slogan for your brand of aerobic shoes. Since your specific niche in athletic shoes is to appeal to men and women who enjoy step aerobics, you decide to begin with the descriptive word "step" to see what new and interesting slogans you can generate.

➢ **To brainstorm words and phrases in the Alphabetical Index:**

1. Click on the Idea Words & Phrases button on the Toolbar. Or from the IdeaBank menu, choose the Idea Words & Phrases command. A dialog box will appear prompting you to enter a word or phrase.

2. Type **step** and choose OK. IdeaBank's Alphabetical Index will now display with the word *step (in series/sequence)* at the top of the window.
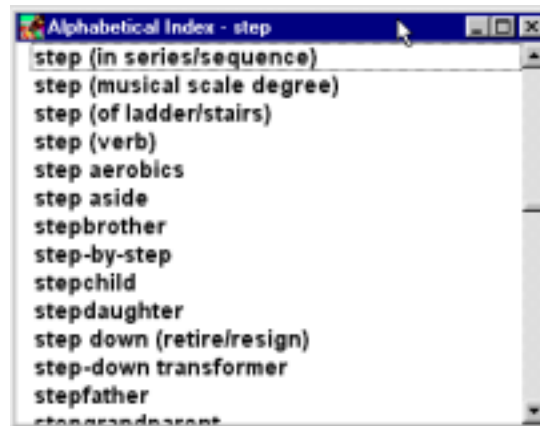
3. Scroll through the listing of words and phrases beginning with "step" for some potential ideas. For each word or phrase, ask yourself what idea/image does this word suggest or trigger for a new slogan. You want to be open-minded to create the greatest possible variety of ideas. If you come upon a potentially good idea, add it to the Idea Notepad. Following are some examples that we came up with:

    step into another person Is shoes — This phrase inspires the slogan "Step into our shoes!" challenging the customer to experience the superiority of Instep aerobic shoes.

    Step on it! — This phrase may instill a sense of urgency for the customer to purchase the shoes in order to perform better.

Step right up! — This is another challenge-type slogan that plays well with the step aerobic theme of the product.

As you can see, the Alphabetical Index alone may hold a wealth of idea-triggering concepts in itself. Just remember to search for a general word or theme. The more specific your words are, the fewer associations you may find in the Alphabetical Index. Some good examples of a general word or theme are:

- "in" = in a bind, inaction, in and out, in a row, in charge, etc.

- "make" = make a bet, make a dash for it, make a face, etc.

- "live" = live alone, live bait, live dangerously, live wire, etc.

Using Compare Topical Categories to Generate Ideas

Another method for generating quick ideas is by using the Compare Topical Categories command. The purpose of the Compare function is to allow you to find words and phrases that are common to two different Topical Categories. Oftentimes, interesting and unique ideas present themselves when using this function.


Note If you are continuing from the previous example, choose New from the File menu to clear your screen.

Still with the "Instep Aerobic Shoe Company," you are now looking for some unique ways to promote your aerobic shoes.

➢ **To use the Compare Topical Categories command:**

1. Choose Compare Topical Categories from the IdeaBank menu. Or, click the Compare Topical Categories button on the Toolbar. The Compare dialog box will appear and you are prompted to select the two Topical Categories you wish to compare. Since "comfort" is a major attribute of the aerobic shoes, let's compare the *word* comfort with *shoes*.

Note When selecting a Topical Category for comparison, you have two different methods that you can use. If you already know the Topical Category you want to select, click on the drop-down list button to display all the Topical Categories. Then click on your desired category. If you don't know the name of the Topical Category you want to select, start by clicking on the Word button.
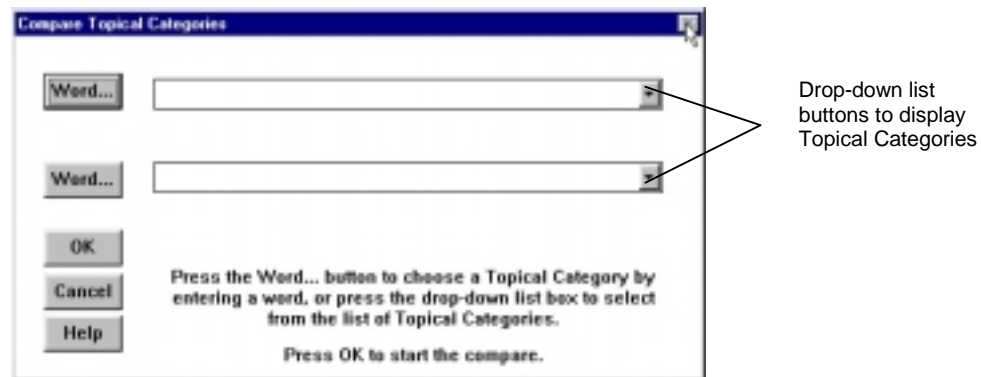
Drop-down list buttons to display Topical Categories

2. Click on the top button marked Word to define the first Topical Category to be compared. A dialog box will prompt you to enter an Idea Word.
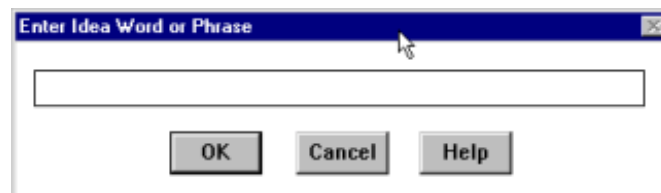

3. Type in the first word **comfort** and click OK. A window will display the Alphabetical Index where the word you typed is located. (If the word is not there, the index will display the position nearest to where the word would be located alphabetically.)

4. Double-click on the word *comfort (vs. discomfort).* The program will display the associated Topical Categories. You will only see one Topical Category for the word *comfort* because *comfort* is directly related to the Topical Category title *comfort/discomfort*.

5. Double-click on comfort/discomfort to select it. After selecting comfort/discomfort, the Compare Topical Categories dialog box will reappear with comfort/discomfort appearing in the top box. This identifies the first Topical Category to be compared.

6. To select the second Topical Category to be compared, click on the drop down list button of the lower list box. A listing of all the Topical Categories will appear.
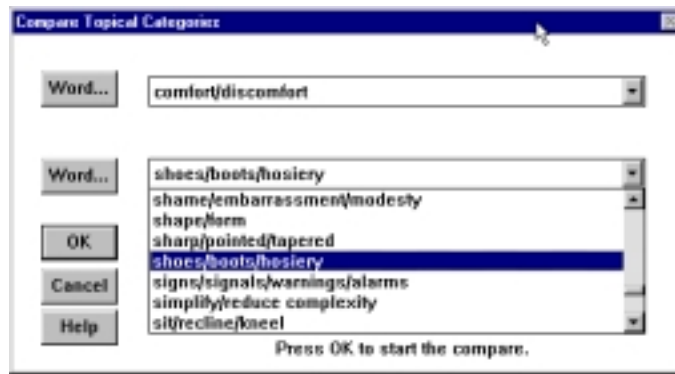
7. Since we are comparing the word comfort with shoes, scroll down to - the Topical Category shoes/boots/hosiery and click on it once to select.

8. Now that both Topical Categories have been selected for the comparison, click OK to begin the compare process. IdeaFisher will compare the two Topical Categories and the Results of Compare window will display all of the associations common to both.

9. Scroll through the words and phrases in the Results of Compare window for some ideas. These are some potential ideas that we came up with to use in promoting the comfort of InStep shoes.

    barefoot – Wearing the InStep shoes while you work out is like walking barefoot through the park.

    foot massage – These shoes are so comfortable that when you wear them it's like getting a foot massage.

comfortable as a pair of old shoes – These shoes are as comfortable as your favorite old pair of shoes.

Using IdeaFisher with Any Writing Task

This example will focus on using IdeaFisher to Aid in Any Writing Task. We are pleased to share the following real world use, courtesy of Mr. John Hamm and Mr. Robert Skovgard, of the Executive Speaker Newsletter (601 Brookfield Road, Kettering, OH 45429). John Hamm is a speechwriter for the Illinois Department of Children and Family Services in Springfield, IL. His speech, "Windows of Opportunity in Social Work," which was developed using IdeaFisher, won an award of Merit in the IABC's District Four Silver Quill Competition.

"…My first writing experience with IdeaFisher involved a keynote speech for a large annual meeting. The conference theme was 'Windows of Opportunity in Social Work.' These titles often rate only a passing reference in opening remarks. But I decided to give IdeaFisher a workout on the concept of 'window'."

Note When using IdeaFisher, identify and start with any word that is descriptive, or an attribute, of the subject you are interested in. In this example, Mr. Hamm could have also started with the word social work, or opportunity. Always start with the word that is of most interest to you.


If you are continuing from a previous Sample Session, choose New from the File menu to clear your screen.

1. Choose IdeaWord & Phrase from the IdeaBank menu, or c1ick on the Idea Words & Phrases button on the Toolbar. At the Enter Idea Word or Phrase dialog box, type **window** and click OK.

   A window will display a portion of IdeaBank's Alphabetical Index positioned at the word *window*.

2.   Double-click the word *window.* The contents will change to display the
     Topical Category associated with the word *window.* Because the word
     window is directly connected to the Topical Category title *windows/window
     treatments,* there is only one Topical Category listed.

3.   Double-click *windows/window treatments.* A dialog box will show the
     Section Titles for the Topical Category *windows/window treatments.*
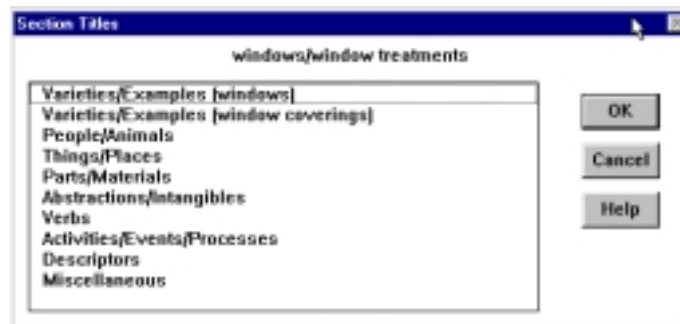
"Within moments, the program listed 10 Section Titles holding over 450 items.
Narrowing the list was relatively easy. After glancing through a few sections, I
chose *Varieties/Examples (windows).* This section listed 48 kinds of windows.

4.   "Double-click the Section Title *Varieties/Examples (windows).* The listing of
     words and phrases related to this section appears.
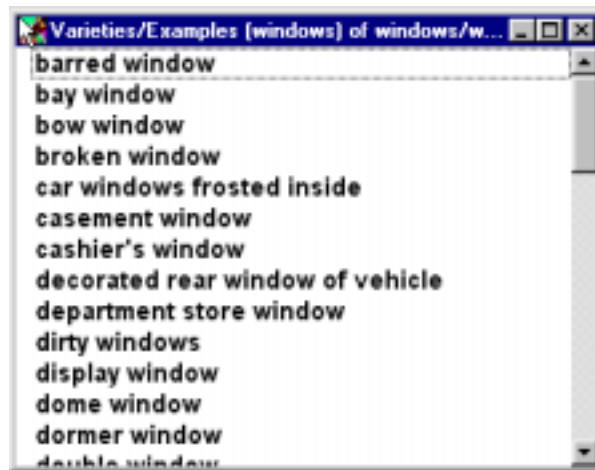
"I selected each item holding potential, to store them onto the program's Idea Notepad."

5.   Highlight each interesting association, and choose Add to Notepad from the Edit menu. Or, click on the Add to Notepad button.

The association triggers, and the resulting ideas that Mr. Hamm developed are listed below.

"The final result of my 20-minute search was an award-winning speech based on five 'windows of opportunity' available to the social work community. They included:

1)   The *bay window* of research projects. Research projects, like *bay windows*, command attention, offer a broader view of environment and are worth more than their original price when it comes time for making a sales pitch to visitors.

2)   The *stained glass window* of Public/Private Sector cooperation, illustrating how even disjointed and sometimes conflicting pieces can be fitted together to produce dazzling results possible only through unity.

3)   The *kitchen window* of social service directed into the homes of troubled families.

4)   The *computer window* of technology. [From the idea association *window in computer program.*]

5)   And, the *cashiers window* of legislative financial support."

Summary

When using IdeaBank for a writing task, start by looking up your subject, or an attribute of the subject. Then allow the associations to stimulate metaphors, similes, or analogies. Your purpose is to fill your conscious mind with related idea words and to make new connections between your subject and the associations presented.

Using the QBank Questions

This final example will take you through the steps of using IdeaFisher's QBank questions. The purpose of the questions is to help stimulate your thinking by prompting you with issues related to your problem.

For this example, let's pretend you've been asked to develop a marketing plan for a revolutionary new product. The product is "World Cel" a pocket cellular phone that can be used anywhere in the world. One way to begin developing ideas for a marketing plan is to clearly define the central elements of the challenge by starting with the Marketing Strategy Questions.

➢ **To select the QBank Questions:**

1. Choose Select QBank from the QBank menu. Or, click on the Select ~ QBank button on the Toolbar. A listing of the available question sets Select QBank button will appear.

2. Since our problem deals with developing a marketing plan; choose Marketing Strategy Questions by double-clicking on it. The Questions window and Answer Notepad will appear.

   Each set of questions is organized into various question categories as shown in the Question Categories list box. Each category is composed of numerous specific questions designed to help you brainstorm important issues.

3. Click on the Question Categories drop-down list button to view the various Questions Categories.
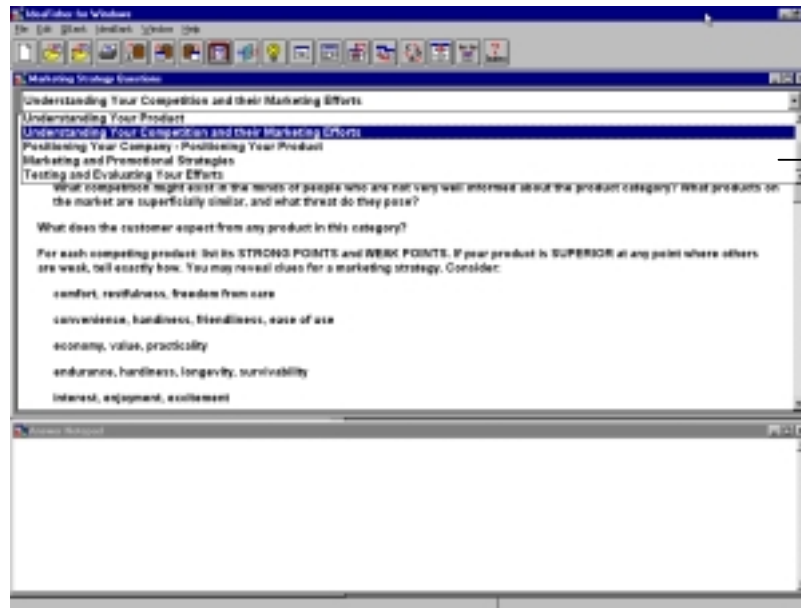
Questions Categories drop-down list button

These questions will enable you to thoroughly analyze every aspect of your marketing program – from exploring your cellular phone's product features to a detailed understanding of your prospective customers around the world. You can also use the questions to plan potential marketing strategies and evaluate your activities.

