## Contents

	Acknowledgements How to use this book	ix xi
Int	roduction	1
	RT I ow to get ideas	5
1	What is an idea?	7
2	Getting ideas from objects	21
3	The Lego example	27
4	Getting ideas from your own life and the lives of your friends and family	36
5	Getting ideas from the news	54
6	Getting ideas from other (non-news) articles, including books, leaflets, the internet and any other printed matter	71
7	The magazine example	85
8	Getting ideas from people you don't know, places you've not been and things you haven't done before	99
9	Getting ideas from press releases, and from direct contact with charities and press officers	113

11 Key components of your article

12 Pitching and writing your frield

## viii Contents

PART II You've got an idea, now what?		21113111125
10	Finding a hook  Key components of your article	127
		139
	Pitching and writing your article	153
	Appendix: Ideas! Glossary Index	159 165 167

comact with charities and press officers