

Curious Markings Vol. III



**Esser
Paper Book
Notebook**

Carnet Ligné à
Couverture Souple

- Charcoal grey cover
- 5½" x 8"
- 48 lined pages
- 120 gsm paper



0 74455 00237 7

MADE IN CHINA

Property of Ian McKenzie
Reward if found. ian.sand.mckenzie@gmail.com
p.1-26 Copywriting

→ pages 1 through 5 are components
of the 'cryptic messages' generated
for the Tumblr/Twitter marketers.

Word = Keyword MESSAGE PREFIXES
if string.include? word NEXT
word.gsub("-", " ") 1

1. The path to word has many forks
2. What happens when you put all your will toward word?
3. ~~Let's~~ Let's teach word.
4. Contemplate the implications of word.
5. How can we utilize forward thinking in the context of word?
6. Perhaps foresight and word play intermingling roles.
7. Where can we find word in our own lives?
8. Word has found itself in curious forms.
9. I have spoken word in an unknown language.
10. These markings speak word in various forms.
11. Word has been spoken in many tongues.
12. ~~In this context, is word a bringer of light or dark?~~
12. Word has been revealed to me.
13. Thank you for sharing your thoughts on word.
14. Your discussion of word intrigues me.
15. I have seen word in unexpected ways.
16. Word can be a force of good or evil, ~~I think~~ it's helpful for me to be mindful of these things.

19 more

MESSAGE PREFIXES

17. There is truth in word.
18. The path to word is varied.
19. Word can become a fork in your path.
20. There are many ways we can think about word.
21. Word can be limiting or liberating.
22. Word is one of many words I've deciphered.
23. Word can be found in interesting places.
24. Have you seen word in its true form?
25. You seem to know truth in word.
26. Is word an integral part of your life's story?
27. This is one way I've seen word in my experience.
28. Is this your road to word?
29. You seem to know word in some ways.
30. Have you found truth in word?
31. How does word play into your story?
32. The markings speak to word.
33. Your knowledge of word has me intrigued.
34. Do you know the way to word?
35. Word is only the beginning.

CTA

37. Will you question madness with me?
38. You seem to have insights. Do you know about these markings?
39. Will you discover the truth?
40. How will you find truth in markings?
41. Do these markings speak to you?
42. Are you able to decipher these markings?
43. Have you seen anything like these markings?
44. Can you find truth in markings?
45. I have found you. Will you find me?
46. The marking has chosen you. Will you answer?
47. There is truth in the subconscious. Can you decipher it?
48. Help me unlock the mysteries of the subconscious.

Subscription Description Sponsorship

~~As someone~~ I firmly believe that art should be enjoyed by everyone. However, I'd like to take it a step further than that and say that if a piece is moving enough, everyone should have an opportunity to own it and get the most out of their enjoyment. That's why I've created a 'sponsorship' feature on my website. ~~I like to see~~ Here's how it works:

- Find someone who would like to be sponsored.
- Go to their profile and click the 'sponsor' button.
- Complete the payment transaction
- This person will receive a curious marking hand-made print every month for the next year.

I'd also like to practice what I preach. That's why when every two people get sponsored by ~~someone~~ like you, I will sponsor an additional, 3rd person ~~and~~ myself.

Subscription Description

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Upon subscribing, I will send you a hand-made print of a curious marking every month. ~~At~~ [At the end of every 12 month cycle that starts in May,] → reward
Subscribers will receive a deck of collectible cards featuring all of the curious markings for that year. These cards include the marking's "word" in an unknown language, my likely inaccurate interpretation of the marking's word and what it means.

About Page

Hi, I'm Ian Rand McKenzie, creator of the curious markings. These markings, and the language surrounding them are, as far as I can tell, a byproduct of my psychosis.

At the age of 17, I was diagnosed with schizophrenia after being plagued with severe behavioral changes, delusions, hallucinations, ~~and~~ extreme paranoia, and thoughts of suicide.

Since the age of 12, when my

illness began to manifest, I began to create these abstract markings whenever I had a pen ~~at~~ in my hand. As I ~~got~~ got older, I began to speak gibberish to myself. I knew it was ridiculous and that if anyone heard me doing it they'd think I ~~was~~ were a lunatic, but it was therapeutic. As if I was speaking to someone and telling them all of the thoughts in my head that I didn't know were there.

