

Curious Markings Vol. VI



**Essential
Paperback
Notebook**

Carnet Ligné à
Couverture Souple

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



0 74455 00237 7

MADE IN CHINA

Explainer Video

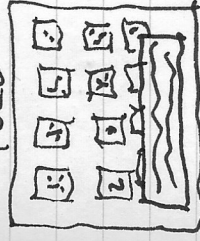
Nov. 4, 2018

I've been struggling to figure out a structure for these explainer videos. Perhaps writing a script/narrative would be useful.

30 second video:

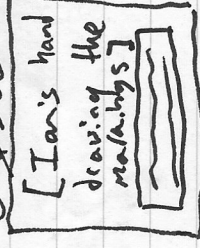
- 15 sec: What the markings are (visual hallucinations)
- 7-8 sec: How I use the markings (a cognitive therapy tool)
- 7-8 sec: How working on the markings created a spiritual awakening

4 sec



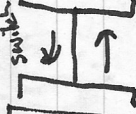
"These are curious markings..."

5 sec

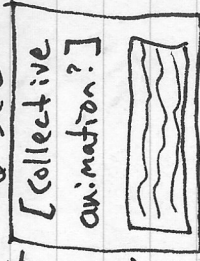


"They are hell."

from a schizo artist



6 sec



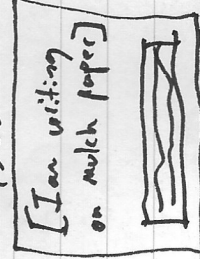
"He sees them all the time & copies them down on paper"

7 sec



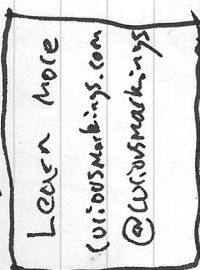
"He writes stories and descriptions of the markings, and uses them as a cognitive tool in bad situations."

4 sec



"He says working with the markings has caused some kind of spiritual awakening."

3 sec





Nov. 12, 2018
Thinking about Knitting

Progress!

3

Nov. 13, 2018

A lot is being accomplished lately! Wow! cMo now officially has a proven, functioning email campaign system, a blog, a brand new feature rich shop fully integrated with Printful. AND! To top it all off, Thomas has done a fantastic job of completing the Android version of the app AND I actually have the money to pay him for it. With all that said, I am being typical of Ian - always looking ahead. I am getting closer and closer to getting to a point of being able to focus all of ~~the~~ (or at least most) of my curious Markings time on the ongoing social campaign. Here's what's left in the backlog:

1. Finish the explainer vid.
2. Finish book edits.
3. Get collective on Android.
4. Angible Prov. script
5. Capistrano Deployment script
6. CM for tablets
7. Small coding tasks for iOS, WP, Rails
8. Submit video to online publishers
9. Submit book to publishers
10. Weekly marking trial run

144 @ 30hrs/week = 5 weeks. Add in some unknown/known time sinks and that puts me somewhere around mid-January. Required: 1, 7, 8, 10

1. 8	1-7. 100
2. 8	8. 8
3. 12	9. 24
4. 32	10. 12
5. 8	144
6. 16	0-88
7. 16	56
100	Required
0-optional	

Nov. 8, 2018



Distilling what's Needed.