4. For this example, choose the question category *Understanding Your Competition and their Marketing Efforts* by clicking on it once. The question window will now appear with the questions.

➢ **To view the Questions:**

1. Use the scroll bars to scroll up and down the listing of questions. You could also use the arrow keys, or the Page Up/Page Down keys.

2. Use the Tab key to toggle back and forth between the Questions window and the Question Categories list box.

3. Use the Collapse questions command from the QBank menu to view only the main questions in the list. This is useful if you wish to scan the list for main question ideas only. To return back to viewing all the questions, choose Expand questions from the QBank menu.

ABOUT THE QUESTIONS

Each question category contains between 20 and 100 thought-provoking questions designed to help you flesh out your thinking. The questions are

organized into main questions and indented sub-questions. The indented sub-questions are designed to expand on issues the main questions pose.

It isn't necessary for you to answer every question. Instead, use the list of questions to stimulate your thinking. When you find a question that's relevant to your problem, double-click on the question and answer it in the Answer Notepad.

You can use the list of Questions in many ways:

- Answer all relevant questions in detail.
- Select only a few questions for brainstorming.
- Use the questions to make sure you have not overlooked any important issue related to your problem.
- Print the list of questions to review.
- Use the questions as a checklist to evaluate your thoughts and options.
- Use the list to develop a meeting agenda.

➢ **To Answer a QBank question:**

1. Double-click on the question with the Left mouse button. Or, select the question with the arrow keys and press Enter. For this example, choose the first question, *"What products are directly competing with this one?"*

   The question is copied to the Answer Notepad and the cursor will appear for you to type in your answers.
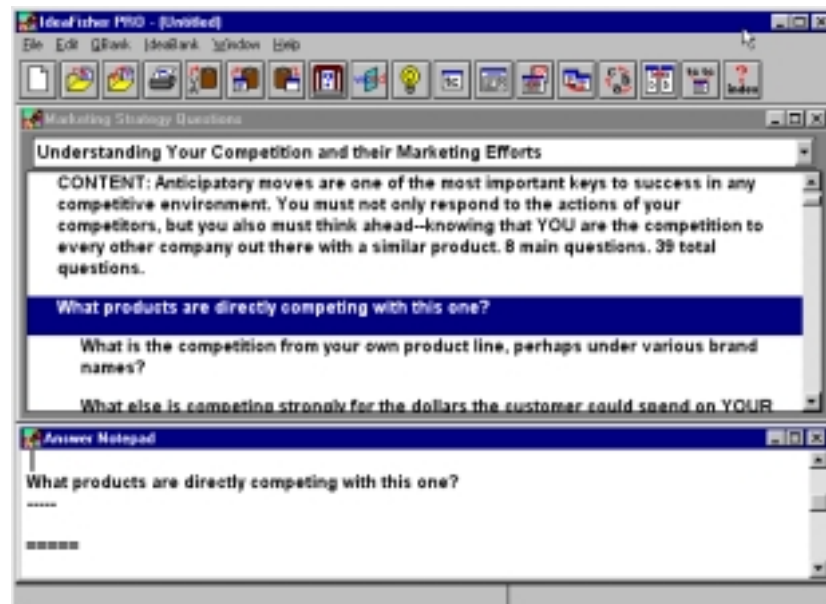
2.   Type in the following answers in the Answer Notepad:

**conventional cellular phone, electronic mail, satellite paging**

Note All answers must be typed in between the dashed lines in order to be
properly filtered by the Filter Answer Notepad command.

When answering questions, feel free to type in whatever answer comes to
mind. The more objective you are with your answers, the more potential
sparks you may achieve.

3.   Click in the Questions window to make it active again. Scroll down and
     double-click the question, " What does the customer expect from any
     product in this category?"

4.   Type in the following answers:

**cutting-edge technology, convenience, ~easy to use~, dependable,
~long lasting~ battery, high quality manufacturing, clear
reception/transmission, ~light weight~, small**

Your screen should appear as follows.
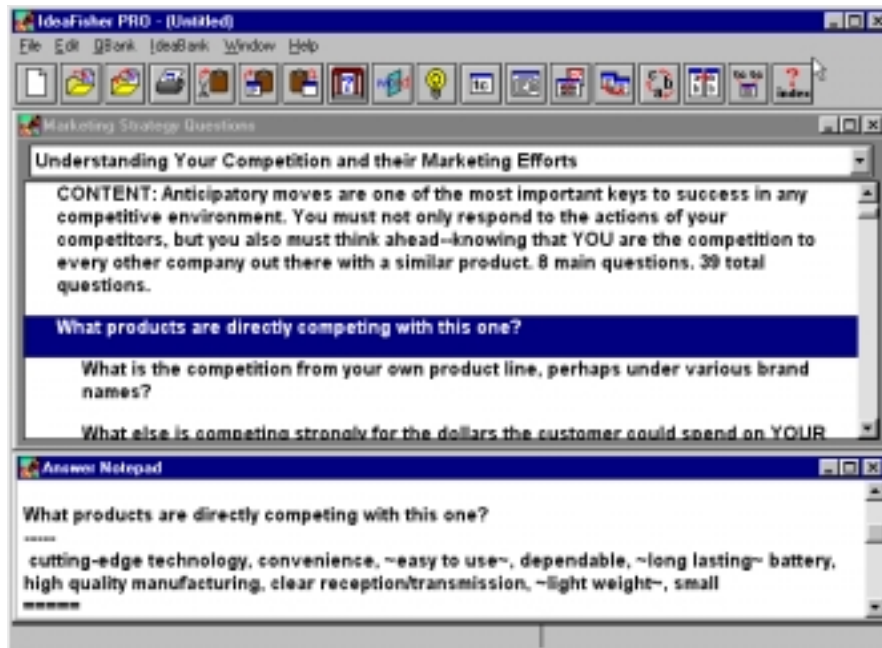
Notice the use of tilde symbols (~). The tilde key is located in the upper left-hand comer or your keyboard. You need to use tilde symbols to group words or phrases that you wish to remain together as a single concept. (Examples: -Happy New Year-. ~election results~) If you don't use the tilde symbols, the words will appear as individual concepts when filtered using the Filter Answer Notepad command.

By answering the questions, you have now generated some ideas on the various aspects to promote in marketing the product. At this stage, you have three options: continue to answer more questions from this category, choose the Filter Answer Notepad command to view the Key Concepts from your answers, or select a different Question set.

To experiment with possible advertising themes and concepts, we will select a different Question set.

➢ **To select a different Question set:**

1. Choose Select QBank from the QBank menu. Select the *Advertising and Promotional Material Questions.*

2. Since we are searching for some competitive marketing themes, select the Question Category Deciding Your Strategy -Brainstorming Your Message.

3. Double-click on the question, "If this product is the first of its kind, what if you link it with imagery of another first':"

4. The concept of "famous first" inspires the connection between *first* and *travel*. Type in the following answers that link world travel with famous firsts:
   **explorer, expedition, discovery, travel**
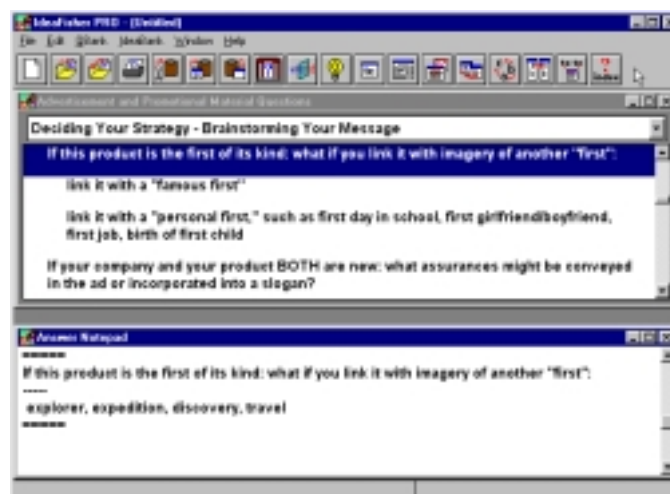
Once you feel you've answered enough questions and you have a better focus
on your problem, you may want to filter the Key Concepts from your answers.
This will extract the key words and phrases and provide you with a list of
potential Key Concepts to brainstorm.

➢ **To Filter Key Concepts from your Answers:**

1. Choose Filter Answer Notepad from the QBank menu to generate some
   Key Concepts. You 'II see the Key Concepts window appear with the
   listing of key words that you've entered into your answers. You could now
   double-click on any item in the Key Concepts window to begin free-
   associating with the IdeaBank. Scrolling through the list, we decide that
   the word *explorer* is worth pursuing.
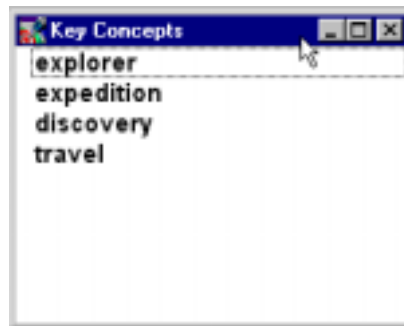
➢ **To brainstorm with the Key Concepts:**

1. Scroll to the end of the list and double-click the word *explorer*.

2. The Alphabetical Index will appear with the word *explorer*. Double- click
   on *explorer* to select it.

3. The Topical Category *exploration/discovery/explorers* will appear.
   Double-click on this category to select it.

4. The Section Titles dialog box appears. Let's brainstorm the idea of famous
   explorers who could be shown in the ad by double-clicking the
   People/Animals section. A new window will appear.
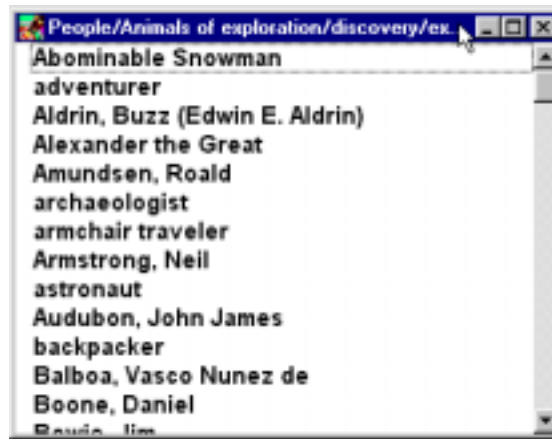
5. By reviewing the list of explorers and your Key Concepts: combining Columbus with convenience for example could yield the slogan "If Columbus had used a World Cel…he could've told the Queen he'd be late getting back."

Summary

Using the QBank questions can be a great starting place to stimulate your thought process. By answering the questions and filtering the Key Concepts, you have generated some key words and ideas to brainstorm and free-associate with.

Remember: The key to using the QBank questions is choosing the appropriate Question Set and Question Category for your particular problem or issue. Also, use the questions as a trigger to stimulate your thinking. Not every question has to be answered for you to be successful. Only answer those questions that are relevant to your problem.

This example was designed to illustrate the following operations:

•   Selecting a Question set from the QBank

•   Answering the QBank questions

•   Filtering Key Concepts from your Answers

•   Brainstorming with the Key Concepts

Other Ways to Use IdeaFisher

Add IdeaFisher to your Word Processor:

IdeaFisher's powerful associative database, IdeaBank, can be accessed from within most word processing programs using a simple macro command. The IdeaBank is a large storehouse of ideas, words, and phrases all associatively linked together -kind of like an idea thesaurus. You can, therefore, use IdeaFisher's "Idea Thesaurus" during any writing endeavor to help you break through writer's block. Follow the instructions in the Getting Started section to add IdeaFisher to your word processor.

After you've added the IdeaFisher macro, you can use IdeaFisher's IdeaBank in the same manner as you would a thesaurus to help generate ideas, synonyms, metaphors, similes, etc. The following example will take you through the steps of accessing IdeaBank from within your word processor.

Note Before using the IdeaFisher macro, you must first exit the IdeaFisher program.

Steps:
1. For any word or phrase that you would like to find more associations for, simply highlight the word or phrase in your word processing document and choose the IdeaFisher command from the Tools menu of your word processor. Or, you may start the IdeaFisher command and enter a word or phrase in the Word/Phrase entry field and choose Select.

2. Once a word has been selected, you will see a window indicating where your specified word or phrase is located in IdeaBank's Alphabetical Index. Double-click your desired word, or highlight it and click the Select button.

3. A listing will appear indicating all of the Topical Categories your word is associated with. Double-click the desired Topical Category to retrieve all of the idea associations related to that category.

4. A listing of Section Titles will appear. All of the idea associations are categorized into various sections such as: Varieties/Examples, People/ Animals, Verbs, etc. Double-click the desired Section Title to retrieve the related idea associations.

5. Scroll through the listing of idea associations. If you find an idea association that you would like to copy back into your document, select the word or phrase by clicking on it once and choose Copy.

6. You will be returned to your original document. Position the cursor to where you would like the new idea association to appear and choose Paste. The new idea association will be directly copied into your document.

Brainstorm a New Business Venture:

Use QBank's *New Product and Product Improvement Questions* to help you define your product/service ideas and to gain a clearer understanding of your customers, competition, and market. These questions have also been successfully used to evaluate a new business venture. They are an excellent checklist to review before committing time and money to a project. If you do not have this Question set with your version of IdeaFisher, you can purchase it as an Add-on Module.

Prepare for a Meeting:

To enhance your personal focus and preparation, you can review the relevant QBank questions prior to attending a meeting. Another strategy is to circulate a selected subgroup of questions among meeting attendees. The questions not only help prepare attendees, they also serve as an agenda to keep the group focused.

You can also use IdeaBank to prepare for a meeting by reviewing Topical Categories that are related to the agenda. This will increase your awareness of meeting-related ideas, concerns and thoughts.

Use QBank to Enhance the Potential of any Idea:

You do not have to use all of IdeaFisher's features and functions each time you use the program. For example, if you already have an idea, all that you might want to do is review questions in QBank's Modify section (for

IdeaFisher PRO only). This will help you quickly identify ways to improve and expand your idea.

Steps:

1. From the QBank menu, choose Select QBank.
2. Choose Modify Questions, and select the appropriate question categories. Let the questions stimulate ways to adapt, change, or expand your concept.

Use the Evaluate Questions to Effectively Evaluate Ideas:

Many ideas need to be compared to a set of responsible criteria before implementation is attempted. Many times we overlook the obvious barriers to successful implementation, especially if it is our own idea. You can use QBank's Evaluate Questions as a "reality check" prior to committing significant time and effort to an idea.

