

The Process

How do you create a bestselling product?

If you're a writer, surprisingly,
you often start with a sketch.

I had a format in mind for an unusual guestbook.

It stayed pretty close to that—and became a bestseller.

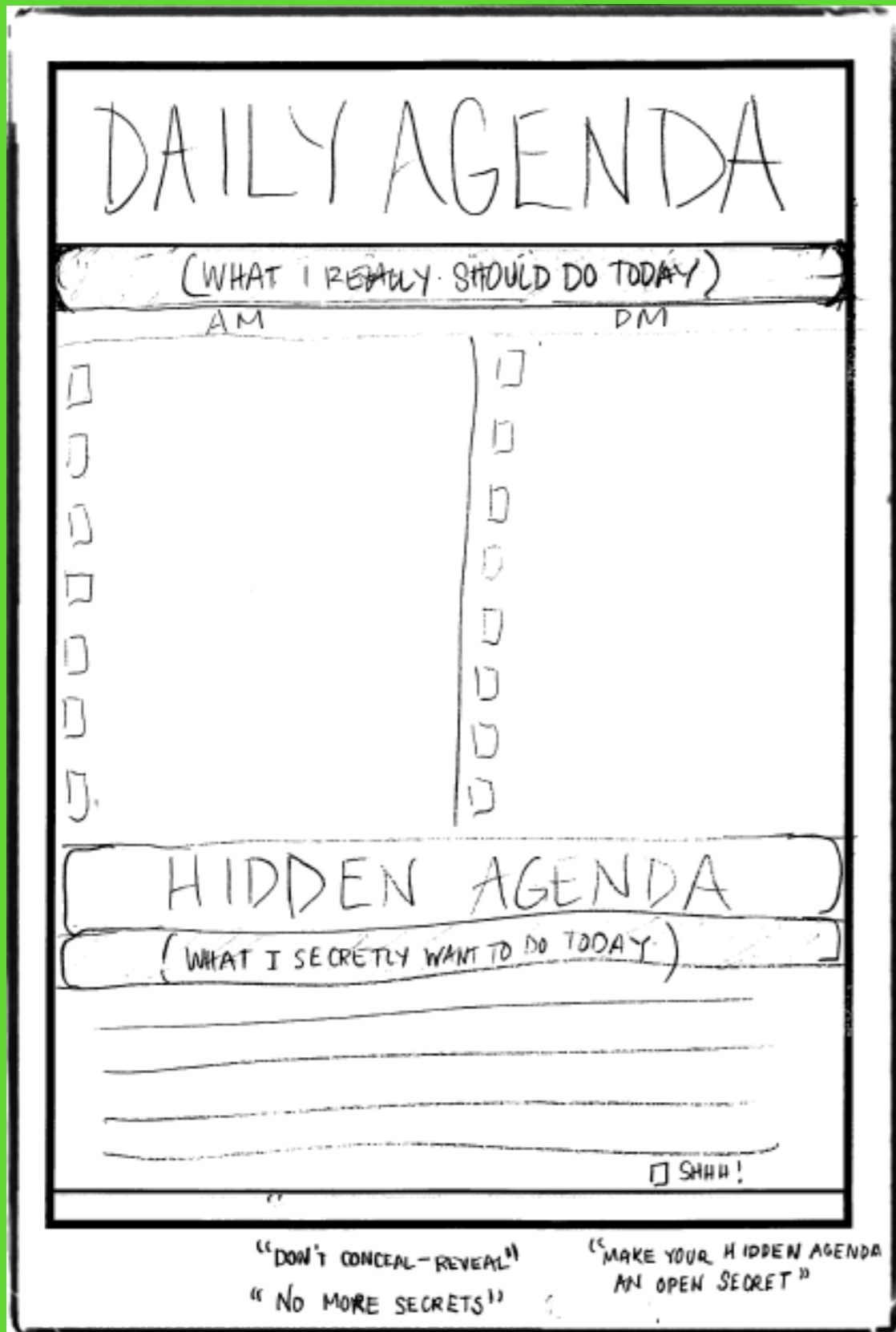
WELCOME TO MY BATHROOM

DATE OF VISIT / / TIME OF VISIT : : AM PM	SIGN IN, PLEASE	LENGTH OF VISIT — HOURS — MINUTES — SECONDS
SONG THAT BEST DESCRIBES THIS BATHROOM VISIT <input type="checkbox"/> PUSH IT <input type="checkbox"/> WHAT A FEELING <input type="checkbox"/> ALL BY MYSELF <input type="checkbox"/> HURTS SO GOOD <input type="checkbox"/> BLOWIN' IN THE WIND <input type="checkbox"/> GOOD VIBRATIONS <input type="checkbox"/> BRIDGE OVER TROUBLED WATER <input type="checkbox"/> SOUND OF SILENCE <input type="checkbox"/> RING OF FIRE <input type="checkbox"/>	PURPOSE OF VISIT No. 1 _____ No. 2 _____ No. 3 (explain) _____ THOUGHTS DURING THIS VISIT: <input type="checkbox"/> THE PAST <input type="checkbox"/> BUSINESS AT HAND <input type="checkbox"/> THE FUTURE <input type="checkbox"/> OTHER EXPLAIN: _____ TIME SPENT BAZING IN MIRROR: <input type="checkbox"/> CONSCIOUSLY <input type="checkbox"/> UNCONSCIOUSLY LOOKED IN MEDICINE CABINET: <input type="checkbox"/> YES, OF COURSE <input type="checkbox"/> NO, OF COURSE NOT MEMORABLE MOMENTS: _____ ADDITIONAL SENTIMENTS: _____	REPORT CARD A B C D F AMBIENCE CLEANLINESS COMFORT TOILET TISSUE AMENITIES LIGHTING PRIVACY OVERALL BATHROOM DOODLE