5

Nov. 13, 2018

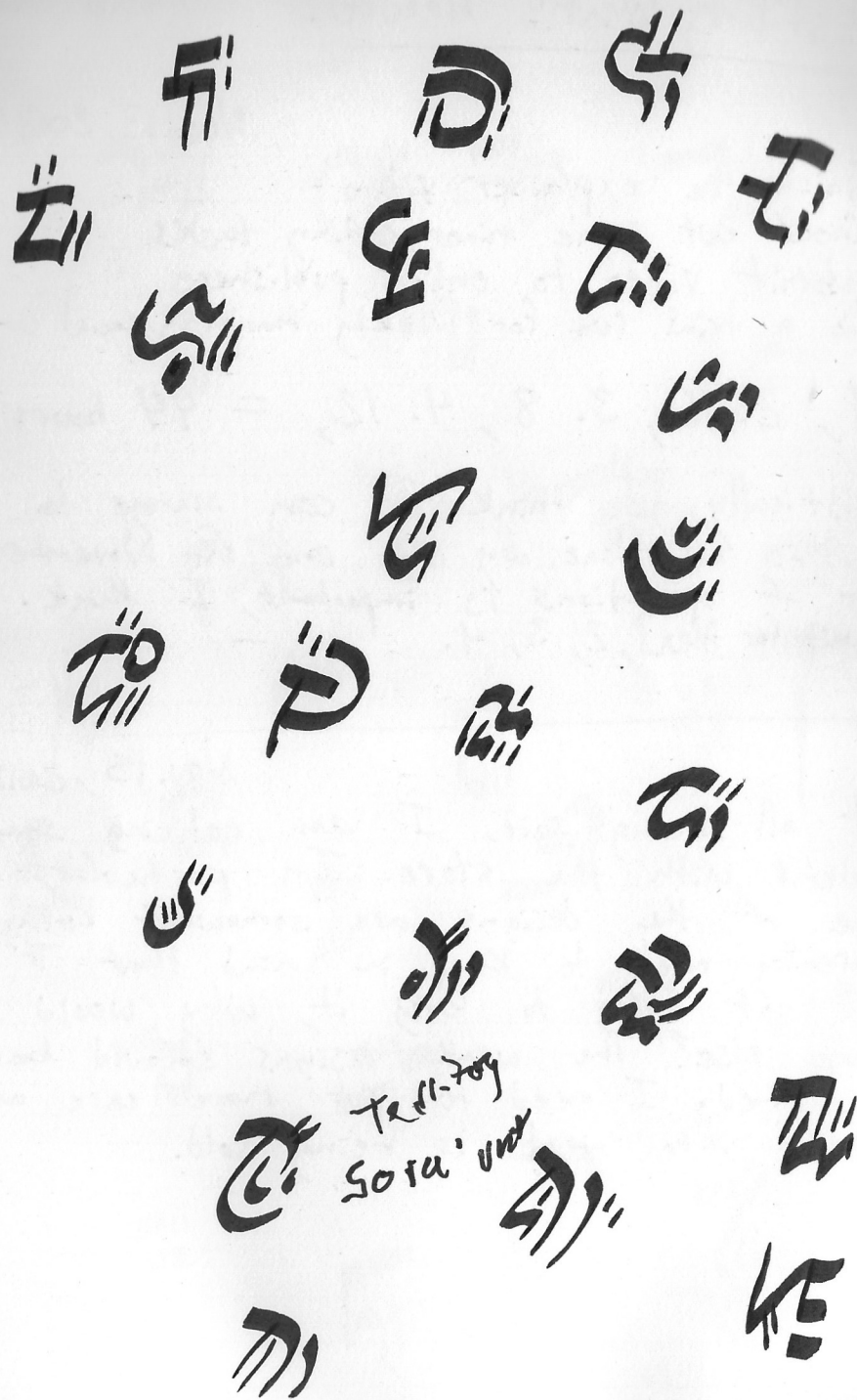
1. Finish the explainer video
2. Knock out some minor coding tasks
3. Submit video to online publishers
4. Do a trial run for weekly marketing social campaign

1. 8, 2. 16, 3. 8, 4. 12, = 44 hours

Realistically, I think I can manage to get this all done by the end of November. Order of operations is important, I think. 1, [wait for Alex], 2, 3, 4.

Nov. 15, 2018

That all being said, I am noticing some problems with the store. In particular, some of the designs are somewhat boring. I really need to keep in mind that if I'm not going to buy it, why would anyone else? The weak designs should be eliminated. I need to put more care and attention into what is being sold.



"mysterious, wondrous, mystical"

Nov. 15, 2018

Fact vs. Fiction

Nov. 15, 2018

I think I have a pretty creative imagination, and I think in a lot of ways I am not making effective use of it because I don't want to be a personality that peddles (srs) fantastical fiction as truth. I want to turn the world into a fantastical place through the use of my imagination but I don't know how to do that without being a snake oil salesman. Is it as simple as putting a disclaimer on my website?

Like Rob has said before, I've been too chicken to fully embrace the 'crazy' and each day I become more in tune with how me walking this balance is hindering the success of curious marketing.

I think it's time I start ranting and spewing psychotic nonsense without any filters and create a world around myself that is mysterious, wondrous, and mystical.