Steps:

1. From the QBank menu, choose Select QBank.
2. Choose Evaluate Questions, and select the appropriate question category. See how your idea stands up to the questions presented.

Look for New Ideas:

Another fun and effective way to use IdeaFisher is to "look for ideas." This technique is similar to concepts like "free association," "conceptualizing," or "lucid dreaming."

For example, an architect looking for new ideas for home design could brainstorm an attribute or concept related with *home*, such as *family, door; safety,* or *comfort*. Each subject will trigger many ideas, and may lead to some interesting new designs or features.

A manager could brainstorm an employee morale problem by reviewing associations with *morale, friend, job, happiness,* or *anger*. Again, the purpose is to fill the conscious mind with as many related concepts and idea triggers as possible, and look for new connections.

Use IdeaFisher to Identify Key Concepts in any Text File:

You can use IdeaFisher to identify Key Concepts in any Text file by copying the text file into the Answer Notepad.

Steps:

1. Copy the desired file from your word processing application to the Windows Clipboard.

2. Start IdeaFisher and use the Window menu to select the Answer " Notepad. Type a row of 5 hyphens (-----) and press Enter. "

3. Use the Edit/Paste command to copy the clipboard contents to the Answer Notepad. Below the pasted contents, type a row of 5 equal signs (= = = = =). The Key Concepts filter will only work if the contents pasted into the Answer Notepad are between the row of hyphens and equal signs.

4. From the QBank menu, choose Filter Answer Notepad to identify the Key Concepts.

    The ability to review the Key Concepts in a Text file can be of tremendous value. By offering you a fresh look at the essential elements of the file, it can lead to deeper insights, or in some cases, entirely new ideas. Reviewing the Key Concepts of a speech you have written, for example, may help you evaluate your topic from a totally different perspective.

Summary

Remember to let your mind wander as you browse through the associations. Sometimes the perfect solution will occur only after you have stopped working with the program. The process of concentration, coupled with the variety of idea prompts, stimulates the subconscious mind, and later, a new, perfect solution pops into consciousness. The act of reviewing relevant QBank questions and Idea Words in IdeaBank represents the 99% perspiration effort required to create good ideas.

A last important reminder -whenever you work on a creative project, your surroundings and mental attitude will play an important role in your productivity. Make sure you are comfortable, and are not disturbed while concentrating. Also, do your best to approach your session in a relaxed, positive frame of mind with the belief that you will find a successful solution.

Command Reference

This section describes each available IdeaFisher menu command and the steps to use each command. IdeaFisher displays 18 default Toolbar buttons, but there are buttons for every command which you can add to the Toolbar.

File Menu

The File menu commands are used for opening and saving work sessions, as well as exporting and printing the contents of the IdeaFisher windows.

New

Use the New command to clear all open IdeaFisher windows, and to begin a new session of IdeaFisher. If you choose New when another session is open, IdeaFisher will prompt you to save the current session.

Steps:

Choose New from the File menu. Or, click on the New button on the Toolbar.
You will be prompted to save your current session. Choose Yes to save the session, No to continue without saving, or Cancel to return to the current session.

Open

Use the Open command to open a previously saved work session, including the saved Idea and Answer Notepads.

Steps:

1. Choose Open from the File menu. Or, click on the Open button on the Toolbar. The Open Session dialog box will appear.

2. Enter the name of the file you wish to open and choose the OK button. Or, double-click the filename in the File Name box.

3. If the file you want to open is on a different drive, select the drive you want from the Drives list.

4. Use the Directories box to choose the directory you want to open. Double-click directly on the directory.

5. Use the List Files of Type box to display All Files, or just IdeaFisher files.

Save

Use the Save command to save a work session, which includes the Idea and Answer Notepads. You can then create a new session, if you wish, or exit the IdeaFisher program. Your IdeaFisher session is saved in the \IDEAFISH\SAVED subdirectory with the file extension ".ifs".

Steps

1. Choose Save from the File menu. Or, click on the Save button on the Toolbar. The Save Session dialog box will appear.

2. In the Directories box, choose the directory you want to save the file .to.

3. Enter the name you wish to save the file under in the File Name box and click OK.

4. If you don't specify a filename extension, IdeaFisher will automatically save the file with the IdeaFisher extension (.ifs).

Shortcut Key: Ctrl + S

Save As...

Use the Save As command to save a previously saved work session (including the Idea and Answer Notepads) under a different name. This is useful if you need to protect the contents of a particular session without saving over it. For example, you may want to make changes to a file without changing the original file.

Steps:

1. Open the file you wish to save as a different name.

2. Choose Save As from the File menu. The Save Session As dialog box will appear.

3. In the Directories box, select a location for the file.

4. Enter the new name for the saved file and click OK. The newly saved file will appear with its new name.

5. IdeaFisher will automatically save the file with the IdeaFisher extension (.ifs).

Delete

Delete button Use the Delete command to delete any previously saved work session.

Steps:

Choose Delete from the File menu. The Delete Session dialog box will appear.
Select the saved file you wish to delete and choose OK. You will be prompted to confirm the deletion. Choose Yes.

Export

Use the Export command to save the contents of either the Idea Notepad, Notepad buttons or the Answer Notepad, as a text file which can be exported to another program. Saved exported files, however, cannot be reopened by IdeaFisher. So if you wish to use your Idea Notepad or Answer Notepad at a later time, be sure to save your IdeaFisher session before quitting.

➢ **To Export the Idea Notepad or Answer Notepad as a text file:**

1. Choose Export from the File menu. A cascading menu prompts you to select which Notepad you want to export.

2. Select either the Idea Notepad or Answer Notepad. A dialog box prompts you to specify the path and file name where you want to save the exported file.
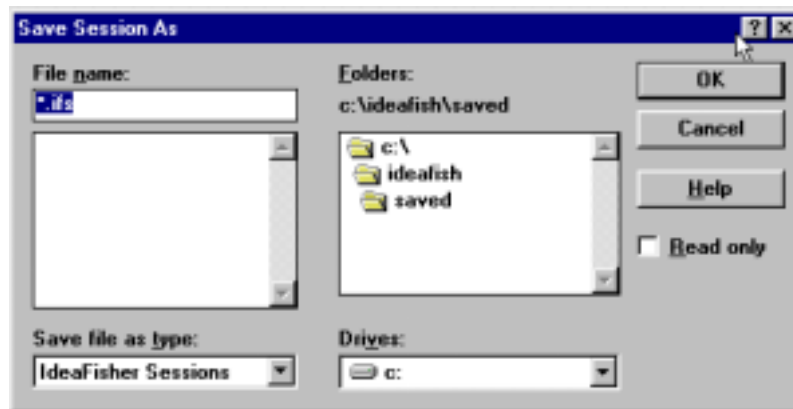
3. Select the directory where you want the exported file to be saved. Then enter the file name and choose OK. The exported file will be saved with the ".txt" extension.

4. You may now open the exported file from any program that can import text files.

Print

Use the Print command to print the following IdeaFisher windows: Current
window (active window), Idea Notepad, Answer Notepad, and Statistics.

Steps:

To print any of the IdeaFisher windows, select the window you would like to
print to make it the active window.

Choose Print from the File menu. Select one of the available options from the
cascading Print menu. Or, click on the Print button on the Toolbar. The Print
dialog box will appear.

Make any desired changes by selecting the appropriate option and choose
OK to initiate the print command.

Note IdeaFisher will not allow you to specify which pages to be printed.
When you print a window, all the contents of that window will be printed.

Shortcut Key: Ctrl + P

Page Setup

Use the Page Setup command to configure the pages that are printed from
IdeaFisher. When this command is selected, the following dialog box
appears. You could then specify the page margins, and the items that should
appear in the Header and Footer of the printout.
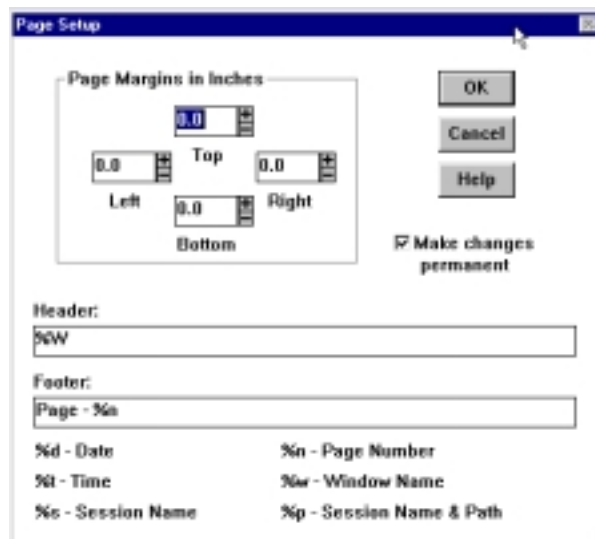
Steps:

1. Use the Page Margins in Inches box to set the print margins. Simply enter the specifications you prefer or click on the "+" & "-" symbols to increase or decrease the margin size.
2. Click in the entry field to enter the document's Header title.
3. Click in the Footer entry field and enter information to be printed as a footer. You have the option of printing the Date, Time, Session Name, Page Number, Window Name, and Session Name & Path information by adding the appropriate code to the Header or Footer entry field.
4. For example the symbols "5n %d in the Footer entry filed will add the page number and date to the Footer line on the printout.

Printer Setup

The specific Printer Setup options available depend on the printer driver you have installed. In general, you can use the Printer Setup to specify the target printer, change page orientation, change paper size and source, and select additional options related to printing.

Steps:

1. Choose Printer Setup from the File menu. The Printer Setup dialog box will appear.
2. Make any desired changes by selecting the appropriate option and choose OK.

Exit

Use the Exit command to exit IdeaFisher. Before exiting, IdeaFisher will prompt you to save the current session.

Steps:

1. Choose Exit form the File menu. IdeaFisher prompts you to save the current session.
2. Choose Yes and title the current session, No to exit without saving, or Cancel to return to IdeaFisher.

Shortcut Key: Ctrl + Q

Edit Menu

The Edit menu contains important commands that help you perform many word processing and record-keeping tasks in the Idea and Answer Notepads. Also included are the standard Windows Cut, Copy, and Paste commands to exchange text with other programs.

Add to Notepad

Use the Add to Notepad command to copy words and phrases from any of the IdeaBank association windows to the Idea Notepad. You can copy items to the Idea Notepad from any of the following windows:

- Any List of Idea Words
- Alphabetical Index of Idea Words & Phrases
- Topical Categories Window
- Major Categories Window
- Key Concepts Window
- Results of Compare Window

Steps:

1. To add associations to the Idea Notepad, you have three options:

   - Double-click on the item you want to add to the Idea Notepad with the Right mouse button.
   - Select the item you wish to add by clicking on it once, and click on the Add to Notepad button on the Toolbar.
   - Select the item you wish to add by using the up and down arrow keys, and choose Add to Notepad from the Edit menu.

2. You can also copy several items at the same time. Just mark the items you wish to add by holding down the Control key while single clicking the items with the Left mouse button. Then choose Add to Notepad from the Edit menu.

Shortcut Key: Ctrl + D

Find

Use the Find command to search for a string of text in any of the IdeaFisher windows.

Steps:
1. Activate the window you wish to search by clicking on it. Position the cursor at the location where you would like the search to begin.
2. Choose Find from the Edit menu. A dialog box prompts you to enter the string of text you wish to find in the current window.

3. Enter a string of text and choose Find Next.
4. The search will begin from the position of your cursor, and it will either search Up or Down depending on the direction which you have selected. Every match found will be highlighted. If you want the Find command to search a word exactly as how you typed it, select the Match Case option.

Note You may have to adjust the positioning of the Find dialog box to view the window of your search properly. Click on the Title bar and drag the Find dialog box to an appropriate position.

Find Next

Use the Find Next command to find additional occurrences of a word or phrase you have specified in the Find command.

Steps:
1. Choose Find Next from the Edit menu. IdeaFisher will search for the string of text previously specified in the Find command.
2. Searching will continue from the location of the last occurrence found. The highlighted text will indicate where the next occurrence is located. If no other occurrences are found, a message will appear in the Status Bar indicating that no other matches were found.

Undo

The Undo command will undo the last edit change made to either the Idea Notepad or Answer Notepad.

Steps:
1. Choose Undo from the Edit menu. Any changes previously made to the Idea Notepad or Answer Notepad will be reversed.

Shortcut Key: Ctrl + Z

Clear

Use the Clear command to delete the selected contents from either the Idea Notepad or the Answer Notepad.

Steps:

1. Highlight the text you want to remove.

2. Choose Clear from the Edit menu. The text will be removed.

Cut

Use the Cut command to remove selected text from the Idea and Answer Notepads to the Windows Clipboard. You may later Paste the items from the Clipboard to the Notepads or another program.

Steps:

1. Select the text you would like to cut from either the Idea or Answer Notepad.

2. Choose Cut from the Edit menu. Or, click on the Cut button on the Toolbar.

3. The selected text will be removed and placed onto the Clipboard.

Shortcut Key: Ctrl + X

Copy

Use the Copy command to copy selected text from any of the IdeaFisher windows to the Windows Clipboard.

Steps:

1. Select the text you would like to copy from any of the IdeaFisher windows.

2. Choose Copy from the Edit menu. Or, click on the Copy button on the Toolbar.

3. The text will be copied to the Clipboard.

Shortcut Key: Ctrl + C

Paste

Use the Paste command to insert a copy of the Clipboard contents into the Idea or Answer Notepads.

Steps:
1. Position the cursor at the desired point of insertion on the Idea or Answer Notepad.
2. Choose Paste from the Edit menu. Or, click on the Paste button on the Toolbar.
3. The contents of the Windows Clipboard will be pasted into the selected Notepad.

Shortcut Key: Ctrl + V

Select All

Use the Select All command to select all the items in the active window. Once the items are selected, you can then copy them to the Windows Clipboard or either of the Notepads.

Steps:

Click on the window you wish to select from.
Choose Select All from the Edit menu. The entire contents of the window will be selected.

Shortcut Key: Ctrl + A

Preferences

The Preferences command displays a dialog box that allows you to customize IdeaFisher. You can specify the following:

- Whether or not to allow any changes made to be permanent.
- Whether or not you want IdeaFisher to beep when an item is copied from a window to the Idea or Answer Notepad.
- Whether or not to display Startup Tins when you start IdeaFisher.
- Whether to view the selected IdeaBank categories and associations in the same window or in a new window.
- The Maximum number of windows (up to 9) that can be open at the same time.
- The Key Concepts filter value (1-99) which specifies how many times a word must be found within the Answer Notepad before it is filtered to the Key Concepts.