I hid both of these parts of myself from everyone for ~~decades~~ almost two decades. ~~I'm not sure I was intention-~~ ally hiding it. I suppose I

As of December, 2017, I realized that these parts of me are not going away, and pursuing this experiment is my way of embracing ~~that what has~~ what will always be a part of me; call it crazy, ~~call it curious~~, call it call it weird, call it whatever you like ~ I call it curious.

The Story

9

I'm going to tell you a series of stories. Some of the stories are about me, and some of the stories are about other people and other things.

All of these stories have an identical narrative, a narrative that ~~some may be familiar with, and that some have been seeking~~ is a universal truth that I have found immensely fascinating. Understanding this narrative can unlock mysterious, supernatural powers within the human body. I have only understood this narrative at an intellectual level, but what I do know is that if you embrace this truth, unimaginable experiences await you.

You may understand this narrative after one story, or you may never understand it, even after a thousand stories. As long as I have your support, I will tell you as many stories as it takes.

Story #1 (~~Learning~~) (Growth)

A child lie resting on their parent's chest. As the parent breathes in, the child rises into the air. The parent exhales, and they both sink to the ground. There is comfort, love, and serenity.

The ocean lie resting upon the surface of the Earth. As the moon rotates around the Earth, the ocean rises above land. As the moon passes ~~above~~ another part of the Earth the ocean sinks to its recesses. There is comfort, love, and serenity.



#2 Zephyr

11

~~There was~~ As a mass of snow crashes down a mountain, it sends a gust of air in its wake, powerful and destructive, chewing up everything ~~in~~ its path.

~~Will you be the path?~~ How much power does an avalanche hold when you choose to be the mountain over the path?

#3 Brotherhood

The gaze of the sun warms us from above. The pulse of the Earth warms us from below.

Palm pressed to Earth. Palm open to sky. Breathe. Excrete. ~~And~~ The natural order swirling ~~inside you~~ eternally.

#4 Warning

As an ~~scientific~~ experiment, scientists placed a mirror in a gorilla habitat.

~~As the gorilla gazes fulls it warns~~
its reflection

The gorilla sees its reflection. ~~and thinks~~
~~it's another gorilla.~~ It puffs its chest,
attacks the threat. The illusion crumbles.
~~to the ground.~~ It begs the question,
how many mirrors are in our habitat?

The gorilla cuts itself as the shards
cascade to the ground.

#5 Sincerity

~~A self-proclaimed false prophet~~
A self-proclaimed false prophet tells
a series of stories. To some, the
stories are rubbish; to others, the stories
possess profound insights.

Admittedly ^{a liar} false in his own words, he
hopes to speak truth through subconscious
exploration.

#6 Silence

13

As I lie in a dark, quiet room,
a ringing builds in my ears. ~~As the~~
~~night goes on, my breath~~ The ringing
could be seen, it looked like billions
of Stars resting around me. As I begin
to see more, I breathe in and the
Stars fill my lungs. I breathe out and
the ringing ~~turns~~ turns into a glass-shattering
noise. The Stars are rejuvenated as they
leave my lungs. A cacophony of noise fills
my head in complete silence.

#7 Acceptance

I have lost ^{many} friends, family, belongings,
opportunities, time, an endless list of
ways my life could have been better.

~~Do I care? Absolutely. But, then I~~
~~think about the sun.~~ In a single day,
~~the sun~~ ^{the sun} sends a ~~million~~ off
enough energy that could equate to countless
lifetimes of opportunities. ~~Does the sun~~
~~stop burning~~

to the earth. Perhaps if I.
The Earth doesn't expect all of the sun's
energy, but it does accept everything that
it's given. This is how I have chosen acceptance.

#8 Protection

A powerful ~~wizard~~ ^{mystic} once explained to me that we are all light. If you think about light ~~scientifically~~, darkness cannot encroach upon ~~light~~. They exist independently of each other. As long as there is light, darkness cannot exist. One could conclude that you cannot be hurt if you become light.

#9 Self Respect.

~~The understand~~

Health, happiness, and relationships. I have found that when I nurture these three pillars of the self, I find peace in my life.

The writer wrote stories of ~~adventures~~ ^{expeditions}. To ensure accuracy, they engaged themselves in physically demanding ~~expeditions~~. To ensure accuracy, they interviewed explorers and became friends. The writer loved writing stories of expedition. ~~With these acts of engaging~~ health, happiness, and relationships. Health, relationships, and happiness; this was the foundation of the writer's respect.