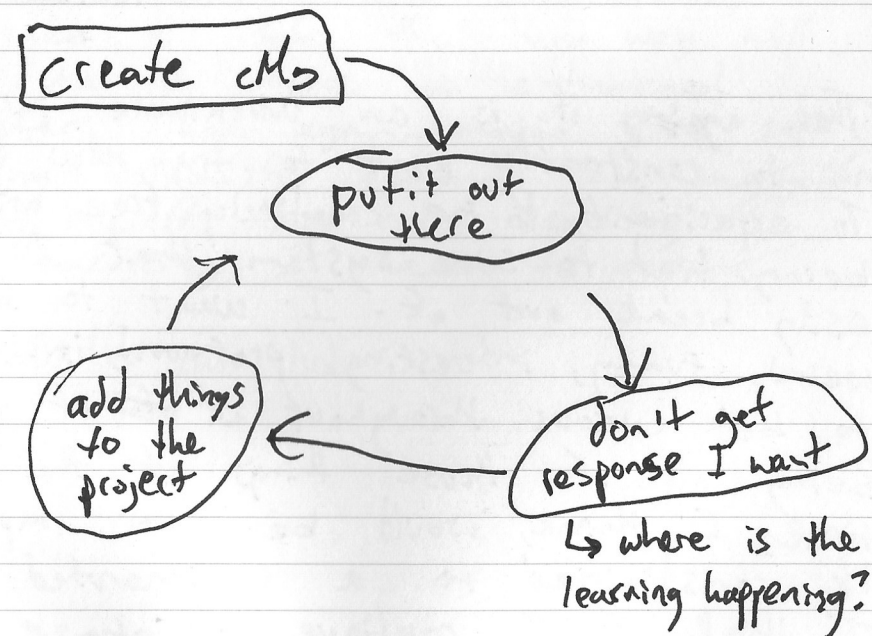
Nov. 18, 2018

Just because you can...

Nov. 18, 2018

... doesn't mean you should..

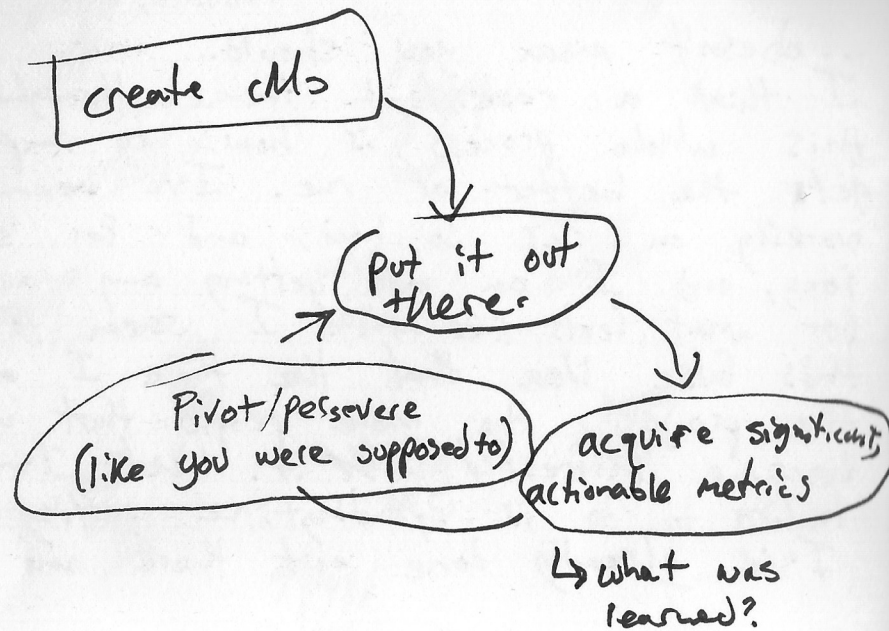
I think a consistent theme throughout this whole process is how my impatience gets the better of me. I've been working on this so hard, and for so long, and I am not getting any traction (or what feels like none). I seem to have this false idea that the more I add to the project, the more people that will become interested in it. What I'm failing to do is spending time getting what I've already done out there and known.



cont'd. ~

I think what it should really look like is...

Nov. 18, 2018



Then again, it is an undeniable part of me to constantly want to try new things. To experiment, to be creatively free without being tied to some system that I can't easily break out of. I want to be weird, funny, interesting, profound, insightful, to be curious throughout all ~~of~~ of that. Being all of those things at the same time, I think, would be near impossible if constrained to a regimented system. I think if I continue to chase this creative freedom, eventually, people will be attracted to it.

Explainer V.2

Nov. 18, 2018

One thing I'm starting to realize is how woefully under-equipped I am to produce this explainer vid I've had lingering on my to-do list. Do I get help? How do I pay for that help? Do I postpone the idea until I can pay a professional to do it? Do I continue to press on attempting to do something I am clueless about? I wonder if what I really need to learn is how to make sales without the video, then later create the video to begin scaling. I feel like learning how to make a sale the hard way will make me a more 'battle-hardened' marketer. Then again, maybe I'm self-imposing unrealistic demands on myself, slowing myself down from reaching the real learning I need to acquire.

Maybe Justin can help...

Oh of course!

Nov. 9, 2018

As soon as I see a significant shrinking of my to-do list, I realize I have a mountain of learning to do with pinterest ads. All necessary, of course, but getting a pinterest campaign up and running is going to be a substantial undertaking. As I see it now, there's three large components to this mini-project...

1. Pinterest conversion tracking tag plugin for WordPress <code>
2. 3 to 6 pins for pinterest ads creative
3. All the learning involved with creating engaging pins

Plus. Learning interfaces, reading docs, monitoring engagements, etc. etc. etc...

Held down

13

Dec. 1, 2018

Well, pinterest ads, among many other things are all sorted now. So, what's left/what's next?