Steps:
1. To change any setting, simply click in the appropriate check box and/ or enter your new preference. Selecting Preferences also allows you to branch to Advanced Options.
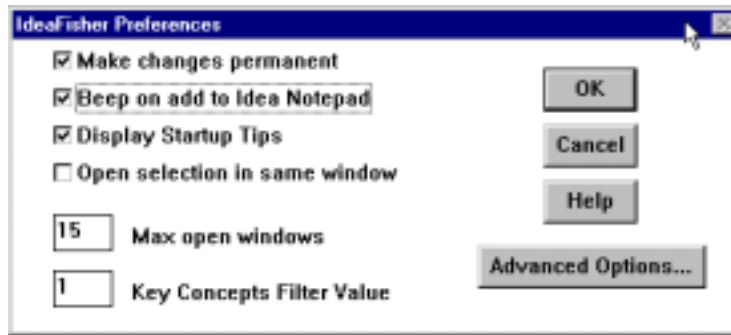
Note When you change any setting in Preferences or Advanced Options, your change can be made permanent or just for the current session. If you make a change, and the Make changes permanent box is checked, IdeaFisher will remember your change each time the program is started. If you make a change, and the Make changes permanent box is not checked, your changes will only be available during the current session.

Advanced Options

The Advanced Options allow you to customize IdeaFisher further. You can specify the layout of the IdeaFisher workspace, the appearance of the startup screen, customize the Toolbar buttons, set Font and Style preferences, and customize Key Assignments. You can also configure the format of exported documents.
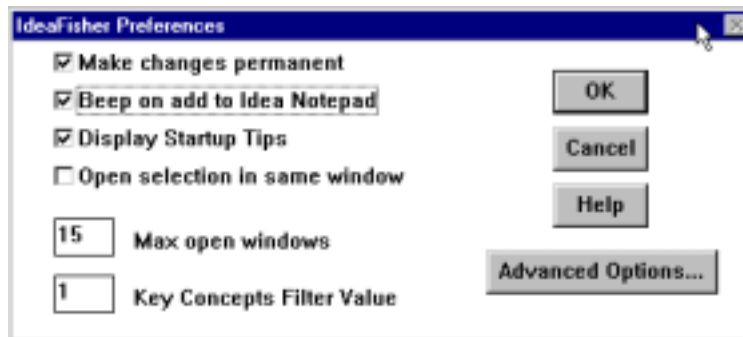
STARTUP

The Startup selections allow you to specify what should appear when you first start IdeaFisher.

1. Click any of the available options. For example, if you prefer to begin every IdeaFisher work session with the Topical Categories displayed,

click the Topical Categories option. Now, every time you start IdeaFisher, the Topical Categories window will automatically appear.

STARTUP FULL SCREEN

Select this option if you want IdeaFisher to fill your entire screen upon startup. This may create less confusion when you have more than one application open at the same time.

AUTO-SAVE

Select the Auto-Save option to have IdeaFisher automatically save your work session as often as you specify in the minutes box. Just select this option and enter the number of minutes for each time you would like IdeaFisher to automatically save.

SHOW STATUS BAR

The Status Bar is located at the bottom of the screen. It displays information and error messages about the active window, selected Toolbar button, or menu command. When you install the IdeaFisher program, the default is set to Show Status Bar. If you do not want to display the Status Bar, you must deselect this item.

SHOW TOOLBAR

The Toolbar contains the IdeaFisher command buttons, and is located at the top of the screen. Its purpose is to provide easy access to the most commonly used IdeaFisher commands.

DUPLICATE HISTORY ENTRIES

If the Duplicate History Entries box is checked, the History command will display duplicate history entries. If the box is not checked, the History listing will not show duplicate entries.

EXPORT FORMAT

This box contains options for how the IdeaFisher Notepads will be exported using the File/Export command.

1. Click the Text option button to export the notepad text with a carriage return and line feed at the end of each paragraph. This setting should be used for nearly all exports efforts.
2. Click the Text + LF option button if you need to export the Notepad text into a program that requires a maximum line size. The Export function will place a carriage return and line feed at the Line Width position on all lines.

KEYS

Use the Keys option to specify additional key assignments, or to change the original default key assignments. This command also allows you to chance the default mouse button assignments.

Steps:

1.   Choose Preferences from the Edit menu.

2.   Choose Advanced Options from the Preferences dialog box.

3.   From the Advanced Options dialog box, choose the Keys button. The following dialog box will appear.


Function drop-down list button
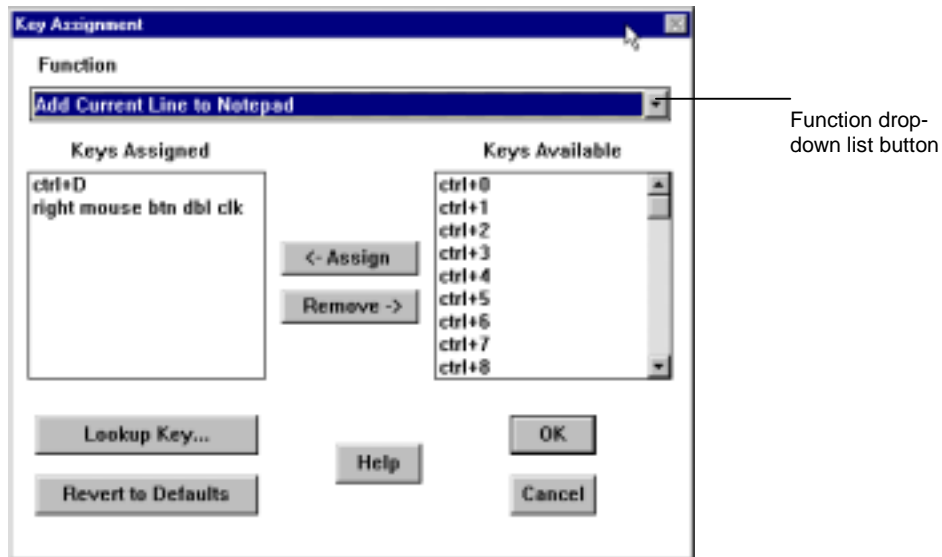
When the Key Assignment dialog box appears, you will be prompted to specify what function you want to change, and what key you would like to assign. For this example, we will set a key assignment for the Cascade Window~ command-

4. Click the Function drop-down list button to display a listing of the various commands that can be given a key assignment.
5. Locate the function you would like to set a Key Assignment for and click it. Click once on Cascade Windows.
6. From the Keys Available list box, select the key or keys you wish to assign to the item selected in the Function list box. For this example, click on ctrl + 1.
7. Choose the Assign button. The key assignment (ctrl + 1) will now appear in the Keys Assigned list box.
8. Choose OK to accept your Key Assignment.

➢ **To change one of the default Key Assignments:**

1. Select Lookup Key from the Key Assignment dialog box. The Lookup Key Assignment dialog box will appear and display all of the default key assignments, along with any other key assignments you may have previously specified.
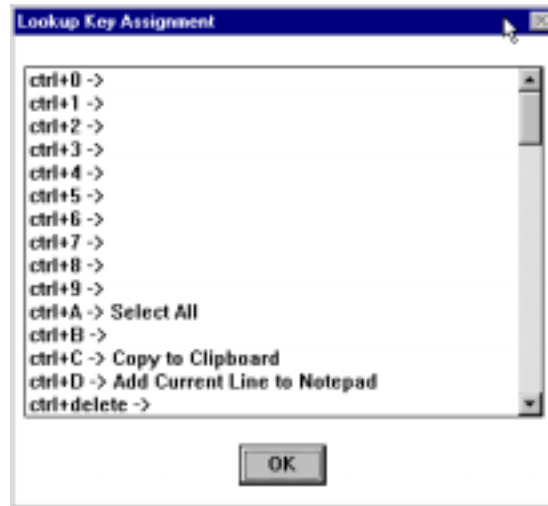
2. Select the Key Assignment you want to change and click OK. For this example, we will change ctrl + A, which is the default Key Assignment for the Select All command.
3. Choose ctrl + A and click on OK. You will now see ctrl + A appear in the Keys Assigned list box.
4. From the Keys Assigned list box, select ctrl + A and click on the Remove button. The Remove button removes any key assignments from the Keys Assigned list box and places it back into the Keys Available list box.
5. Now select a new Key Assignment by choosing one of the Keys Available, and clicking the Assign button. Your new Key Assignment will be set. Choose OK to save your new setting.

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Note Click on the Revert to Defaults button to change all modified key assignments back to their original default values.

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FONT
Use the Font options to specify how you would like the font, style, and point size of all the text in the IdeaFisher windows to appear.

Steps:

1. Choose Preferences from the Edit menu.
2. From the Preferences dialog box, click on Advanced Options.
3. Click on the Font button. The Font dialog box will appear.
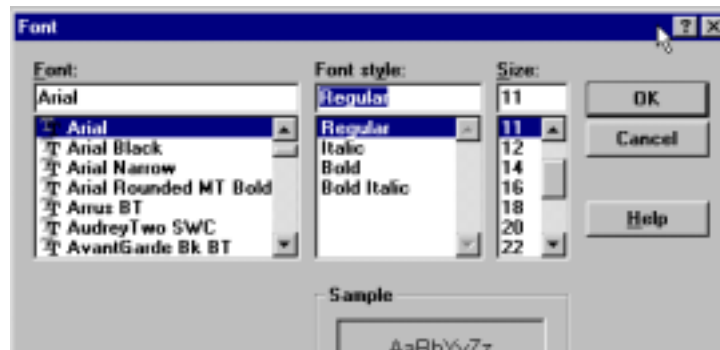
4. Click on each option desired. If an option is not displayed, use the scroll up and down buttons to scroll through the list until you locate the desired option. The Sample box shows how your font selections will appear.
5. Click on OK to accept your selections.

TOOLS
Use the Tools option to customize the IdeaFisher Toolbar. IdeaFisher displays 18 default buttons in the Toolbar. The Tools option allows you to add, remove, and reorganize the buttons.

ADD
Use Add to add any of the commands from the Available Tools list to the Toolbar.

➢ **To Add a button to the Toolbar:**

1. Choose Preferences from the Edit menu.

2. From the Preferences dialog box, click on Advanced Options.

3. From the Advanced Options dialog box, click the Tools button. The Toolbar Setup dialog box will appear.
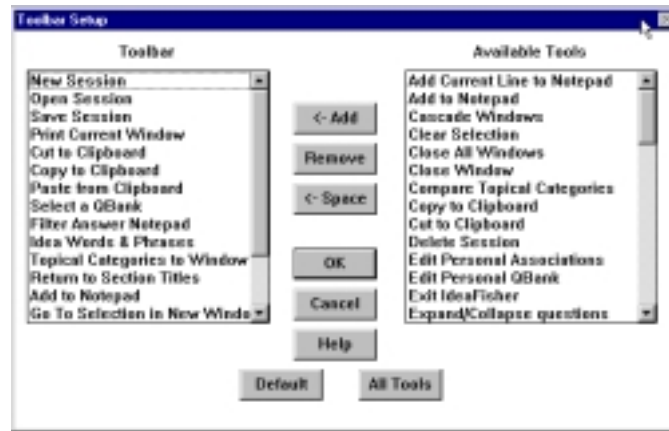
4. From the Available Tools list box, click on the command button name that you would like to add to the Toolbar. When you select an item, its associated command button icon will appear below the Available Tools list box.

5. Click in the Toolbar list box and select the item where you want the new command button to appear in front of. The Toolbar list box displays all of the command buttons in the order that they will appear on the Toolbar.

6. Click on the Add button. The command button that you selected in the Available Tools box will appear in the Toolbar list box at the position in which it will be displayed on the Toolbar.

REMOVE
Remove enables you to remove any command button from the Toolbar,

➢ **To Remove a button from the Toolbar:**

1. In the Toolbar list box, select the Toolbar command that you want to remove.
2. Choose Remove. The command that you selected will be removed from the Toolbar list box and the button will be removed from the Toolbar. The command that was removed will be placed back into the Available Tools box.

SPACE
Use this option to insert a space between the buttons in the Toolbar window. This can be beneficial in helping you to separate or group the various buttons together.

➢ **To add a Space between the Toolbar buttons:**

1. In the Toolbar list box, highlight the item you want the space to be inserted in front of.
2. Click on the Space button to insert the space. You can insert more than one space if you desire.

DEFAULT
Choosing the Default option will return the command buttons appearing in the Toolbar to the original default settings. You may want to use this option if you are not satisfied with the way you customized the Toolbar, and you want to return to IdeaFisher's standard Toolbar setup.

ALL TOOLS
The All Tools option allows you to add all of the available IdeaFisher command buttons to the Toolbar in one step.

Qbank Menu

The QBank menu allows you to access the QBank Questions which is a rich library of thousands of questions organized into sets and categories designed to help you define, clarify, modify, and evaluate problems, solutions, and

ideas. You can directly answer the QBank questions on the Answer Notepad which records your responses.

The Filter Answer Notepad extracts the Key Concepts from your responses to the questions. You can also add your own questions using the Edit Personal QBank command.

Select QBank
When you select this command, a cascading menu presents the titles of the installed question sets. Some examples of the questions are:

*   Strategic Planning Questions
*   Marketing Strategy Questions
*   Advertisement and Promotional Material Questions
*   Problem Solving Questions
*   Consultant's Module Questions

Note The exact question titles displayed may vary depending on the version of IdeaFisher that you have.

Generally, you choose the question set that best relates to the problem you want to solve. When you use these questions, you may arrive at a solution to your problem or a radically different understanding of the issues. These questions work to counteract the tendency to rush an answer, before all the

right questions have been asked. They will help you see the big picture and identify the real problem to be solved.

Modify Questions These questions are very effective if you have a promising new idea which needs refinement, or if you are seeking ways to improve an existing idea or concept. The Modify questions are divided into *classes* of questions, which together provide over 2,500 specific ways to reverse, combine, eliminate, or otherwise transform ideas. They suggest hundreds of different ways to change your viewpoint about an idea or concept.

Evaluate Questions The Evaluation questions are designed to help you shape your efforts into final form. These questions are useful in assessing if your new ideas can stand up to a close review. They are an excellent checklist of important criteria that any good idea should be able to pass. They will enable you to better understand your strengths and weaknesses.

Personal QBank This command is used to select a Personal QBank for viewing. If you have previously created a Personal QBank using the Edit Personal QBank command, your Personal QBank will appear in a dialog box from which you can make your selection.

➢ **To view any of the QBank Questions:**

1. From the QBank menu, choose Select QBank. Or, click on the QBank button on the Toolbar. The listing of available questions will be displayed.