BATHROOM ACTIVITY BAR GRAPH SHADE IN THE AMOUNT OF TIME SPENT ON VARIOUS ACTIVITIES A LONG TIME A LITTLE TIME NO TIME SITTING THINKING		

Welcome to My Bathroom

DATE OF VISIT: _____ TIME OF VISIT: _____ AM / PM	SIGN IN, PLEASE	LENGTH OF VISIT Hours _____ Minutes _____ Seconds _____
SONG THAT BEST DESCRIBES THIS BATHROOM VISIT <input type="checkbox"/> "More Than a Feeling" <input type="checkbox"/> "Push It" <input type="checkbox"/> "The Sound of Silence" <input type="checkbox"/> "Hurts So Good" <input type="checkbox"/> "Blowin' in the Wind" <input type="checkbox"/> "Good Vibrations" <input type="checkbox"/> "Ring of Fire" <input type="checkbox"/>	PURPOSE OF VISIT No. 1 _____ No. 2 _____ No. 3 _____ LOOKED IN MEDICINE CABINET? <input type="checkbox"/> Yes, of course <input type="checkbox"/> No, of course not	TIME SPENT BAZING IN MIRROR: <input type="checkbox"/> Consciously <input type="checkbox"/> Unconsciously
BATHROOM ACTIVITY BAR GRAPH Shade in the amount of time spent on various activities. A LONG TIME A LITTLE TIME NO TIME SITTING THINKING	BATHROOM DOODLE	THOUGHTS DURING THIS VISIT: <input type="checkbox"/> The past <input type="checkbox"/> Business at hand <input type="checkbox"/> The future <input type="checkbox"/> Other
MEMORABLE MOMENTS: _____ ADDITIONAL SENTIMENTS: _____		REPORT CARD A B C D F Ambience Cleanliness Comfort Toilet Tissue Amenities Lighting Privacy OVERALL

Knock Knock's classic 6x9 notepads:
I created 3-4 per season.



They're perennial bestsellers,
driving 15% of revenue.

Desktop Pegboards were a new format . . .