Book

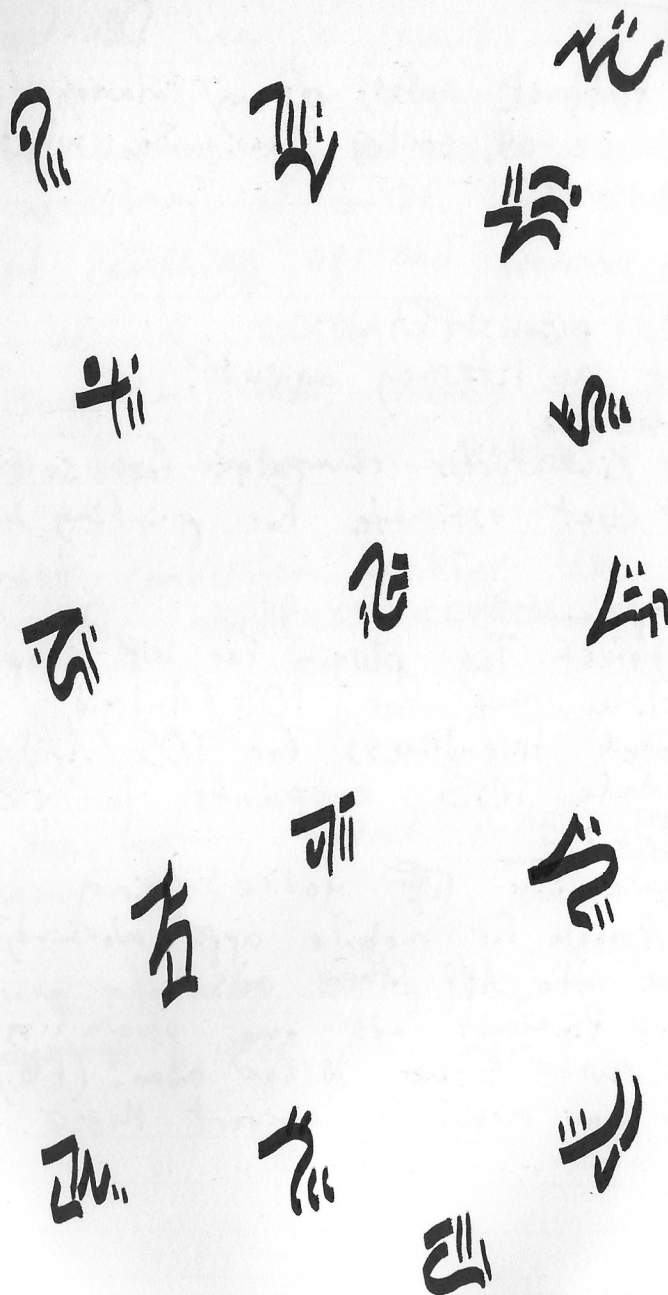
- self publish?
- Get a literary agent?
- ↳ Choose
 - > Kickstarter campaign for self-pub?
 - > Get estimate for printing book.

Development

- Pinterest Tag plugin for WP shop
- Offline mode for iOS/Android
- Tablet friendliness for iOS/Android
- Update iOS endpoints to v2

Marketing

- Figure out WTF you're doing
- FB/Google for mobile apps? Working?
- Look into App Store ads
- Start Pinterest ads once plugin is ready
- How much \$ per 10 sec video? (FB)
 - ↳ how much to convert those views?



Nov. 21, 2018

Territory Sora'unt

Nov. 23

- Description • Story • Untranslated story
 - Background Image • Pronunciation • Recording
 - Map marker • various image formats
- Wait For Alex

Description

There is something fascinating about invisible lines. A construct of man, ~~but it is~~ arguably their biggest a burden on man, a tool to divide man.

Story

The sun shines upon the glacier, creating a stream of water, flowing down the mountain. The wolf bites into the neck of the deer, creating a stream of blood, ~~flowing~~ ^{streaming} through the grass. The father sees his ^{newborn} daughter for the first time, creating a stream of tears trickling down his face.

Untranslated

Eitcos akaznasim rag la vnta sorol
magni ~~asas~~ krozhna. Stos lozhna ek
nas orog sue tol maral egno. Sal
joxek az natoram Pol azta sonn agro,
fenos satil mazhna sek, tos, rag.

A convulsion?

17

Dec. 1, 2018

With so few things left to do, my natural inclination is to think about what I could do next to grow the project. I think my biggest flaw is that when I say 'grow the project' I mean in terms of adding other things to it, rather than marketing and growing a following, growing the brand, getting people to make purchases.

I think recognizing that is good, but it definitely isn't terribly interesting, creatively speaking. Then again, maybe I simply need to change my perspective. Perhaps I should be approaching my marketing challenges as ~~a~~ ~~an~~ ~~a~~ problem that needs some interesting, creative, curious solutions.