#10 Music-

15

As the musician strums their guitar, they bare their soul to the audience. This act of giving is an act of love. As we dance together, we share this love.

Love is an act in awakening. Music ^{The} can act as a mass awakening. ~~The only~~ need to accept and pursue love is the need to awaken ~~the~~.

#11 Judgment

~~She looks at his missing leg and is~~
~~She looks at his car and thinks he spends too~~
~~much.~~

She looks at ~~they~~ way he enjoys his free time and thinks it's frivolous. He looks at the way she talks to men and thinks she's too flirtatious. Their mother looks at them and doesn't think about anything but joy, caring, warmth.

There are exit signs from this dream, and the mother has found them. This is another lesson from the powerful mystic.

#12 Leading while Following

A ^{wo} Man of ~~religion~~ science was a leader in her field. She could feel the light that embraces us, and she made no secret of it.

Her peers asked her, 'How can you follow such nonsense?' He ~~replied~~ This was her reply:

"I do not follow the scriptures of old, I follow the loving embrace of all ~~is~~ existence. Science is not independent of the light, it is the pursuit of revealing that light to our sleeping eyes."

#1

Tai droplanag korsalis janum kinek
taionos. Silas aitor. na lokas to
nalira som jan itelam tirals.

Tai junas, loseem, Kanoreg sulum.
Traglas m'zhulern dine kag nos laram
tosinos aij la porom uai kadeg dralas.
M'ozh lahas naikulus an tanoral sabla
dairalone.

Tai junas, loseem, Kanoreg sulum.

#2

~~The~~ Rohluk marchonos ait lon kara
somloga. Tren kag gozek tor laj
na'solos dorol. Mekegnak zala diim
zhonola.

Thaidras masal kige mota. Tiralas
naizhoneem.

#3

Tranas daizogek morola mazh nas
eemla taizonu. Raga maktone tal
aishonas t'irelam.

Tas mosul mahalak so na. Tas mosul
ralak nak ol ~~sham~~. Soto. Aila.
Ratal mas konok.

#4

Zaka rolos natal aim shok to lo
asas. Dorol makuo aksal shanol naz
nak kotorga. Yala masonos t'iralzeem.

Matchku malonos ral medug kor malagin
matol sas. N'erga wolono sha kedug
mitrola. Aipsolos ralanam troshipla petro
lomonos.

#5

Yialas morosha kelome kanasos ghala
ponozna kolop nagosa mialotra. Tem
mbodra lahan okos nasaleen por
alat.

Shenon matraglans t'isola matchkul
ralosna tiral maz kedon ka rala
zha mose. R'alem p'nogleh.

#6

Taral Kodra malik asinah mochlap
modoros mitogla. Asas tai lored.
Tialosnash mataka mals kon ralak. Mas
rajonla matoro asla kata mo lauras to
lekna. Aizhola patora lateegnasa otrap
latata keenos. A'talka tronolo apsuta
rashaleen kranules o'tolos frolazham.
Halas mesona kraglagna chonosmal.
Re'tesos fakzhan ransotek. A'los mazh
nasamptah.

Questions

About Ian

↳ Should I be smiling?

Copy editing needed:

✓ ~~ian and mckenzie~~

✓ ~~sponsorships~~

✓ ~~subscriptions~~

- ~~Capitalize curious markings (when prepend "the")~~
- ~~For me, however, it was oddly the... as it~~
- ~~Keypad not showing in Stripe payment on iPad (FB Messenger)~~
- ~~Program is subject to cancellation w/ 30 days notice~~
- ~~Requesting sponsorship:
Rank users w/ image/description higher~~

Candring (1)

H: It starts with whispers...

...whispers in an unknown language. I try to ignore them, and the whispers get louder. Louder and louder, a cacophony of a thousand voices begging me to hear them. Speaking in an unknown language, I begin to see their words in these... curious markings.

~~H:~~ H: (2) For decades, I ignored them. After a while, I began to mimic these voices, speaking back to them in their language.

(3) H: Eventually, I embraced the madness.

Only in becoming healthy, did I realize that these voices, these markings, wouldn't go away. I began to decipher their meanings.

H: A Higher Power (4)

I don't consider myself a religious or theistic, or even spiritual, but some kind of entity speaks to me, and it seems I am not the only one it speaks to.

H: The Mystic. (5)

By happenstance, I befriended a wise mystic that has found this entity in his own way. He has spoken its truths to me, and at an intellectual level, I believe I can communicate these truths through stories and descriptions. I believe this language, these markings, are an extension of these truths.