2. Choose the question set that appeals to you most by double-clicking on it. A window will appear with a drop-down menu, called the Question Categories list box, which displays the titles of the various categories of questions. In the following screen shot, the categories for *Marketing Strategy Questions* are displayed.
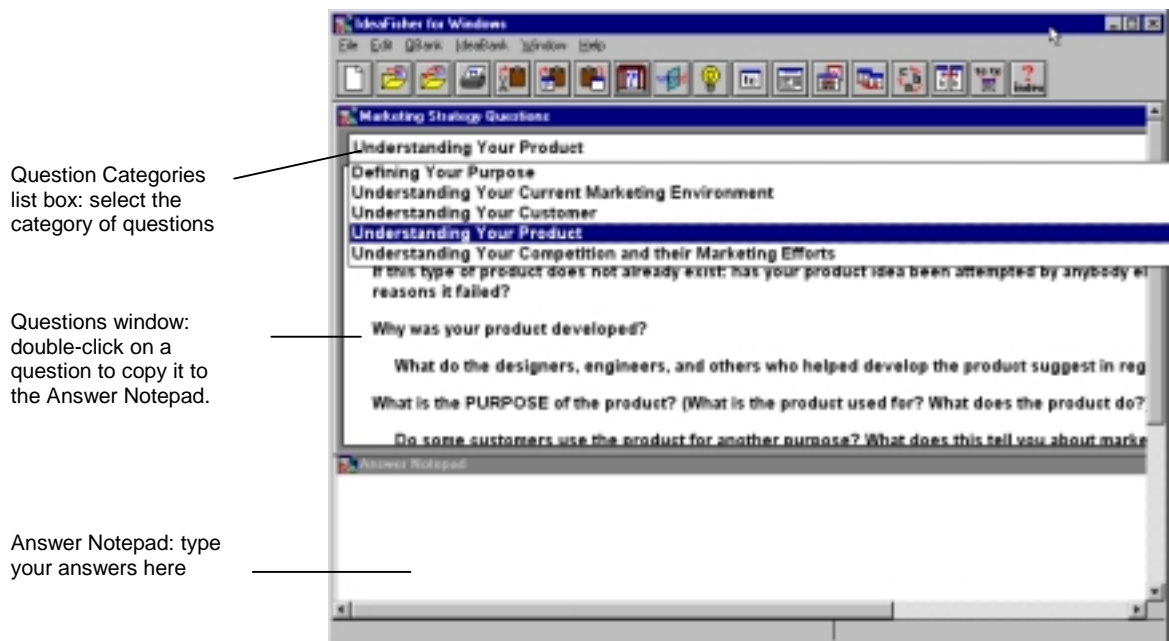
Question Categories list box: select the category of questions

Questions window: double-click on a question to copy it to the Answer Notepad.

Answer Notepad: type your answers here

3. Click on the title of the Question Category you wish to view. If you are
    not sure, select the top one listed. The title of the category you selected
    and its associated questions will appear.

Note Use the Tab key to move between the Question Categories list box and
the Questions display window. '

About the Questions...

Each Question Category begins with a Content Statement, which explains the
purpose of the questions. Use the Content Statement as a quick overview to
compare your goals with the issues the questions discuss. If the Content
Statement does not match your goals, click on the drop- down list button to
redisplay the titles of the available categories and select a different category.

Main questions are followed by indented sub questions. These sub questions
are designed to help you expand or clarify your thinking about related issues
to the main question.

The questions can be displayed in two formats: collapsed and expanded.
When the questions are displayed in Expanded form, all of the sub questions
are visible. When the questions are displayed in Collapsed form, only the
main questions are visible. The default is to display the questions in expanded
form.

➢ **To select a Question:**

1. Double-click the desired question. Or, use the arrow keys to select the question and press Enter. The selected question will be copied to the Answer Notepad. The cursor is positioned automatically in the space provided for your answers. Although it is usually best to answer each question as you copy it to the Answer Notepad, you can continue copying questions in any order to be answered, edited, saved, or printed.

➢ **To answer a Question in the Answer Notepad:**

1. Type your answers in the space between the dashed lines. Type as much as you like. The lines will move downward automatically if you need more room. IdeaFisher does not limit the length of your response.

2. Enter any phrases or thought-units which you wish to remain as one idea by using a tilde immediately before and immediately after the words. (Examples: ~Happy New Year~; ~election results~.) If you do not enclose the phrases together with tilde symbols, they will appear as separate words in the Key Concepts Window as "results," "election," "Year," "New," and "Happy."

3. It may be best for you to review and edit your responses after you have finished answering the questions, inserting tilde symbols around phrases that you want to remain as a single idea or concept.

4. Also, to make it easier to view the items in the Key Concepts window, limit the length of your phrases to no more than about 50 characters (or no more than about 5 words) between two tilde symbols.

➢ **To edit questions in the Answer Notepad:**

After you copy a question to the Answer Notepad, you can edit the question itself by positioning the cursor where you want to type in the Answer Notepad. Remember: only words and phrases entered between the dashed line and the line of equal signs will be filtered into the Key Concepts window.

➢ **To display Questions from a Personal QBank:**

1. After you've added your Personal QBank using the Edit Personal QBank command, choose Select QBank from the QBank menu.

2. Select Personal QBank. A dialog box will appear displaying the titles of any existing Personal QBanks.

3. Select the Personal QBank title of interest and click the Select button. The Personal QBank questions will be displayed in the same manner as the IdeaFisher-supplied QBank questions.

Collapse/Expand questions

Use the Collapse/Expand command to collapse or expand the display of questions. If the questions are expanded, all main questions and sub questions are visible. If the questions are collapsed, only the main questions will be visible. Viewing only the main questions may be more useful if you are using the questions as a checklist, and you don't need to see the more specific sub questions.

Steps:

1. From the QBank menu, choose Collapse questions to collapse the questions. Only the main questions will be visible. An arrow will appear in front of each main question indicating that you are viewing the questions in collapsed format. Select Expand questions from the QBank menu to return to the expanded format.

Filter Answer Notepad

Use the Filter Answer Notepad command to generate Key Concepts from your answers to the QBank questions. This command allows key words to be extracted from the Answer Notepad so that you can see the main ideas and concepts behind your answers. From the ideas in the Key Concepts, you can then begin to free-associate and brainstorm with IdeaBank.

Filter Answer Notepad will extract only non-filler words from your answers and place them into a window titled Key Concepts. This is to prevent the extraction of filler words that are irrelevant and meaningless to your brainstorming session. (Filler words are articles, prepositions, and conjunctions, such as: the, for, however, etc.)

This command will display the Key Concepts in an order of descending occurrence. This means, if a particular word appears more than once on your Answer Notepad, this word will be positioned at the top of the Key Concepts window. You can specify the number of times a word must be repeated in order for it to be displayed in the Key Concepts window by using the Edit Preferences command.

➢ **To generate Key Concepts from your Answers:**

1. After you have already answered questions in the Answer Notepad, choose Filter Answer Notepad from the QBank menu. The Key Concepts will be identified and displayed in descending order of the number of occurrences.

➢ **To copy the Key Concepts to your Idea Notepad:**

1. Double-click each desired item using the Right mouse button. Your Idea Notepad now contains the Key Concepts that you selected.

➢ **To brainstorm a Key Concept:**

1. Double-click with the Left mouse button on the Key Concept of interest. The Alphabetical Index window will appear. If the word is in the Alphabetical Index, the word will be displayed. If the word is not in the Alphabetical Index, the next word in alphabetic sequence that is in the Index will be displayed. Double-click the desired word to view its associated Topical Categories.

Edit Personal QBank

Use the Edit Personal QBank command to create and import your own Personal QBank question sets. You can create your lists of questions using any text editor or word processing program. Then, using the Edit Personal QBank command, you can import those questions for use within IdeaFisher. You can also distribute your Question sets to other IdeaFisher users.

A Personal QBank can be composed of 1 to 99 categories of questions. Each category of questions contains specific questions that you develop. This results in the following hierarchical structure:

– the personal Qbank title
 – the 1 to 99 categories of questions
  – the specific questions

You may want to keep the following recommendations in mind when developing your Personal QBank questions:

- Spend time organizing and writing your specific questions using your preferred word processor.
- Group your specific Questions into relevant Categories.
- Begin each Category with general questions and gradually make them more specific.
- Use examples in your questions.
- Avoid questions which require only "Yes" or "No" answers. Write open-ended questions to stimulate thinking.
- Allow for about 20 to 30 questions in each Question Category. Otherwise, divide the questions into multiple Categories.

> **To Add a Personal QBank file:**

Use your word processor or any Windows text editor to develop your personal questions. Then use the Edit Personal QBank command to add your new questions. There are two ways to add a Personal QBank file. You could import a text file directly or use the Copy & Paste commands. However, the file to be imported must conform to the following requirements :

- It must be saved as an ASCII or Text file (without line breaks).
- Each question or sub question must be separated by a blank line.
- Each main question must have a digit " 1" immediately before the first
- character of the question.
- Each sub question must contain a digit "2" immediately before the first character of the sub question. See the following example.

1. For this example, we will develop Personal QBank related to "Hiring a New Employee." Type the following personal questions into any word processing program or text editor. You can use the IdeaFisher Answer Notepad if you wish.

   lDoes the applicant show a sincere interest in the company and its products?

   lHow well does the applicant interact in an open, social environment?

   1Does the applicant have a high degree of self-esteem and confidence?

   21f so, what example can the applicant give to illustrate his/her confidence?
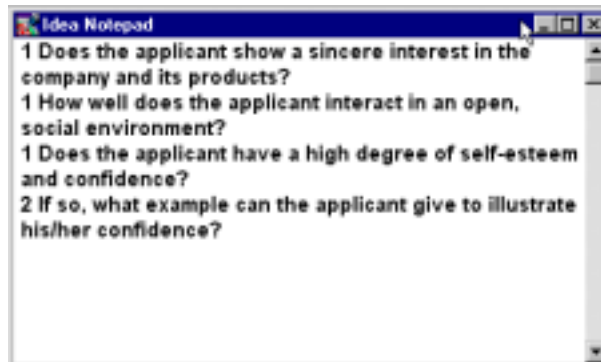
2. Select all of the questions by choosing Select All from the Edit menu.

3. Choose Copy from the Edit menu.

4. From IdeaFisher, choose Edit Personal QBank from the QBank menu. The Edit Personal QBank dialog box will appear.

5. Click on the Add button to add a new Personal QBank category.

6. A dialog box will appear prompting you to type the title of the Personal QBank you want to create. The title can be up to 50 characters in length, and is used when you display the questions. You are also prompted to specify a File name for your QBank. The file name cannot exceed 8 characters.

7. Type in the title **Company Hiring Policy Questions,** and File Name **Hiring** and click OK. You will be returned to the previous dialog box. The QBank title you just created will appear in the box.

8. Select the Personal QBank title you just added by clicking on it once, and choose the Edit button. A new dialog box will appear. You now type in the name of the titles for the specific Question Categories. Each Personal QBank category you add must have one or more categories.

9. Click the Add button to enter the name of a new section. A dialog box will appear for you to enter the name of the category title.
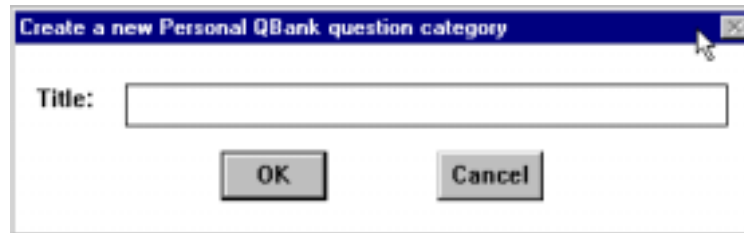
10. Type the name Personality Profile, and click OK. Your new QBank category title will now appear in the list box.

Note You have two methods available for importing your file, Import or Paste. If you select the Import button, IdeaFisher will present a dialog box where you can identify the saved file to be imported. The file must be an ASCII or Text file. IdeaFisher will import the named file and indicate if it encountered any errors. Since we've already copied the Personal Questions onto the Clipboard, we will use the Paste command to add our questions.

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11. Click on Personality Profile to select it.

12. Choose the Paste button to paste the questions into the selected Question Category.

13. Click on the Done button. You now can use your Personal Question set within IdeaFisher.

14. To view your new Personal Questions, choose Select QBank from the QBank menu. Then choose Personal QBank and select Company Hiring Policy Questions.

➢ **To Edit a Personal QBank:**

1. Choose Edit Personal QBank from the QBank menu. A listing of your Personal QBank files will be displayed.

2. Highlight the Personal QBank title you want to edit.

3. You can now edit your Personal QBank by adding more sections, renaming sections, or deleting sections.

➢ **To Delete a Personal QBank:**

1. From the QBank menu, select Edit Personal QBank. A listing of your Personal QBank files will be displayed.

2. Highlight the Personal QBank title you want to delete.

3. Click on the Delete button.

IdeaBank Menu

The IdeaBank is an organized storehouse of more than 65,000 Idea Words, Phrases, and Concepts familiar to modem society. The cross- referencing power of the software creates more than 775,000 direct associations. An association is a relationship between two concepts - for example, between an Idea Word or Phrase, a Topical Category, or a Major Category and another concept. Associations are designed to trigger or stimulate ideas in your mind.

Their power to trigger ideas can be attributed to the way in which they are organized. The principal is simple -related ideas are grouped together. This method of organization is patterned after the way we naturally store information in the human brain, and it explains the common experience of "one idea leading to another."

IdeaBank is a hierarchical organization of subjects. The top level consists of the most general categories and the bottom level is the most specific.

1. Major Categories (Top Level)
   2. Topical Categories
      3. Idea Words & Phrases

Each Major Category contains around 5 to 50 Topical Categories. Each Topical Category contains between 300 to 2000 Idea Words & Phrases, organized by Section Titles. These Idea Words & Phrases are listed in the Alphabetical Index and are associated with one or more Topical Categories.

You can enter the IdeaBank at any level of the hierarchy by selecting the appropriate category under the IdeaBank menu.

Idea Notepad

The Idea Notepad is your working space when using the IdeaFisher program. It provides the vehicle for recording, saving, and printing the results of your work. It is your "word-processor" that allows you to enter comments, ideas, and notes during a session.

Some of your work must be personally copied into the Idea Notepad if you want to save it -in particular, the items displayed when you are viewing a list of associations, the list of Key Concepts, or the Results of Compare.

In addition to saving items to the Idea Notepad, IdeaFisher also maintains a separate History listing of all the selections you've made. This is stored in the Window/History command.

It is very important that you annotate any and all ideas you have during a session as they occur. Many times great ideas are the result of combining various weak ideas into one strong one. Whenever you get an idea or have a sudden leap of the imagination, or you just want to record a comment, make sure that you do so immediately in your Idea Notepad. Later, you may want to use that idea, or you may want to know what you were thinking at the time it was created.

Idea Words & Phrases

Use the Idea Words & Phrases command to begin the brainstorming process by typing in a word or phrase to look up. Your desired idea word will then be displayed in the Alphabetical Index. (If your word cannot be found, IdeaFisher will display the word closest in spelling to the original idea word entered.) The Alphabetical Index contains a listing of all the ideas, words, and phrases that can be found in the IdeaBank database.