I think that is truly the next best step forward. Embrace the marketing aspect as part of the project. It is not this entity that is separate, it is a component ~~of~~ the project that helps enhance the project and make it vastly more interesting.

Brittany asked an important question that really gives a better idea on which components of the marketing plan should be focused on. "How big do you want to go?" My answer is big. Big for an art project, anyway. And when going big, traditional is probably the best route. This means finding relevant companies/magazines/blogs and keep pushing what could be releadeable.

Another important notion that I drew from that is if I do localized marketing, I should make it scaleable. An idea from that is to get cmo users to distribute cards and reward them for conversions with free prints.

To Do:

- Submit the project to companies/mags/blogs:
 - △ schizophrenia △ Mental illness △ psychology
 - △ spirituality △ mindfulness △ cog. therapy
 - △ games △ gamification △ indie games
- Set up infrastructure for "Lucious Army"
 - cards or stickers ◦ customize websites
 - identify fans

Dec. 6, 2018

Necessity

What is your god damned
BUSINESS MODEL??!?!?

Dec. 8, 2008

A typical artist would say that it sells because it is aesthetically pleasing and it speaks to people on many/different levels. My markings don't do that without context. So I can't really follow an artist's business model. That basically throws my prints and products out the window.

Another ~~thought~~ aspect of the business is the game. But the game isn't that great and won't be without substantial effort. That, and I am not a professional game developer (nor is Thomas). Again, that basically throws the game out the window.

So what does that leave me with?
The markings and nothing to sell.

That being said, this realization has been paired with the fortunate timing of happening after an extremely successful social ad experiment where I create personal markings for free to anyone who tags a friend.
If I create a business model around

↳

ANYTHING, it should be this.
It should also be built around an effective funnel. One that doesn't try to get a sale upfront. One that engages the customer every step leading up to a potential sale.

My thought is to alter the game a bit. It would play like this:

1. See ad
2. Tag friend on ad
3. Ian makes marking for you w/ link to sign up and start playing
4. You sign up w/ email ~~and~~ Instagram username. Pic of marking populates profile pic.
5. You are prompted to give your marking a title and description. Points upon completion
6. Want another personal marking made for you? Do collective translations to earn it. Personal markings are point boosters. Careful: When you boost, it also boosts 10% of all other users.

P. 21-22
cont'd

23

7. Think you're high enough to battle? Start roaming the world for random encounters in the real world! Don't worry, purchasing the app gives you the quantum entanglement marking! You could encounter someone completely across the globe!
8. Winning ~~stats~~ clones a random marking from an opponent and increases your points — and adds it to your collection
9. Reach X points and you can buy a product with any of your collected markings on it.

Another thought is to create a system where the user can be given the option to ~~ask~~ ~~me~~ for a new marking depending on the situation:

1. See ad
2. Tag friend on ad
3. Ian Makes marking for you w/ sign up link to add marking to PB
4. You sign up w/ email/IG username.
5. You are prompted to give your marking a title ~~and description~~ and then I will translate the marking based on the title.

↳

6. Upon saving, you are directed to a page describing how I use the markings. At the end, I say, "If you ever need a marking for a specific purpose, I will create a marking for it by concentrating on that intent while I create the marking."

7. At this point, I have them in the email funnel where I talk about markings I made for other people

*. First marking: Half-off: \$9.99 or \$10
Subsequent: \$20

Subscribe: \$15/mo a marking every month

Subscribe: \$10/wk a marking every week

Yet another thought is to leverage the book as a way to engage and inform potential customers.

1. See ad

2. Tag friend

3. Personal marking + CTA to sign up for free first 20 pages of book

p. 21-24 cont'd

25

4. CTA at end of book sample to buy full book.

5. CTA at end of full book to get a marking commission OR to subscribe for a marking of the week/month?

Dec. 16

Okay, all those CTAs are great, but you still haven't answered the question. What is your fuckin' business model?!

As previously pointed out, I'm not sure I have one. Maybe I've subconsciously created one and it's hiding in plain sight.

At the end of the day, I just want to make weird, quirky shit and hope that people like it. Ideally, I could somehow make a living from it.

How can I make a business model out of that? Maybe the business model comes after the brand is built?

I don't think any ~~brand~~ ~~business~~
~~brand~~ brand building can happen
without a viable business model, though.
The only way I can build a
brand before b. model is if I
can easily create viral pieces of
content. I'm not sure that's
possible. At this point, the most
I usually get is "huh, neat."

Do I even want to try building
something from "huh, neat"? Some
reactions have been ~~also~~ better
than that, but I don't have
something that is viral yet.

Dec. 16, 2018

When in doubt, ask your
customers!

The beautiful thing about Instagram,
Facebook, etc. is I can directly communicate
with people actively interested in the
project. I decided to message
some of these people and got some
useful feedback...