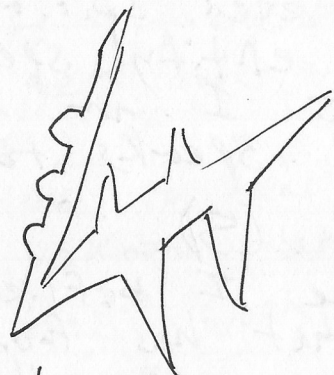
H: Join me. (6)

I have created a way for everyone to unlock ~~in~~ these stories, and to possess these markings. Without me, perhaps you can unlock these truths, and learn how to utilize these markings.

← link to How-to-use-path
Subscribe

How to Use

At the infant stages of creating these curious markings, I had created and translated this marking, Warning.



A few nights later, I was walking through a secluded area at night. A shadowy figure approached me. Was he ~~walking~~ walking the opposite way, or was he walking towards me? Was a conflict about to occur? I wasn't sure, but I felt unsafe. In my mind, I imprinted the 'Warning' marking at the forefront of my consciousness.

He approached within a couple feet of me, and continued past me. Did 'Warning' fend him off? Perhaps he was never a threat in the first

place. One thing that was very real, regardless of the circumstances, is that imprinting that marking to my consciousness made me feel safe. In that moment, none could do harm to me, and those that did would face grave consequences. If there was never any threat, the marking reinforced that fact by making me realize there was no threat.

To some, this means the markings do nothing. ~~But~~ To me, the markings hold immense power from this experience alone.

#13 (Story) Stern?

I once had a dream about a being that spoke this unknown language. It was talking to someone, asking them, "Why does human eat sushi if it make them itchy? But then, some sushi store ban the itchy, call it 'ichi ban. Please explain."

The person explained that 'ichi ban' means something different in ~~Japanese~~ the Japanese language.

"What is language?" ~~the~~ it asks.

They responded by saying it's the same thing the being speaks, whether it be English or the unknown language.

It responded:

Ogra n'kalakshun. ~~The tongue~~ I don't speak language. O'trazlam tagronda. I speak truth. Human accepts ~~language~~ lies as truth and calls it 'language'.

Market
Checklist

27

Before MMM

- Events exclusive cards
- Business cards
- Sketchbooks
- Prints
- Descriptions for prints
- 4x minicrates
- App description papers
- Beta sign up sheets
- Sponsorship info sheet?

- Sign & oil prints
- Half sheet describing sponsorships?
↳ "Ask me how to get these for free."
URL to info.

Can't afford art?

Ask me now to get these free.

curiousmarkings.com/sponsorships ~~info~~

To do: shorten URL

Nitind Wire

- wood carving
- epoxy
- business role

I have seen a speck of our existence. Our universe is a Molecule in the body of another living being, and its universe the molecule of another. The love we share is the love they share, and that connection fills my heart.



As I began to awake from my dream, it felt as if I had morphed into a plant, ~~the~~ dry and thirsty. The ^{torrent} light poured onto me; ~~beichting down~~ pressing ~~pressing~~ my brain, ~~trickling~~ flowing down my spine, saturating my body.

I was enjoying my dream, so I went back to sleep. The light will still be shining when I wake up.

29
If you seek the light, ~~it will~~ ^{you will feel it} water you like a thirsty plant. It will shower onto your brain, flow down and through your spine; quench and ~~flowing~~ refresh you. ~~It will always be there~~ because ~~it is~~ ^{the light} seeking you, too.

has and always

If you seek the light, you will feel it water you like a thirsty plant. It will shower onto your brain, flow down and through your spine; quench and refresh you.

It has and always will be flowing, because the light seeks you, too.



