

4

Let's look at some
Recommendations

safari Notes: Casey

4

Source:

<http://bit.ly/30x500-safari-4>

Recommendations

- Vintage kitchen ads to get an idea of period appropriateness
- Materials: wood, linoleum, wood, slate, soapstone, tile
- Seal your wood countertops like a butcher block
- Can sand away stains from wood counters.
- Wood with lino on top has been in service for 110 years.

Compare yours!

safari Notes: Andrew

- Source: <http://bit.ly/30x500-safari-4>

Recommendations

- Checkerboards Linoleum
- I'd fill in the toe kick down to the floor
- you could use marble which is great for pastry and baking
- Wood floors
- definitely NOT tile...too many grout lines
- Demolition Depot in NYC is an amazing antique salvage store
- Murco in Chicago also has some very good finds.

Real answers from real students:

A Did you notice any patterns in the Recommendations found in this thread?

"I can see how almost any question would end up having comments with tips, suggestions, shortcuts... maybe even specific products."

"some recommendations are just peoples' opinions"

"tools, techniques, materials...
people seem to want to justify their choices"

TEACHER DISCUSSION

A Did you notice any patterns in the Recommendations you found?

The Recommendations you find on Safari can be valuable on two levels:

First, did you notice how many individual Recommendations have the potential to be fleshed out into an Ebomb of its own, with a little more research, detail and direction? Many times, people won't give much detail or background about *why* they recommend something, so you can add value by helping a reader feel more confident that the Recommendation is right for them.

For example: you could create a set of instructions for how to seal a wood countertop like a butcher's block, or a list post that compares and contrasts several flooring material choices to help them choose the best one for them.

But as you collect lots of Recommendations across lots of threads, you'll start to notice bigger patterns to get a sense of what your audience tends to share and buy...*as well as patterns in what they recommend against.*

Recommendation data is packed with valuable clues for choosing what kinds of Ebombs and products to create because you know that they're more (and less) likely to *recommend* them to their audience peers. That's how people share your Ebombs, which will help you earn you more subscribers and sales!

safari Notes: Amy & Alex

4

Source:

<http://bit.ly/30x500-safari-4>

Recommendations

- stick with the same species wood for the counters
- linoleum would have been a favorite choice
- likely linoleum in a pattern
- check the internet for pictures of antique lino patterns
- checkerboard is just one choice (but would have been 6 x 6 inches not 12)
- fill in the toe kick down to the floor and run a quarter-round like the baseboard
- all your kitchen needs is fresh paint, lino, and period handles
- zinc and soapstone are period appropriate
- repaint cabinets same green or off-white
- "not period appropriate but then the kitchen isn't original either"
- change out the knobs, maybe to glass
- read the other thread and follow the links to other forum
- true linoleum is period and classic
- period countertops were wood, soapstone, tile, or lino on wood
- go look at vintage kitchen ads on the web
- unfitted hutches from the 1910s-20s would look great
- granite is the fastest way to ruin your kitchen - avoid it
- you can use marble which is great for pastry or baking
- do not use tile countertops (too much grout/cleaning)
- treat wood counters the same as butcher block, seal with mineral(?) oil
- you can sand wood counters if needed
- stone was not period floor for kitchens
- hex tiles would work on floor
- lino or wood floors are easier on the feet and dropped dishes
- you can do solid color lino floors with contrasting border
- or lino with spatter effect
- (cabinet) turn catches are period

Compare yours!

ANALYZE YOUR OWN WORK

how do your safari notes compare to ours?



Did you notice the many different KINDS of Recommendations, including but not limited to:

- Use this
- Try this
- Do this
- Read this/Look at this/Watch this
- Think like this
- DON'T use/try/do/think/etc this

You have a new ability!

learn about your audience's preferences from what they share, instead of what they declare

In order to create Ebombs and products that you know your audience will value, you need to know what your audience reads, shares, and buys.

The Recommendations you find in your Sales Safari are the ultimate clues for making things that your audience will love...and even what they might resist or hate.

When you're studying your own audience, **use the Recommendations Cheat Sheet** to help you note the many different kinds of Recommendations you might find during your Sales Safari.

Before you know it, you'll have built an even more complete understanding of your audience!

3

Get that Safari Gold

3 Kinds of Reco's Cheat Sheet

There are lots of different kinds of recommendations!

Make sure you don't forget any of them when you're on safari:

- Use this...
- Try this...
- Do this...
- Read this.../Look at this.../Watch this...
- Think like this...
- DON'T use/try/do/think/etc this...