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Dec. 16, 2018

It seems a lot of my theories
were correct about making a more
refined personal marking, products w/
markings on them, etc. I also
proposed the idea of setting up
a Patreon, and people were receptive
to that as well.

Cool... one more thing to do. Though,
I can't imagine it's too much effort
getting a Patreon set up.

I need to check myself here, though.
Am I impulsively jumping into the
next thing and just making it yet
another black hole of results?

Maybe Patreon is a good idea,
but maybe it's not worth it
until I have more followers...

Then again, I think it's Dec. 17, 2018
probably a very good idea to have
a stable source of income built into
the business model.

Reeling Back A Bit... Dec. 21, 2008

After averaging about/over 20 hours per week on Curious Markings (not to mention all of my other work @MRI/objectiv), I've definitely been working on things at the expense of social life, physical health, mental health, and pursuing other hobbies.

I've built an incredible foundation for CMS, and for now, I think it's time to reduce time being spent on it and limit most activity to the tried-and-true social marketing techniques I discovered. I've created the value, now it's time to create the following.

Ideally, I will dedicate 1 day per fortnight (fortnite?) to the social marketing ad formula plus creating a new marking (what I'm starting to call a 'canonical' marking). One step before doing that, however, is to digitize the users I've already made a marking for so that I'm not creating more work for myself.

2019 Estimations

29

Dec. 27, 2018

100 Followers every 2 weeks
= 2400 Followers by 2020

I 0.5% end up making a purchase of some kind... $12 \times 5.00 \text{ profit} \dots \60 .
Aw, jeez. Let's say this happens once/mo...
 $\$60 \times 12 = \720 ... It'll be a LONG time before I get an ROI on this project. ~~Ugh~~ Ugh.

Let's say I've spent 1k hours on this (though I'm certain it's more)... $1000 \times 50 = 50,000$. Let's say I double sales every year...

year...		years
1000	1720	1
2000	3720	2
4000	4720	3
8000	12720	4
16000	28720	5
32000	60720	6

So, year 6 I get my first year's worth of work compensated. Let's say I spend 8 hrs/week getting to this point... $8 \times 52 = 416 \times 50 = 20,800$. This means on year 7 I will be starting to make profits. A 7 year plan though? Stalin couldn't even do 5!

The more I make calculations on how much effort it takes to make a sale, the more I realize how absolutely insane of a person you have to be to be an entrepreneur.

This seems so impossibly difficult to do, but there are a lot of people out there who have developed a formula that works. Hopefully I'm not being arrogant, but a lot of these people are undoubtedly not as smart or motivated as me.

So, what is it they have that I don't? A product that sells? A better education? More experience? Less impulsiveness? All of the above?

I definitely feel like I'm missing some piece of the puzzle. Perhaps it's the most obvious thing that everyone is saying. I don't know what I'm selling.

Dec. 27, 2018

Did I Make A Mistake? ³¹

Dec. 27, 2018

Did I just spend 2018 putting over 1000 hours of my time, thousands of dollars, countless favors, and an endless amount of thinking on something that I didn't have even a rudimentary business model in mind? Because it's starting to look like that's what I did.

What's funny is that this realization basically concludes that Curious Mornings is a failure; but I don't feel like a failure. There were so many successes and cool things created along the way. What I do feel like, however, is a complete fucking idiot.

How could I ignore something so important? I was so focused on making something interestingly, I forgot to make something that sells.

Now I'm left with the thoughts... Do I scrap this? Shut down the servers? Salvage the project and turn it into something completely different? Do I just sit on it for a while?

Jan. 25, 2019

Well, maybe it was a colossal waste of time, but only during the times that I lost sight of the point of the project - to have fun making weird stuff. I think from now on, at least 80% of my time should be spent on doing stuff I want to do. Not the stuff I feel like I should have to.

I say keep doing weird shit, keep doing IG ads when the capacity for such is available, and keep growing the project for fun, and not for the sake of making a sale.

I think now is the time to begin harnessing the supreme energies of the power of pseudo-science!!! The world is a magical place, whether it's real or not; whether people like it or not!

SLEEP
Aytro'ekla



Jan. 27, 2018

When one goes to sleep, their other awakens. The ~~sun~~^{moon} sets, the ~~moon~~^{sun} rises. We fear the other because it reveals our inner selves. We become one with the other when we bare our naked souls to the world.

Sai'tek ogronga soralnep et zek rai golna ezondas zha moltep. Rai nep galosat rhezh nadrop kaazailek for nam aldeh. Se, toh, erual sa dognep, fal rozna. Estek ratelba, sonos rateglana. Zaidep orolt sanja egrozna fales torlep.

A soldier entered foreign lands. He witnessed horrors, he stopped horrors, he carried them out. Some called it righteous, some called it atrocity. He called it following orders. Regardless of what it was called, when the war was over, it would be the incubator for his rebirth; to learn to walk again, to talk, to treat others, and how to treat himself.