Once you've selected an idea word in the Alphabetical Index, a window will appear to show the associated Topical Categories. An Idea Word or Phrases may appear in as many as 1 to 100 different Topical Categories. It is in the Topical Categories that you will find associations related to your original word or phrases.

Steps:

1. Click the Idea Words & Phrases button on the Toolbar. Or from the IdeaBank menu, choose Idea Words & Phrases. A dialog box prompts you to enter an idea word or phrase.
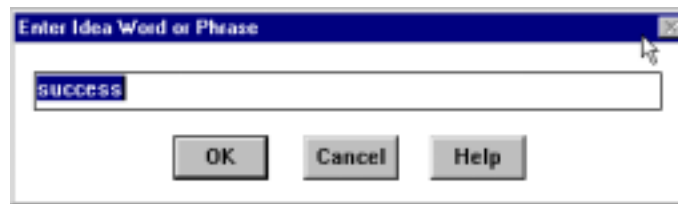
2.   Type in your word and click on OK, or press Enter. A window displays the desired idea word as it appears in the Alphabetical Index You now select the word to look up by double-clicking on it to view its related Topical Categories.

Shortcut Key: Ctrl + I

Look Up Conventions to Remember

IdeaFisher has a few conventions which may be different from what you are accustomed to. When looking up specific words or phrases, keep these conventions in mind:

- A minimum of at least two characters (numbers or letters) is required to begin the search of a word or phrase (ex. look up "ab" = AHA, abacus, abalone, etc.)

- IdeaFisher does not use the conventional alphabetizing rules; instead, all the words and phrases are alphabetized letter by letter regardless of spacing or punctuation. In the following example, the "i" in "abstraction" comes before the "m" in "abstract mathematics." (ex. abstract, abstract art, abstract dance, abstract expressionism, abstraction, abstract mathematics, abstract of title, abstract poetry)

- Use the singular form of a word, unless the usage of that word requires the plural form (ex. "sweat gland" vs. "eyes")

- When looking up a real person, enter the last name first (ex. "Washington, George")

- When looking up a fictional character, enter the first name first (ex. "Tom Sawyer")

- If a word entered is not found in IdeaFisher, the closest match of the original word will be displayed in the Alphabetical Index (ex. Look up "mega star" and the Alphabetical Index will appear at "megaphone."

- If you are unable to find a word or phrase in IdeaFisher, try looking up a more common term or expression similar to your word. (ex. instead of looking up "negotiable," try looking up "negotiate")

Topical Categories

Use the Topical Categories command to view the listing of IdeaBank's 438 Topical Categories. The Topical Categories allow you to view idea associations in a broader sense by categorizing words into groups of related ideas. For example, ideas related to *success* and *failure* would fall into the Topical Category *achievement/success/failure.*

Steps:

1. Click on the Topical Categories button on the Toolbar. Or from the IdeaBank menu, choose Topical Categories. A window displays the entire list of available Topical Categories.

2. You can now double-click on a Topical Category to view its related associations.

Shortcut Key: Ctrl + T

Major Categories

Use the Major Categories command to view the listing of IdeaBank's Major Categories. The Major Categories group related Topical Categories under one theme. These Major Category titles are very broad and can encompass from as many as 5 to 50 different Topical Categories. Use the Major Categories to quickly see which Topical Categories you might be interested in exploring. For example, the Major Category *Communication-Education-Entertainment* will have such Topical Categories as *language/foreign languages, clarify/understand,* etc.

Steps:

1. Choose Major Categories from the IdeaBank menu. A window displays the list of Major Categories.
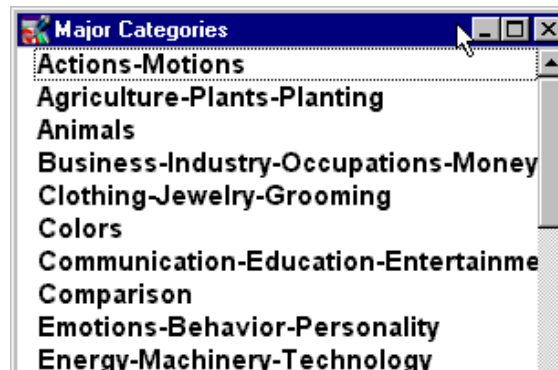
2.

3. Double-click the Major Category of interest, or highlight it and press Enter. A window displays all the Topical Categories that are associated with the theme of the selected Major Category. The Idea Notepad will be updated to contain the Major Category title that you selected.

Shortcut Key: Ctrl + M

Section Titles

Use the Section Titles command to return to a Section Titles listing of a Topical Category that was previously viewed. This command is useful if you've selected a particular section that wasn't relevant and you would like to return to the previous Section Title to choose a different section.

The purpose of Section Titles are to categorize common ideas together by grouping related ideas of a Topical Category into various sections, such as:

Varieties/Examples — A Topical Category may contain one or more Varieties/Examples sections which offer actual examples of the Topical Category theme.

People/Animals — They may be real or fictional. Past or present.

Things/Places— They may be real or fictional, past or present.

Parts — Theses are parts of whatever items are the theme of the Topical Category.

Abstractions/Intangibles — These are nouns referring to nonmaterial things such as: beauty, attitudes, emotions, music, literature, mathematics, rules, laws, religions, and types of groups, such as "church" or "sorority."

Verbs — The Verbs are just that: actions, activities, and processes, such as "throw," "ride like the wind," and "develop a photograph."

Activities/Events/Processes — These are actions, activities, and processes listed as nouns such as: "accident," "acrobatics," "rodeo," "cooking," and "digestion."

Descriptors — These include adjectives and adverbs describing people, animals, things, places, intangibles, actions, activities, and processes associated with the Topical Category,

Miscellaneous — These include sayings and slogans, famous quotations, historical events, formal names of organizations, beginnings of nursery rhymes, and titles of books, movies, songs, and so on.

Steps:

1. Click on the Section Titles button on the Toolbar. Or, choose Section Titles from t he IdeaBank menu.

2. A window redisplays the list of Section Titles that was previously selected. Any Section Title you have previously viewed will be marked with an asterisk. You can now select a different Section Title and view its related Idea Words.

Shortcut Key: Ctrl + R

Compare Topical Categories

The Compare Topical Categories command allows you to find ideas, words, and phrases that are common to two Topical Categories. This is useful if you are trying to cross-reference two different ideas to find common themes.

Note This option can also be used to view all of the associations of a particular Topical Category at one time in a single window. Simply compare the Topical Category to itself.

Steps:

1. Click on the Compare Topical Categories button. Or from the IdeaBank menu, choose Compare Topical Categories. The following Compare Topical Categories dialog box appears.

2. Click on the top button marked Word to define the first Topical Category to be compared. A dialog box will prompt you to enter an Idea Word. For this example, we will compare the words *sports* and *business*.

Note You could also select a Topical Category to be compared by clicking on the drop-down list button. This will display all of the available Topical Categories that can be chosen and compared.

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3. Type in the first word **sports** and choose OK. A window will display the Alphabetical Index where the word you typed is located. (If the word is not there, the index will display the position nearest to where the word would be located alphabetically.)

4. Double-click on the word sports. The program will display the associated Topical Categories.
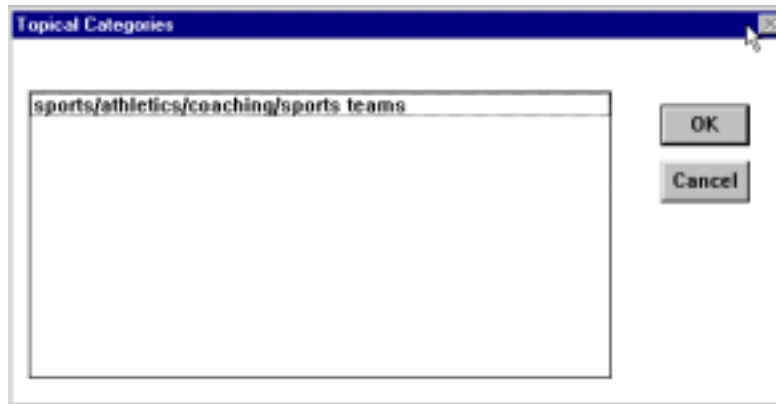
5. Double-click on the appropriate Topical Category to be compared. (You will only see one Topical Category for the word *sports* because *sports* is directly related to the Topical Category title *sports/athletics/ coaching/sports teams*.) Select *sports/athletics/coaching/sports teams* and choose OK. After selecting *sports/athletics/coaching/sports teams*, the Compare Topical Categories dialog box will reappear with *sports/athletics/coaching/sports teams* appearing in the top box. This identifies the first Topical Category to be compared.
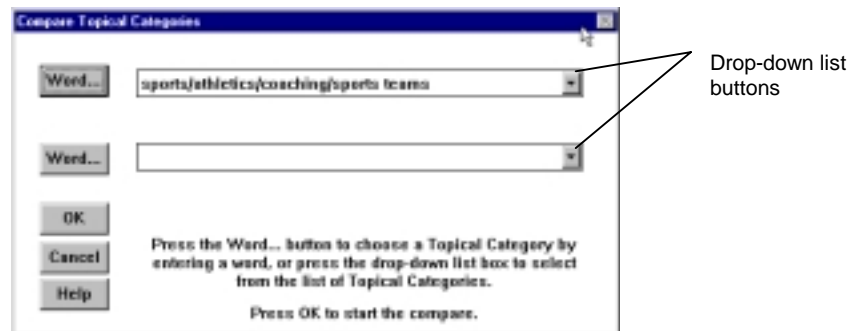
Drop-down list buttons

6. To select the second Topical Category to be compared, click on the Drop-down list button of the lower list box. A listing of all the Topical Categories will appear.

7. Scroll down to the Topical Category *business/industry* and select it.

8. Now that both Topical Categories have been selected for the comparison, click OK to begin the compare process. IdeaFisher will compare the two Topical Categories and the Results of Compare window will display all of the associations common to both.

9. Scroll through the Results of Compare window for interesting ideas and concepts related to both Topical Categories.

Edit Personal Associations

Use the Edit Personal Associations command to add or delete your own Idea Words and Topical Categories to the IdeaBank database.

Note Edit Personal Associations will not allow you to delete any of the original IdeaBank Topical Categories or Idea Words.

For any words or concepts that are specific to your industry/business and are not in the IdeaFisher database, you may want to add them as personal associations. Adding personal associations to the system makes IdeaFisher uniquely your own, ensuring ready access to those "good" ideas which might otherwise be forgotten.

When you use the Edit Personal Associations function, IdeaFisher's powerful Association Librarian automatically analyzes your additions and recommends a list of possible associations. This greatly reduces your effort and enhances your results.

We recommend that you familiarize yourself with the common IdeaFisher terminology and overall structure (such as Sections Titles, Topical Category, and Idea Words) before adding Personal Associations. Use the following example as a guide to learning the general method for adding your own Personal Associations. After you become familiar with the process, you will develop your own shortcuts and techniques.

Add a New Word

Use this option to add a single new Idea Word to the IdeaBank, and to associate Topical Categories to your new Idea Word. To add associations to any previously existing Idea Word, please see the section Add/Delete Associations by Word.

➢ **To Add a New Word:**

1. Choose Edit Personal Associations from the IdeaBank menu. A dialog box prompts you to select the desired option.
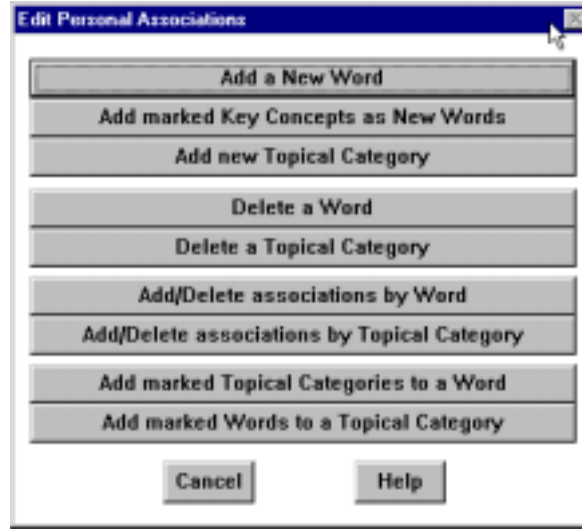
2. Choose Add a New Word. The Add new word dialog box appears. At the New Word entry field, you will enter your new word or phrase (up to 50 characters), and then choose a Section Title that best classifies your new word. For this example, we will add the word "merger- mania."

Note When you add a new word (or an existing word) to a Personal Topical Category, the word will appear as an association within the Section Title selected. When you add a new word (or an existing word) to an IdeaFisher Topical Category, the word will appear as an association within the "Personal Associations" Section Title.

3. Enter **merger-mania** and choose the Abstractions/Intangibles Section Title.
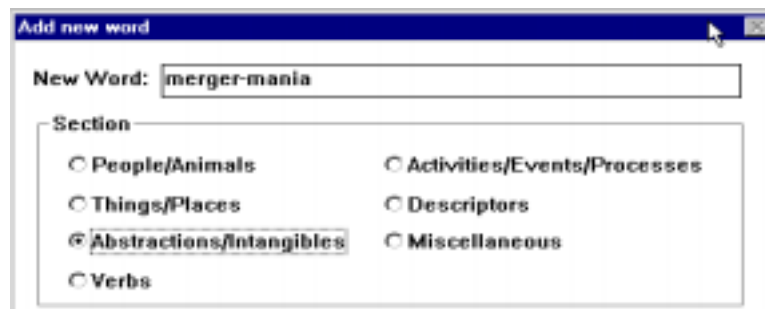
4. Click on the Add New Word button. A dialog box will appear showing where the new word just entered would be located in the Alphabetical Index. You are prompted to accept the new word as shown or cancel the selection. This gives you an opportunity to check if a similar word already exists.
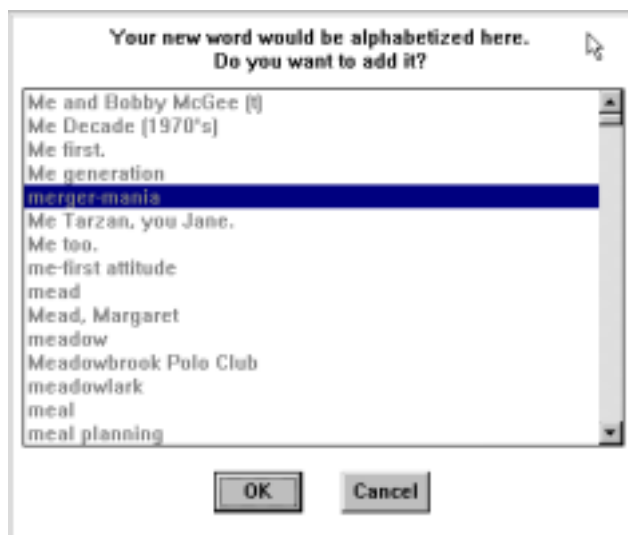
Since there are no similar words already in the Alphabetical Index, you can continue with the add process.