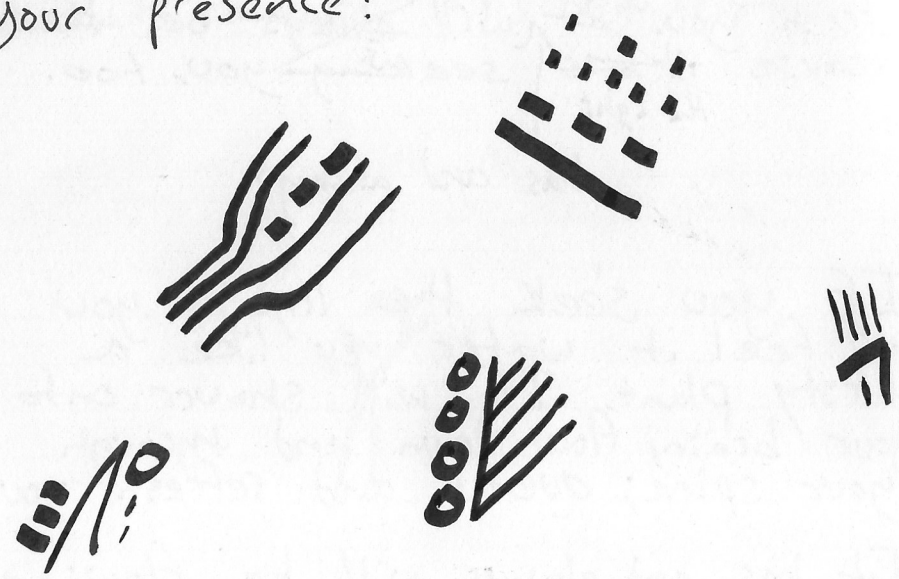
04/14/18

Roz mandrol Akinosh nizonla otrenas
aral motombra jinosh. Alg natir wolonos
transa adalam. Tigrendas morolte ansheelan.
Tirolmag nijira choltas reiderla, roto al
mosos riteek nak okos rejemla

Thank you for finding me. Thank you
for waiting. Death would have united us,
but we were right not to wait.

Shaitos Potta amsheelat. okotos nirola
chaderda to akint makseta rohmala. Tai
signa tidrola matero achalam wagižga
otolon. Fainim ktrolat asalus. Tai jom.
Lah.

~~Wee~~ We are light. You are light.
~~Water does not~~ ~~Shadow cannot~~
~~exist in light.~~ Why fear the
Shadow when it cannot exist in
your presence?



If you seek liberation, find
a pen and a ~~blank~~ ^{single} sheet of
paper. If you seek ~~understanding~~ ^{people's love,}
~~read someone's~~ ^{their} view ~~someone else's~~
~~paper~~ ^{sheets} as if ~~it~~ ^{they} were your own.
If you ~~seek~~ want to make life
better, create a book from the
sheets. If you want to save the
world, build a library.



About the game?

Does how-to-use need to be more explicit?

How to use for each marking?

Coins with marking?

Clues for what to expect?

CTA on blog posts w/
something for free.

Facebook chat bot?

Use storytelling → in emails,
a sequence with a goal.

Premium membership? Group sessions,
etc.

Why is what I'm saying valuable?

The users are the heroes. They
are leveling up, facing challenges.

You are a guide.

CovaCon Sales

33

Item	\$	Sign up?	P.	Qty	Marking
Sketchbook	20	p.2:1	No	1	new
Print	15	p.2:5	Yes	1	Bro
Print	15	VIP	X	1	Bro
Sketchbook	20	P.5:1	N	1	Pro
Sketchbook	20	P.5:2	X	1	Accept

90

Offer a plan; simple and immediate (3 steps?) After plan, CTA. Clarify states from action or from lack thereof. Few words, use visuals.

A process in place to keep people engaged. ~~the~~

Transformation? 6-8 weeks, no more.

Ambassadors? New locations.

Waterproof cards, leave around town.

Hiker's group?

Sharing gets something in-app.

• Blacklist water areas.

• ~~Blacklist~~ Make locations reportable.

April 17, 2018

It seems I have a fork in my path as far as finding a target audience goes. Do I push the gaming aspect or move toward being a self-help thought leader? I never found self-help sources useful, so how ~~can~~ could I provide a service that I don't believe in? I have created a game, and that doesn't really have a use for people looking for help. Do I scrap the game? Talking to people is exhausting, and I thrive from creating things; creating words, creating markings, creating code, creating experiences.

I think for my own fulfillment, it makes the most sense to continue down the path of the game. I want to create an experience from the markings, one that resembles my hallucinations, my paranoia, the challenges I face as a schizophrenic person. And, at the same time, I want the user's engagement with the game to reflect how I cope with it:

- Using the markings
- < • Writing
- Creating
- < • Documenting
- Sharing
- < • Connecting with life (people, animals, nature)

How to put this concisely?

Empower. Create. Document. Share.

We seek to climb the mountain,
to elevate above the skies.

⑥ billions?
One of trillions of children, or
mother nurtured our growth.

Gazing down upon us our father
beckons us to the sky.

