

Joseph Black

MBTI: ESTP

Joe is a sophomore majoring in Studio Art with an emphasis in graphic and interface design. School is something of a pain for him but he does enjoy the social life and various sports. But ideas and concepts bore him and he has suffered through his first year at the University of Idaho and was on probation last semester. He's off now, but would still rather be outside doing just about anything with his friends.

He chose to focus on graphic design and interaction design primarily because he did some cartooning, with Illustrator in high school, and likes to play video games, and thought it would be an easy major that would allow him plenty of time to ski and snowboard in the winter - which is partly why he came to the University of Idaho from his home in Merced, CA.

Above all Joe does not like to look foolish in front of his friends, enjoys material comforts, pays close attention to fashion trends, and plans to be rich and famous. He's decided that a blog would be a wonderful way for him to "publicise" himself. His first thought was a blog about himself - what could be more interesting? He reasoned. A blog focused on his perceptions of sports, fashion, luxury, and new trends.

Gasoline was poured on these thoughts over Christmas vacation when he overheard a family friend, Joyce - a marketing trend spotter, explaining her job to his mother. As Joyce explained that her company employs people from 18-24 as research assistants to gather information about current "youth trends" Joe had a blinding epiphany - this was for him. He joined the conversation and asked Joyce if they employed "sports" oriented trend spotters. She said they did. Since then Joe has plagued Joyce via email with a series of questions. He is now ready to master the world of blogging and become the most advanced trend spotter in the U.S.

Fired by this new goal Joe began cruising the Web for tips and examples about trend spotting. He found "Style Rookie" <http://tavi-thenewgirlintown.blogspot.com/> through articles published during last season's Fashion Week. So far he has compiled a starter list of blogs that he thinks will be good models, and provide tips on how to become a trend spotter. These include,

- TrendRoll <http://directory.trendoscope.com/>
- Trendpedia <http://www.rendpedia.com/>
- Trend Hunter <http://www.trendhunter.com/>

In addition to his trend spotting idea Joe has become aware of generating income through his blog, currently he is considering, text-link-ads <http://www.text-link-ads.com/>, and of course Google AdSense http://www.google.com/services/adsense_tour/index.html

He has also made a list of sites and service he plans to link to for increased exposure. For now this is a private list. Currently he is researching SEO (Search Engine Optimization). He knows he will need to generate heavy traffic to both gain fame, and make money.