5. Choose OK. A message will appear stating that the new personal word or phrase was added. Choose OK again and you will be returned to the Add New Word dialog box.

You can now use IdeaFisher's powerful Association Librarian to identify a listing of relevant Topical Categories to associate with the new word.

➢ **To associate your New Word to Topical Categories:**

1. Click the U se Association Librarian button. The Enter Key Concepts for new Word dialog box will prompt you to enter a few Key Concepts that describe the new word. The Association Librarian will use this information to identify possible Topical Categories to associate with your word.

    An alternative method would be to click the Display All Topical Categories button. This option allows you to select from all the Topical Categories to associate with the new word.

2. Type in the following Key Concepts (words that describe the new word) in the box.

    business, merge, mania, trend
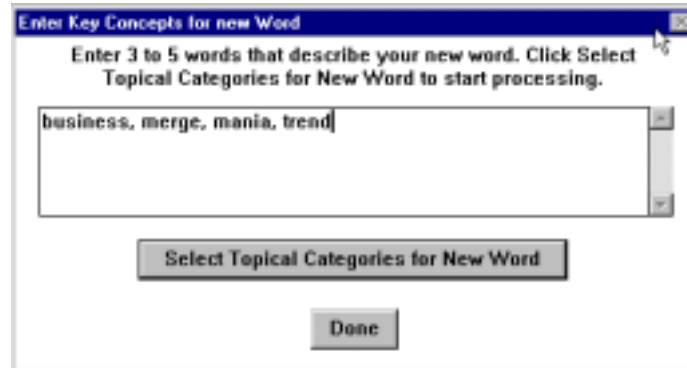
Note When typing in Key Concepts, we suggest that you enter no more than 3 to 5 words. Remember to enclose phrases that you want to remain as one idea within tildes (~). The Association Librarian function will use the nouns, verbs, and adjectives in your definition to determine a suggested list of Topical Categories to associate with your entry.

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3. Choose Select Topical Categories for New Word to begin the search. The Association Librarian will look up each of the Key Concepts you entered. If the Librarian cannot locate an exact match with your entry, it will show a section of the Alphabetical Index nearest to the entry. On the following screen, the program has shown the Alphabetical Index 'With the nearest Key Concept *mania.*
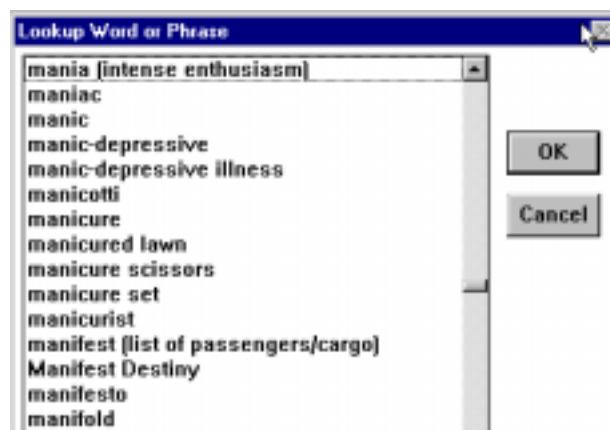
4. Click on the closest match, *mania (intense enthusiasm),* and choose OK. If you entered a Key Concept that did not exist and there wasn't an appropriate match, you would choose Cancel to continue without making a selection. A dialog box will display the Topical Categories that the Association Librarian suggests you associate with your new word. Review this list to determine which Topical Categories seem most suitable.

5. To make the final selection of Topical Categories to associate to your new word, click each desired Topical Category once. To deselect any Topical Categories that you do not want to associate to your word, click on the item again.
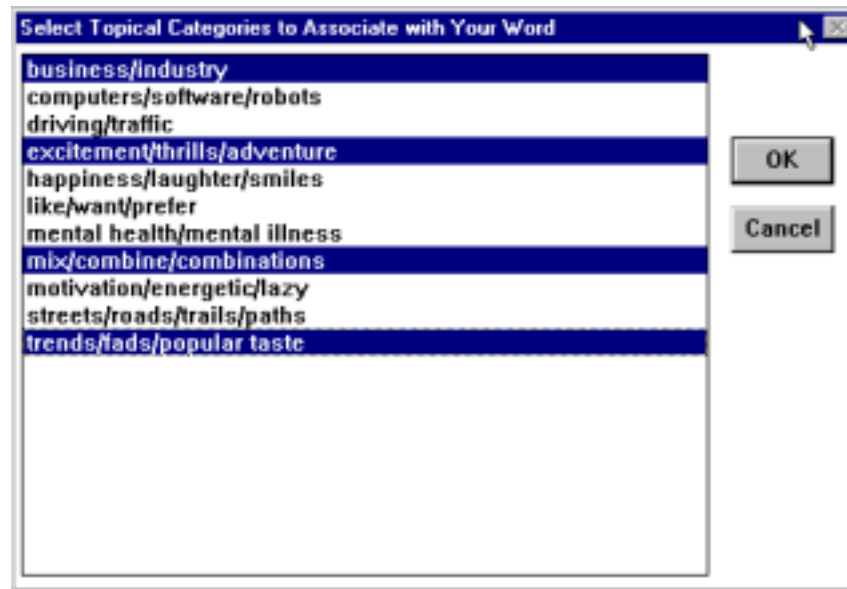
6. Select the above Topical Categories and choose OK. Your new word will now be associated to the highlighted Topical Categories. Choose the OK button to return to the main IdeaFisher screen.

➢ **To verify the results of the Add New Word operation:**

1. Choose Idea Words & Phrases fro m the IdeaBank menu.

2. Enter the new word you just added, **merger-mania,** and click OK. A window shows the Alphabetical Index with the new word highlighted.

3. Double-click *merger-mania.* The Topical Categories associated with the new word will appear.

4. Double-click one of the listed Topical Categories. The Sections Titles dialog box will appear with the Personal Associations section.

5. Double-click Personal Associations to select it. A window displays the new word *merger-mania.*

Add marked Key Concepts as New Words

Use the following process as a quick way to add multiple Personal Idea Words to IdeaBank. You also will be able to associate Topical Categories to your new Idea Words.

Note Before using this option, make sure you've worked through the Add a New Word example. You must be familiar with the overall process of Adding a New Word before using this command.

➢ **To add marked Key Concepts as New Words:**

1. From the Window menu, select Answer Notepad. You will be using the Filter Answer Notepad command to help process your new words.

2. Type a row of five dashes (-----) on the top line o(the Answer Notepad and press Enter.

3. Type in your new Idea Words on the Answer Notepad. Make sure you enclose phrases within tildes. Put each new word on a separate line.

4. Below the last word listed, type a row of 5 equal signs (= = = = =).

5. From the QBank menu, select Filter Answer Notepad. This will display the Key Concepts Window with your list of new Idea Words. Review this list carefully to confirm spelling. If you have any changes, return to the Answer Notepad and make the correction. Then choose Filter Answer Notepad again.

6. Highlight each of the items in the Key Concepts window by clicking on them, or use the Select All command (Ctrl + A).

7. From the IdeaBank menu, choose Edit Personal Associations. A menu prompts you to select the desired option.

8. Choose Add marked Key Concepts as New Words. IdeaFisher will display the Add New Word dialog box with the first word from the Key Concepts window filled in at the New Word prompt.

9. Continue with the process for adding a new word. After you have added the first new word from the Key Concepts list, choose the Next button to begin the add process again with the next highlighted word in the Key Concepts list.

Note Use the Skip button to move to the next new word without adding the current new word. Or, click the Cancel Multiple Add button to cancel the entire effort.

Add new Topical Category

Use this option to create a new Personal Topical Category. A new Personal Topical Category can be on any subject, and will have the same structure as the IdeaFisher supplied Topical Categories.

1. From the IdeaBank menu, choose Edit Personal Associations.

2. Choose Add new Topical Category. A dialog box prompts you to type the name of the new Topical Category.
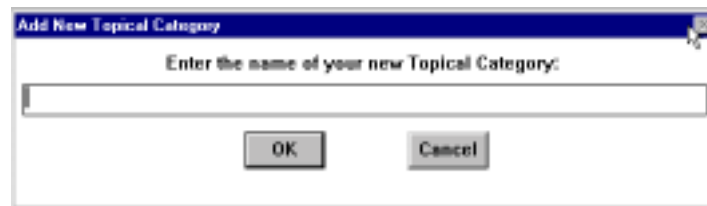
3. Type in a name and click OK. The name of your new Topical Category can contain up to 50 characters, and must be at least 5 characters long. A dialog box shows where your new Topical Category would be located in the list of all Topical Categories and prompts you to verify the addition. If the new Topical Category already exists, a message will indicate that it already exists and you are prompted to enter a new title.

Note When naming your new Topical Category, you are not forced to use the standard conventions (lower case words and phrases separated with slashes, e.g., fasteners/adhesives/fasten/attach). However, we recommend that you use these conventions as often as possible, so that the New Topical Categories are easy to recognize when copied to the Idea Notepad.

4. Choose OK to add the new Topical Category. A message confirms that the new Topical Category has been added successfully and you are returned to the main screen. After you have added a new Topical Category. you can begin to add associations to this new category.

Delete a Word

Use this option to completely delete any Personal Idea Words from the
IdeaBank. You cannot, however, delete any IdeaFisher-supplied word. You
can also use this option to delete all personal associations you have made with
any IdeaFisher-supplied word.

1. Choose Edit Personal Associations from the IdeaBank menu.

2. From the Edit Personal Associations dialog box, choose Delete a Word.
    The following dialog box is displayed:
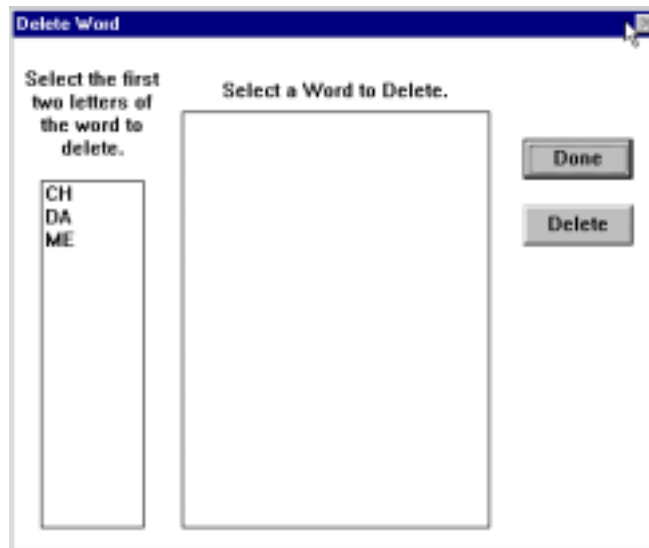
3. In the left box, locate and click on the first two letters of the word you
    want to delete. **In** the Select a Word to Delete box, the words that have
    been added

4. beginning with the two letters just selected will be displayed. This listing
    includes new words you have added, and any IdeaFisher-supplied words
    that you may have added as associations.

5. Click on the word to delete, and choose the Delete button. After
    confirming your decision, the selected word will be deleted.

6. You can continue to delete other words, or choose the Done button.

Note You cannot delete any IdeaFisher-supplied words or associations. You
can only delete your personal new words, or personal association links you
have made with IdeaFisher-supplied words.

Delete a Topical Category

Use this option to completely delete a Personal Topical Category you have added, or completely delete any Personal Associations you have made with an IdeaFisher-supplied Topical Category. You cannot, however, delete an IdeaFisher-supplied Topical Category.

1. Choose Edit Personal Associations from the IdeaBank menu.

2. Choose Delete a Topical Category. A window shows a list of all the Topical Categories.

3. Select the desired Topical Category to be deleted and choose Delete.

4. A message box will appear prompting you to confirm your delete. Choose Yes.

Add/Delete associations by Word

Use this option to add or delete any associative links you have made between your Personal Idea Words and Topical Categories by specifying the Idea Word to modify.

1. Choose Edit Personal Associations from the IdeaBank menu.

2. Choose Add/Delete associations by Word. A dialog box prompts you to enter a word or phrase.

3. Type in the desired word and click OK. The Lookup Word or Phrase dialog box shows the Alphabetical Index with the word or the position where the word will be located alphabetically, and you are prompted to select the exact word you want to modify.

4. Choose the word you wish to add an association to, or delete an association from, and click OK.

5. A dialog box displays the Topical Categories already associated with the selected word. You now have the option of adding more Topical Categories to the selected word, or deleting Topical Categories from the selected word.
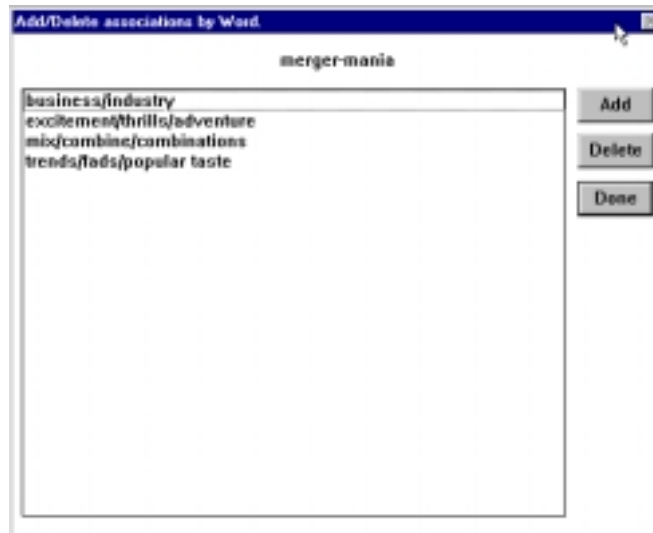
> ➤ **To Delete an Associative Link:**

1. You can delete any associative link between the selected word and a Topical Category by highlighting the specific Topical Category to delete and choosing the Delete button.

> ➤ **To Add More Associative Links:**

1. To associate more Topical Categories to the selected word, choose the Add button. You will be presented with the Add New Word dialog box.
2. You can now use IdeaFisher's powerful Association Librarian to identify a listing of relevant Topical Categories to associate with the new word. Or, choose Display all Topical Categories to select directly from the list of Topical Categories.
3. Proceed with the process to add a new word.

Add/Delete associations by Topical Category

Use this option to add or delete associative links between existing Idea Words and Topical Categories by specifying the Topical Category to modify.