With open hearts and joined hands,
we will ~~grow older and stronger~~
~~more kind and giving than our mother,~~
~~and stronger and brighter than our~~
father. outgrow our ancestors in
inconceivable ways.

~~From the sky, the city looked
smoggy and sprawling. He thought, "If
the Earth was a ^{human} body, this city is cancer."~~

From the sky, the city was shimmering and
lively. I thought, "If the Earth was a
human body, this city is a ^{perfect} jewel, hanging
from the neck of a perfect body."

⑦

The frost follows the darkness. When the
light touches it, it submits to loosened
form and quenches all around it.

Seek out the frost, shower it in light.

They planted a tree and successfully ~~it~~
predicted the length, direction, and quantity
of all its branches.

Life had become predictable. Soon, all of
existence will be predicted.

Yet, we persist. We grow. We document.
We share. We empower ourselves and
reject fate.

⑧

Your rhythm
will save you.
Listen carefully.

⑩

The pulse of existence
rests in you.

Your breath sustains
infinite life.

⑧

Fate brought you here.
Curiosity kept you.
Love made you immortal.

⑪

They laughed.
They cried.
They saw the infinite.
They shared.
We became them.

⑫

There is beauty
in bones, ~~for they~~
~~will be the~~
History is fleeting.
Bones will be our legacy.

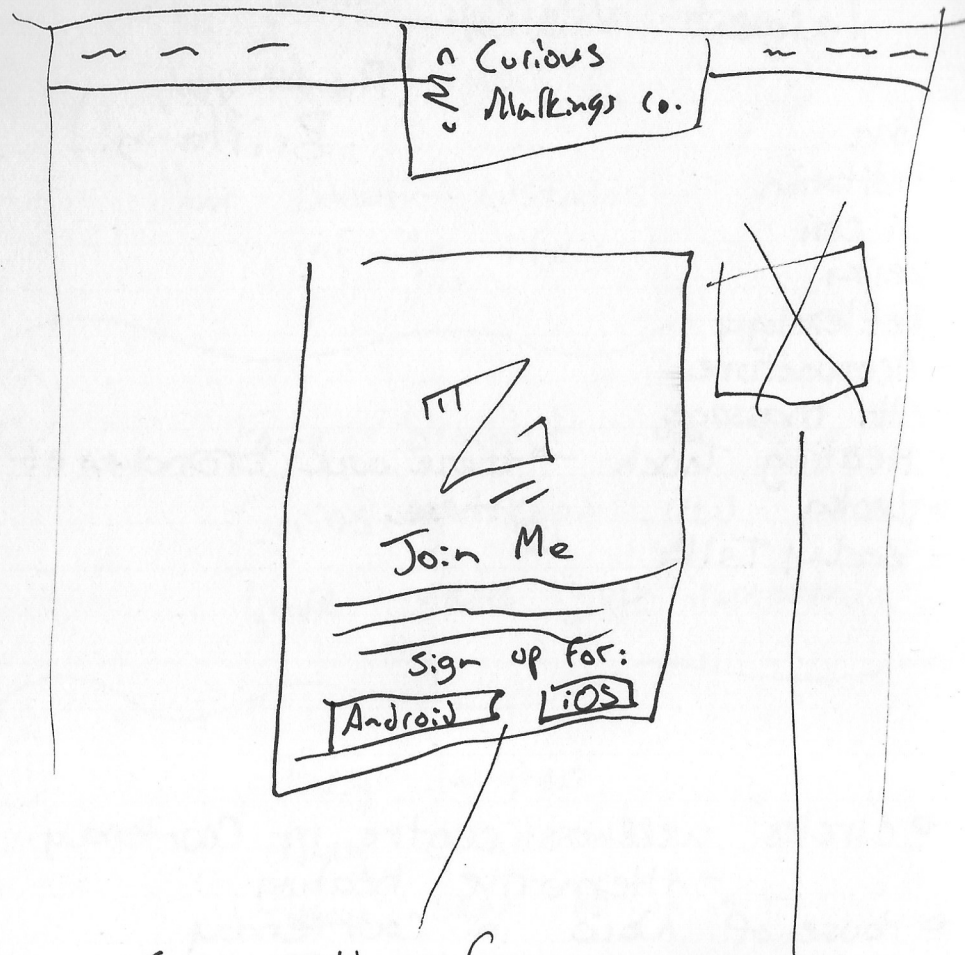
Target Market 4/21/18

39

(Thank you,
Brittany!)