MOOD TRACKER

HOW I APPEAR ON THE OUTSIDE

<input type="radio"/> EXHAUSTED	<input type="radio"/> UNRUFFLED
<input type="radio"/> SUPER EXCITED	<input type="radio"/> BUSY, BUSY, BUSY
<input type="radio"/> TOTALLY ON TOP OF IT	<input type="radio"/> OUT OF IT
<input type="radio"/> READY TO CRACK	<input type="radio"/> PISSED OFF

HOW I REALLY FEEL ON THE INSIDE

<input type="radio"/> REALLY EXHAUSTED	<input type="radio"/> CALM AND COOL
<input type="radio"/> MORTIFIED	<input type="radio"/> FRANTIC
<input type="radio"/> COULD NOT CARE LESS	<input type="radio"/> PLAIN WORN OUT
<input type="radio"/> PERPETUALLY CONFUSED	<input type="radio"/> REALLY PISSED OFF

GENERAL HAPPINESS SCALE

DON'T ASK MEH CONTENT BLISSED OUT

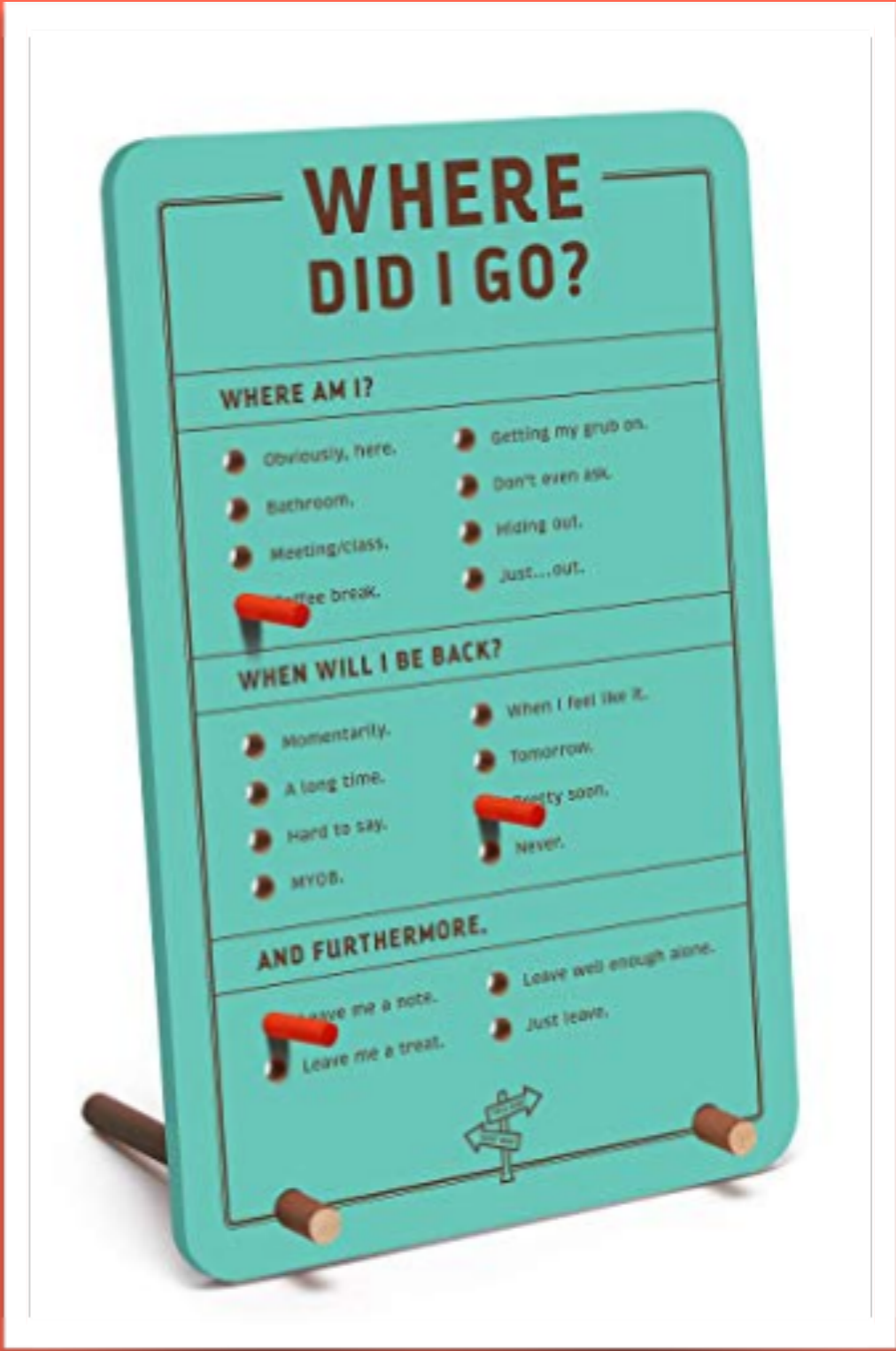
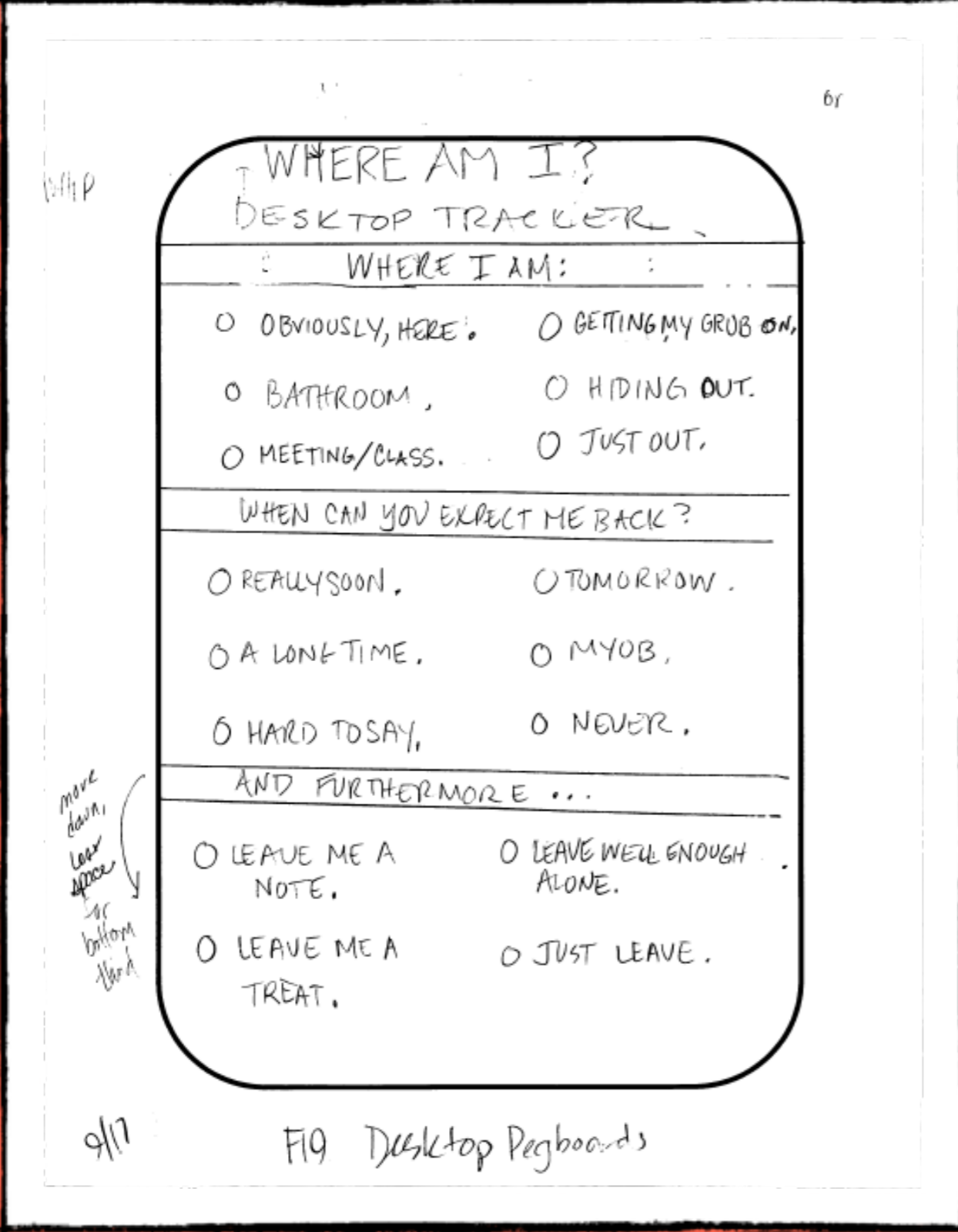
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Fig Desktop Pegboards



Once I saw it in design, I added copy and changed the orientation.

This one stayed pretty close—



—to the final product.

The Process

Even a lousy sketch helps focus
purpose and create the proper balance.

(And sometimes, you find out the jokes don't work.)