I've been missing drawing. At the same time, I'd like to try new things. The idea I've come up with to satisfy both of these needs is to continue a sketchbook/notebook I began working on in Fall 2017. It is set as a journal log of a researcher from Earth that has travelled to another place... a different world? Dimension? Time? That is yet to be seen. Needless to say, I've started it again. The book has 50 sheets, 100 pages. I have already filled the first 12 or so. I'd like to spend the next month or two filling in the rest. I don't know if it will turn into a story or have a narrative, but I've decided to let the drawings guide the words, and to trust where the words take the story.

So, how does that tie in to trying new things. My plan after the book is filled is to do a podcast mini-

Feb. 20, 2019

series in the style of an actual-play RPG (like D&D - what hobcast.com does). This does two things I've been wanting to do:

1. Use this recording equipment I bought a while ago.
2. Give me a medium for the diverse set of voices I've created over my lifetime.

It will combine a bit of dice rolling with a lot of improvisation, with the journal book as a working guide to the overall narrative.

I re-started this journal a few days ago, and I have identified that the writing comes easily, but the sketches do not. Ideally, I would like to have a 1:1 ratio of sketch:writing pages. One solution is to write first, and make a sketch based on the writing. So far, I've been doing a sketch, then basing the writing on the sketch. Or I could simply just write in place of sketching on days that I have "sketchers block." Perhaps I will use each approach on a case-by-case basis.

Going along as planned.

Mar. 6, 2019

Well, so far, the drawing and writing ease has reversed. I have a lot more drawings queued up, and I'm struggling to keep my writing up with them.

Either way, I'm still making progress.

I do seem to be taking longer than ~~was~~ expected, though. I am now on page 26 (31 if you count the queued up drawings). Progress is still progress, and as long as it doesn't get grindy, it should be okay.

That all is fine, but I do think I need to start shaping some kind of narrative around my writings. I don't want things to get too aimless. Just because it's a journal format doesn't mean I am absolved of creating some kind of coherent story...

My Merchandise Sucks

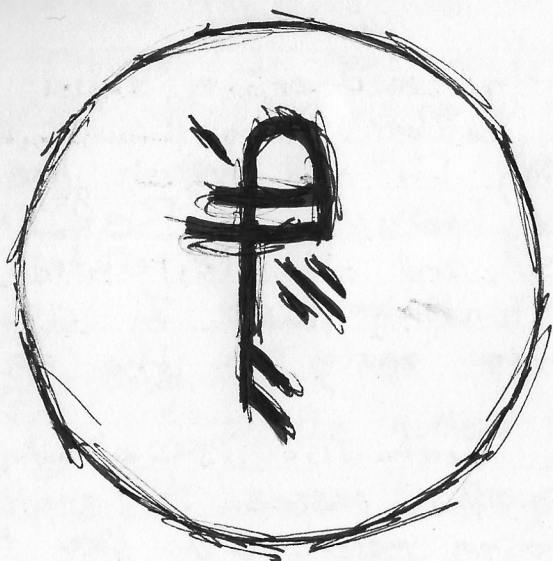
37

March 13, 2019

I recently watched a video that was about a YouTuber going through the process of creating his own merch line. It made me realize how utterly **BORING** my merch is, and also reiterated ~~that~~ ~~is~~ my understanding that I created merch **WAY** too early in the game.

But, the merchandise is already there, and every day that passes is another day I'm selling boring merch. I'd like to change that. In a separate book, I created 24 frame sketches to surround the markings with for a more appealing merchandise design. I think only half of them are worth using, but 12 is a good start.

Again, this must be fun, or I'm not doing it! Or, rather, shouldn't be doing it. So, as I take this on, I need to remain mindful of that.



Comment with the word
you think your personal
marking means. The top
3 liked comments will
be fully translated by me
and put on the website.

IG Post from 3/11/19

A check in

April 26, 2019 (39)

← I completely forgot about this
commitment I made to the followers ~~and~~.
Will add this to my to-do list.

In early March, I decided in another notebook
that, for now, I am not investing myself in
Curious Markings as I previously have. It
seems 2018 was the year of CMC, and I'm
ready to focus my energy on things that
fulfill me like Curious Markings once did.

I started the project because it was a
unique and interesting idea that would
be ~~so~~ fun to work on. The problem, however,
was ~~it~~ in my personal life I was
financially stagnating. Even with an income
boost from starting freelancing, I struggled
to grow my savings. I made the foolish
decision of attempting to make Curious
Markings the solution to that problem. As
a result, the fear and anxiety around
my financial stagnation corrupted what the
project was. As a result, I no longer
enjoy working on it like I used to.