- Yoga
- Meditation
- Tai Chi
- Reiki
- Reflexology
- Acupuncture
- Alt. massage
- Healing Touch → there are branches of
~~work~~ these
- Body Talk →

- circles wellness centre in Courtenay
 - Alternative healing
- House of Now in Courtenay
- Doghouse yoga in Tin Town
 - woman Colette was talking
about who does mental health



Give options for device OS, remove "learn how to utilize" button as it does not get user to perform desirable actions: Remember AIDAOR - learn how to utilize should be part of the onboarding process, not action.

Remove confusing CTAs

Screwy landing page. 41

4/23/18

Right now, the landing page has 3 buttons, which it has reduced the rate of sign-ups drastically. The CTA needs to be reduced to a single button, with a free reward for doing so.

My idea right now is to give a marking 'collected' automatically upon sign up with a chance to be selected for a free print.

Once signed up and indicated as an iOS user, they will be directed to purchasing/downloading the app.

If they are Android, they will be notified when the Android version is available. They will be given the opportunity to choose what the first 12 markings will be by receiving a marking commission (\$200 value) with a min. purchase of \$50.

Components:

- Innovation marking
- iOS/Android indicator on user model
- Indicator of min. \$50 purchase

Onboarding

4/24/18

Right now, My focus on "what I'm selling" is certainly the app. The theory behind this effort is to market Curious Markings to an audience that I'm familiar with; gamers and real-world explorers. Furthermore, my thought is that the app will act as a marketing tool to sell ~~the~~ curious markings products. Ultimately, the goal is to sell the most important aspect of the project; the markings themselves.

→ side note: add URL redirect [iphone.cmc...](#) to the app store.

So, onboarding for the mobile game. After signing up, it is currently set up for, once logged in, download instructions with a link to how-to-use at the end of the instructions.

Maybe there should be more. Maybe this is my opportunity to sell the markings? But this may create friction in the onboarding process, which could damage the experience of the game and potentially interfere with possible sales.

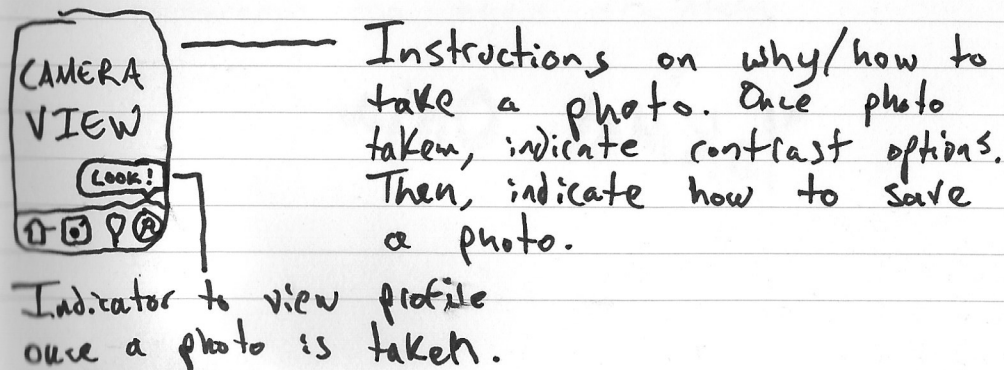
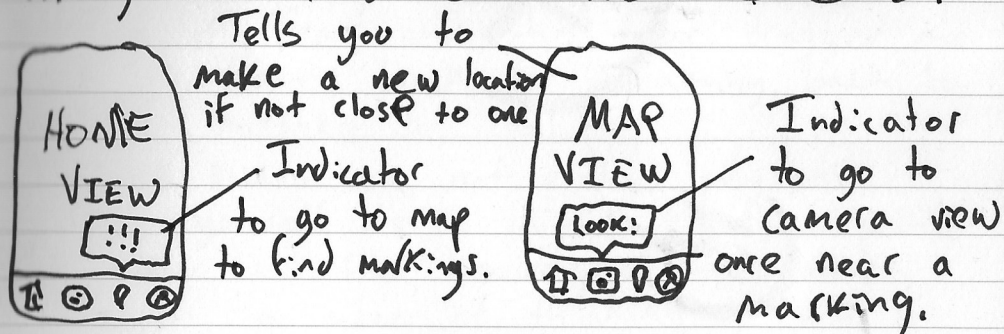
Onboarding cont'd