1. Choose Edit Personal Associations from the IdeaBank menu.

2. Choose Add/Delete associations by Topical Category. A dialog box shows the entire list of Topical Categories.

3. Select the Topical Category you wish to modify and choose OK. A dialog box will display the Personal Associations already linked to the selected Topical Category. If the selected Topical Category does not have any Personal Associations, the dialog box will be empty.

➢ **To Delete an Associative Link:**

1. Select the word you want to delete and click the Delete button. The associated link between the word and the Topical Category will be deleted.

➢ **To Add More Associative Links:**

1. Choose the Add button. A dialog box is displayed and you are prompted to enter the word to associate with this Topical Category.
2. Type in the word and choose OK. The Alphabetical Index will display the position closest to the word just entered. You now choose the exact word to associate with your Topical Category.
3. Highlight your selection and choose OK. If you do not want to select from any of the words presented, choose Cancel. Your selection will be added to the Topical Category. You can continue adding associations by repeating the above steps.

Add marked Topical Categories to a Word

Use this option if you want to add several Topical Categories to an existing word in one step. You must highlight the Topical Categories that will be added before starting this process.

1. Select a window displaying a list of Topical Categories that you want to associate with your word. This window can be anyone of the following:

*   List of Topical Categories

*   List of Topical Categories associated with a Major Category

*   List of Topical Categories associated with any Idea Word

2. Select one or more Topical Categories that you want to associate to your word.

3. Choose Edit Personal Associations from the IdeaBank menu.

4. Choose Add marked Topical Categories to a Word. The following dialog box will appear prompting you to enter the word to associate with the previously marked Topical Categories.
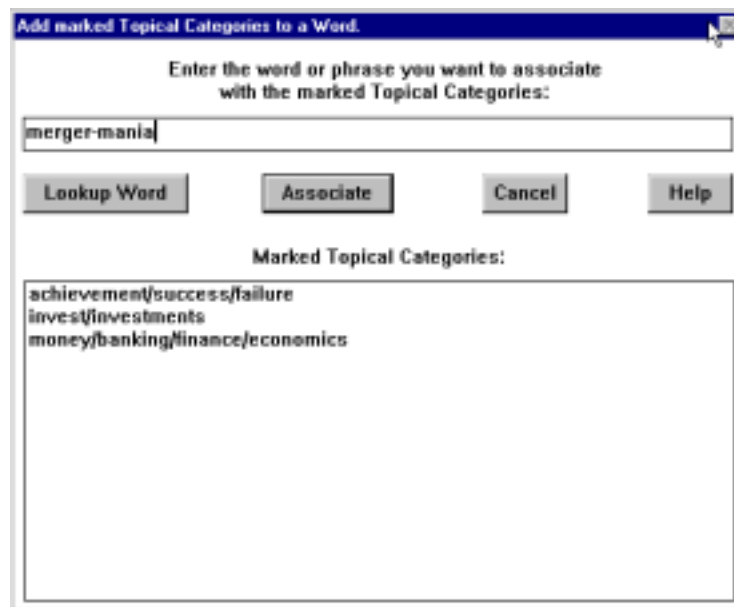
5. Type in the word you wish to add Topical Categories to and click the
    Lookup Word button. A window will display the Alphabetical Index at
    the closest position to the word just entered.

6. Select the word you want to associate to the marked Topical Categories
    and choose OK. You will be returned to the previous dialog box.

7. Choose the Associate button to add the marked Topical Categories to the
    word. A message box will display the results of processing. Choose
    Cancel to return to the main screen.

Add marked Words to a Topical Category

Use this option when you want to add many Idea Words to a single Topical
Category in one step. You must first highlight the Idea Words that will be
added to the Topical Category before selecting this option.

1. Select a window displaying a list of Idea Words that you want to associate
    to a specific Topical Category. This window can be anyone of the
    following:

    - List of Idea Words from any Section Title
    - List of Idea Words from the Alphabetical Index

2. Highlight one or more Idea Words that you want to associate to a
    particular Topical Category.

3. Choose Edit Personal Associations from the IdeaBank menu.

4. Choose the Lookup Topical Category button to display the entire list of
    Topical Categories.
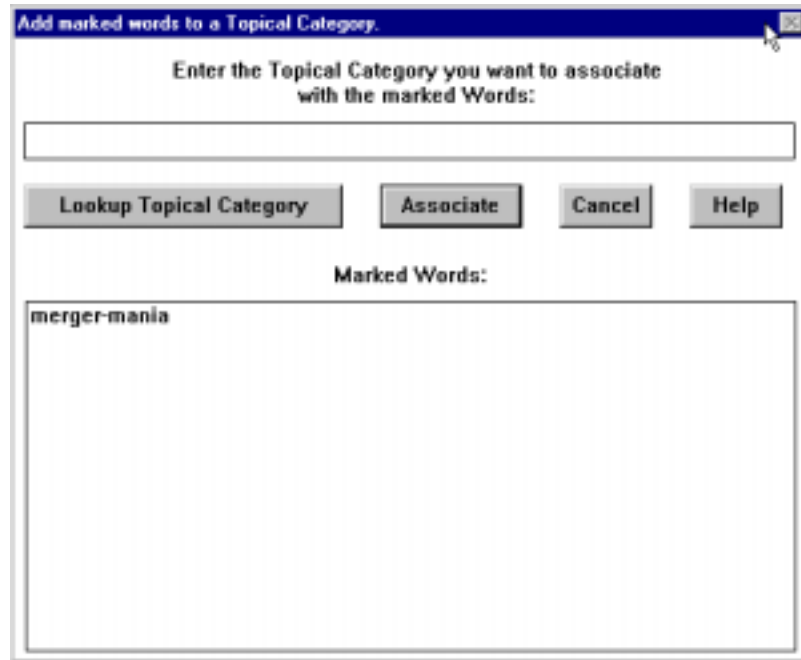
5. Locate and choose the Topical Category you want to add the marked
    associations to and click OK. The previous dialog box will reappear with
    the Topical Category you chose appearing in the top box. The marked
    words will also appear in the lower box.

6. Choose the Associate button. IdeaFisher will add the marked words to the
    Topical Category and display a message box of results.

7. Choose OK to exit the message box. Choose Cancel to return to the main
    screen.

Window Menu

The Window Menu allows you to quickly display and view specific
IdeaFisher windows.

NEW WINDOW
Use the New Window command to create a new window to view idea
associations.

Steps:

1. Choose New Window from the Window menu. Or, click on the New Window button on the Toolbar. A new blank window will appear.

2. You can now choose one of the commands from the IdeaBank menu to display items in this new window.

CASCADE

Use the Cascade command when several windows are open at the same time and you wish to rearrange the windows so that they overlap one another. Only the Title bar for each window will be visible, except for the top window.

Steps:

1. With multiple windows open, choose Cascade from the Window menu. All open windows will overlap in a cascading order.

TILE

Use the Tile command to arrange the open windows so that all windows are simultaneously visible on the desktop.

Steps:

1. With multiple windows open, choose Tile from the Window menu. All open windows will tile and rearrange to fill the screen.

HISTORY

The History command records your work session by keeping track of the last 30 Topical Categories, Section Titles, or Idea Words you have viewed. The window will display your selections, beginning with your latest selection. You can trace how you were able to arrive at a certain idea or conclusion by viewing the History window. You can also return to any item listed by selecting it and clicking the OK button.

Steps:

1. Choose History from the Window menu. The History dialog box will appear.

2. Double-click on an item in the History dialog box to return to that item.

Shortcut Key: Ctrl + H
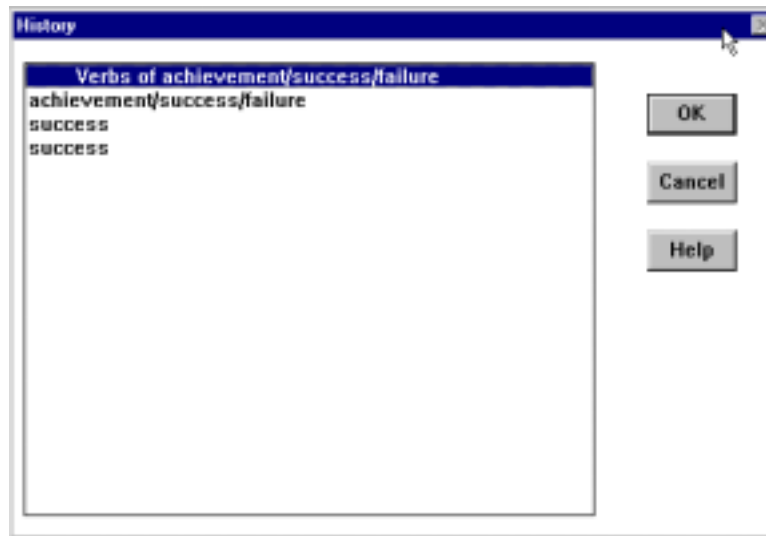
CLOSE WINDOW

Use the Close Window command to close any open window you no longer need to view.

Steps:

1. Select the window you wish to close by clicking on it

2. Choose Close Window from the Window menu.

CLOSE ALL

Use the Close All command to close every open window in the current session.

Steps:

1. Choose Close All from the Window menu. Every open window will close.

SYNCHRONIZE

Synchronize allows you to scroll two or more idea windows at one time. This can often be a good method for developing novel ideas because you are able to make unusual connections between various lists of associations.

Steps:

1. Choose Close All from the Window menu.

2. Choose Topical Categories from the IdeaBank menu to display the list of Topical Categories and double-click the Topical Category *accidents/ disasters/ survival/rescue* .

3. Choose the Section Title *Activities/Events/Processes* by double- clicking on it.

4. Choose Topical Categories again from the IdeaBank menu. This time, double-click on *flying/aircraft/air travel.*

5. Choose the Section Title *Activities/Events/Processes* by double- clicking on it.

6. Choose Tile from the Window menu.

7. Click on the Synchronize button on the Toolbar. Or, choose Synchronize from the Window menu.

8. Click on the scroll buttons for any of the IdeaBank windows and both windows will scroll together.

9. To generate ideas, read across both windows looking for interesting combination of idea association.

RANDOMIZE

Use Randomize when you want the listing of idea words to be displayed in an order that is different from the alphabetical listing.

Steps:

1. Click on the window and click the Randomize button. The order of the window contents will change.

IDEA NOTEPAD

Use the Idea Notepad command to display the Idea Notepad at any time during your work session.

Steps:
1. Choose Idea Notepad from the Window menu. The Idea Notepad will appear.

Shortcut Key: Ctrl + N

ANSWER NOTEPAD

Use the Answer Notepad command to display the Answer Notepad at any time during your work session.

Steps:
Choose Answer Notepad from the Window menu. The Answer Notepad will appear.

Shortcut Key: Ctrl + W

KEY CONCEPTS

Use the Key Concepts command to display the words found in the Key Concepts window. This command will be dimmed out if you have not previously selected Filter Answer Notepad.

Steps:

1. Choose Key Concepts from the Window menu. The Key Concepts window will appear.

Shortcut Key: Ctrl + K

STATISTICS

The Statistics command displays a window which records information related to your current session. Everything from the time, date, idea words, questions, and so forth are recorded so you can review the "Stats" of your brainstorming session.

Steps:

1. Choose Statistics from the Window menu. The Statistics dialog box will appear. Choose OK when you are finished viewing the statistics.
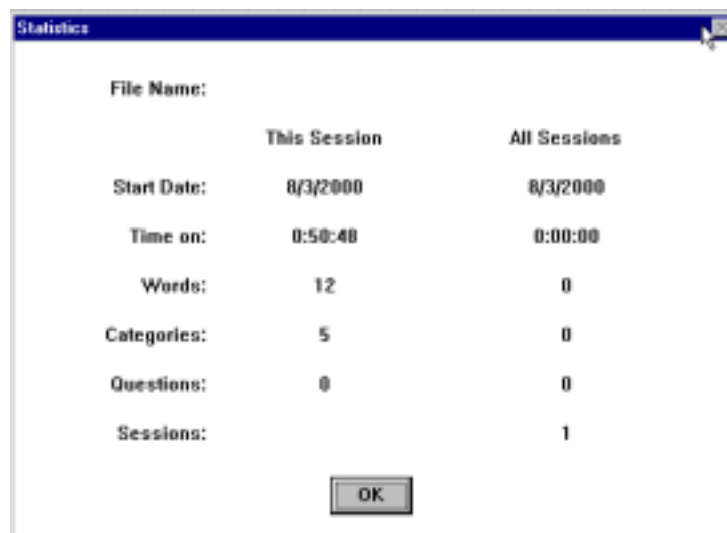
Help Menu

The online Help system can be used to find more information about
IdeaFisher's commands and features.

Index

Use this command to access IdeaFisher's Help index. Click on any other
options presented for further information.

Steps:

1. Choose Index from the Help menu. The Help Index will appear.
2. Click on the desired Help topic to view it.

Commands

This command starts the Help system and displays the IdeaFisher menus. To
display Help for a particular command, click on the name of the menu that
contains the command.

Steps:

1. Choose Commands from the Help menu. The Help Index will appear with
    the Help Section for the IdeaFisher Menu Commands.

Topics

This command will start help and display a listing of Help topics. Click on any topic
to display Help information.

Steps:

1. Choose Topics from the Help menu. The Help Index will appear with the
    Topics Section for IdeaFisher.

Key Assignments

This command will display a listing of the IdeaFisher commands which have
assigned keys.

Steps:

1. Choose Key Assignments from the Help menu. The Key Assignments
    dialog box will appear displaying the IdeaFisher commands that have
    assigned shortcut keys.
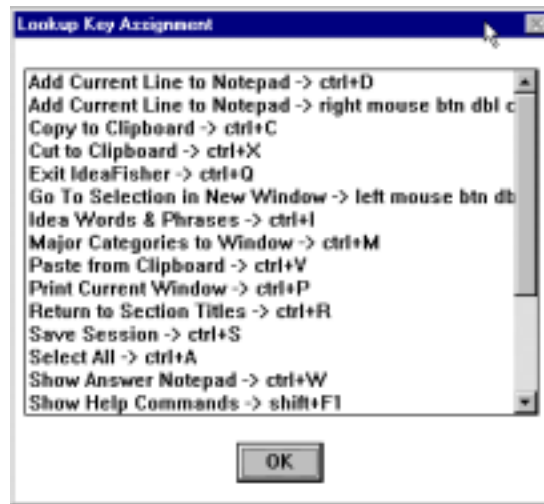
Tutorial

This command will start Help and display a listing of available sample sessions.

Steps:

1. Choose Tutorial from the Help menu. The Help Index will appear with the Tutorial Section for IdeaFisher. Click on the title of interest to view the sample session.

About IdeaFisher

This command displays pertinent information about IdeaFisher, including the license and copyright information.

Steps:

1. Choose About IdeaFisher from the Help menu. The About IdeaFisher dialog box will appear.

2. Choose OK to return to IdeaFisher.

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IdeaFisher
Systems, Inc.