Maybe later on in life the enjoyment will
get another spark, but for now, I am

potting the project ~~at~~ near the bottom of my list of priorities. Ideally, I'd still like to make a social post once a week, but I'm not going to force it. I think I will sort of close my commitment to the project by making 4 final markings for a total of 24 "canonical" markings.

This isn't to say I've abandoned the project, just giving myself a long-term mental break from it. Either way, it might be quite some time before my next entry.

§§§

Your Brand
in the schizophrenic
language "Viri"

May 28, 2019 41

Recently, I discovered a fellow schizophrenic on Reddit that also speaks/sees Curious Markings. His name is Devin and he lives in Riverside, California. We've begun discussing collaboration.

Shortly afterward, I think I finally clarified in my head something I have been struggling with for a while now, but have already been doing - I now know what I'm selling. I am selling people their own identity, captured as a Curious Marking.

~~at~~ June 2
Now that I know what I'm selling, I need to figure out how to clarify that ~~the~~ message and make it highly convertible.

~~at~~ Side note, I think this pen is dead enough to move on. Writing with it is taking far too much effort.

I did a test ad last week for \$20. I got ~~20~~ 17 sign ups for it. The interesting thing is the ad got a lot of negative reactions. I think if I clarify that cMo is 100% schizophrenic owned and operated, I may get better ~~the~~ results.

May 29, 2019

Working with Devin to help Viri language fit the CMS style.



Snapshot Markings

June 2, 2019

43

Steps for capturing peoples identity, tentatively called "Identity Snapshot Markings" project:

1. Build snapshot feature ✓
2. Build subscription feature ✓
3. Create StoryBand BrandScript ✓
4. Write intriguing, possibly controversial ad copy ✓
5. Update guerilla marketer to advertise snapshots using new ad copy ✓
6. Build out snapshot landing page ✓
7. Bonus: Add monthly subscription option (instead of annual). ✓
8. Huge Bonus: Don't rush the release! Give it some polish. No, a lot of polish! ✓
9. Bonus: Make all snapshot markings into collective markings for people to translate

Goals:

1. 12 subscribers - Hire Devin for 1hr/mo
2. 240 subscribers - Devin 20hr/mo
3. 960 subscribers - Devin pt employment (20/wk)
4. 1680 subs - Devin FT employee (35/wk)

Devin's identity snapshot
June 3rd, 2019



Aindrok

sway, fortitude, perseverance

Checking in on
Snapshot Markings

June 9, 2019

(45)

Well, so far the only thing I haven't done is turn snapshot markings into collective markings, but that shouldn't take long. Still, for now it's still a stretch/bonus goal. Alternatively, I could extend the translation function to Snapshot markings. Will need to look into that. Either way, outside of a few minor polishing tasks, I think this project is mostly finished. I didn't think I was going to finish nearly this fast.

I think at this point, I *Really* need to have my pricing dialed in. Another thing I should think about implementing is a referral-based "endless" free trial. I would really need to make sure it's super shareable.

Okay, To Dos: Starting with most important

1. Dial in pricing structure. ✓
2. Finish polishing tasks
3. Create referral system
4. Extend translations to Snapshot markings
5. Re-work subscription goals. ✓

Another Chicken

June 12, 2019

A couple days ago I decided to make the postcards purchasable. That's delayed my progress on the other stuff, but still certainly well on track for the July 1st launch date.

To Do:

- Make sure on Snapshot save that nil avatars
- ↓ don't bug out. ✓
- Integrate entering shipping address into
- ↓ checkout flow for subscriptions/shop items ✓
- Get basket page working with postcards ✓
- ↓ ~~Make API call~~
- Make API call send_postcard on postcard ✓
- ↓ checkout
- Create referral system (may need to break this down into smaller tasks)
- QA session w/ Brittany? Round 2 X

Another Chicken

June 20, 2019

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Decided against referral system. Too much risk, not enough reward. Also decided against w/ Brittany. D.f it myself. Looks good. Launched Snapshots yesterday. Already getting negative feedback from people calling it bullshit. The thing is, I never claimed it wasn't. So then why do I feel like such a fraud? I'm playing make-believe for fun and inviting others to play with me. I made that clear front-and-center in my marketing materials.

I think the question is how do I engage with these haters? Or do I engage at all? Ignoring can often lead to disaster, not ignoring can damage my message. Is there a middle ground?

Either way, it's incredibly stressful dealing with these people. It's also really addictive. Which is probably quite a dangerous combination. Is it really worth my time engaging with these people? I'll wtn over, what? 5-10%? Yet for every hater there are 20 people who silently love it and create no extra work for me. 20 or more. Maybe 40. I keep saying I should only do c.Ms if it's fun, and this is definitely not fun. Maybe it won't be so bad if I ignore them. Watch for the confused, ignore the suspicious.

Usque

ad

finem.