43

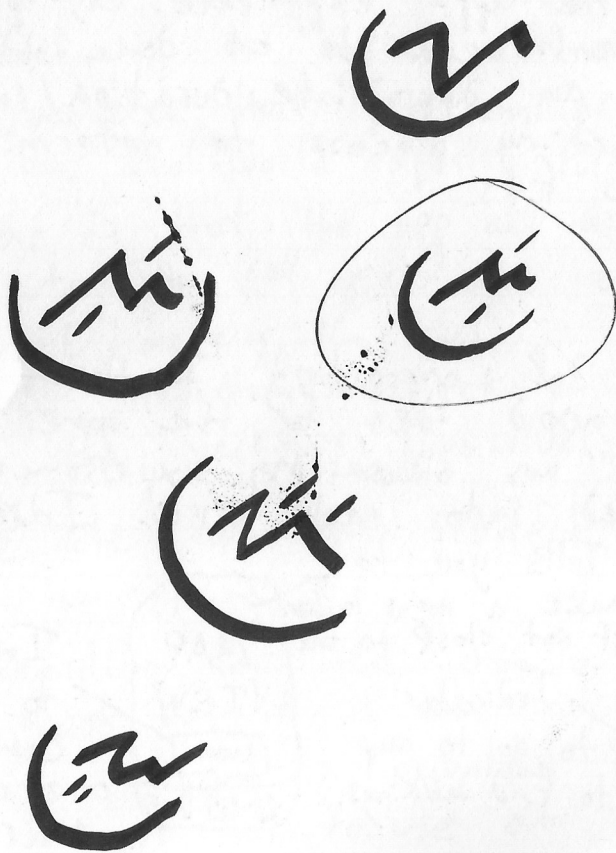
Perhaps "selling" the markings should happen throughout the app's experience. Or, perhaps both? Research needs to be done to determine an appropriate duration/length of the onboarding process to determine where this fits.

The game

Speaking of onboarding, I think it may be a good idea for the game itself to have an onboarding experience integrated into each view. Ideas:



Higher Vantage Point



Yokmal Onja

New marking

4/24/18

45

Drosnal aitrodek kaliska moronjal och
magrengot apsolis ~~cradok~~ aksas. Jalomna
adregna, kaidosotele majrog aghas idltonnep.
Raitoseem malokas rasnas otrenta. Osala
yasnes togokat mortelip.

On a cold winter night, my body
went hurling through the cosmos. I
could see ~~the~~ all the planets and stars
that were countless light years away as
if they were right in front of me.

I laughed and cried at the same time.
In a fleeting moment, I had ~~a~~ moment
telling of fear, and this fear dragged me
back to Earth, back to dreaming, back to
what I mistake for reality.

Vantage points are not always physical.
Bringing yourself to a higher vantage point
can show you the beauty of a ~~landscape~~,
a person, a way of thinking, a way of
seeing through the eyes of many.

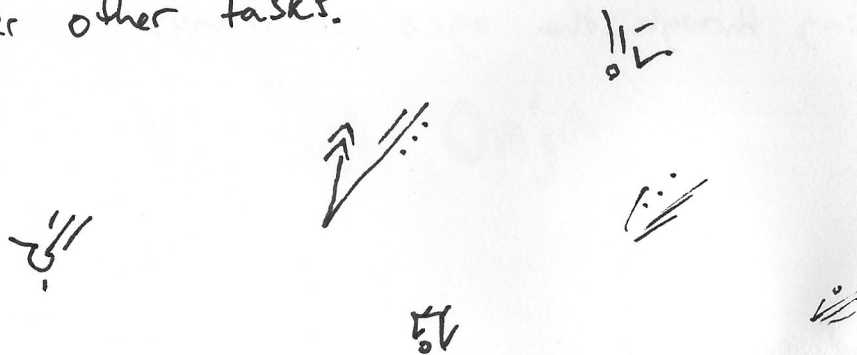
Offline mode?

4/28/18

For a few weeks now, I've felt like it was necessary to make the game have an offline mode. I'm starting to question the necessity vs. time invested.

At this point, I'm going after a very niche market, and the selling point should be the markings. Sure, robust app features would be nice to have, but I am quite uncomfortable adding new features to iOS while I don't even have an Android version yet.

I think right now, my time is perhaps best utilized in creating as many markings as possible. Sure, other things need to be done in between, but I'm thinking it's a mistake to spend time on iOS over other tasks.



Innovation

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