

Curious Markings Vol. VII



**Essential
Paperback
Notebook**

Carnet Ligné à
Couverture Souple

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



MADE IN CHINA

Property of Ian McKenzie

If found, please email:

ian.rand.mckenzie@gmail.com

Reward if returned.

What to do with
the newsletter?

June 25, 2019

I think the bigger question is, what to do with community engagement? Better yet, how to enable the community to engage with each other. The real question is, does that community exist? This seems like a chicken vs. egg issue. Will the community demand it? Or does the community not exist until they have a way to engage with each other? Do I add a forum to curiousmarkings.com? I think so. Then, in a weekly newsletter, I create a topic for discussion.

Next steps:

- Add ability to subscribe/unsubscribe to newsletter in settings
- Install, setup, and style Threaded gem for forum
- Switch over transactional emails to Sendgrid.
- Start compiling a list of topics to pose for discussion

Forum topic ideas:

- Analyze My Marking
- Curious Discussions (general)

↳ That's all, for now. Maybe add more as demand dictates.



Free Marketing: Now What?

July 1, 2019

First, I need to add avatar to the sign up form. Then, on the user#show and snapshot#share pages, have a popover come up after 10? seconds with a subscribe CTA. Once these things are resolved, I feel like it may be appropriate to make a ~\$200 risk. A subscription nets about \$180. My idea is to run \$180 in ads and see if I get any ROI. If I can get just one subscription, I'll know I *might* have something. If I can get two, I'll be really encouraged. If I can get 3 or more, I will be through the roof. Another thought. After the "first snapshot" email is sent, have a follow-up email sent 3 days later asking if it resonated and to reply, with a "if it did..." ~~sign~~ subscribe CTA.

\$180 = 290 sign ups

$3/90 = 3.4\%$ sign-up $\rightarrow$ subscribe
conversion rate

List of Topics to pose for discussion

July 3, 2019

(3)

A lot of people draw parallels of my experience with LSD/magic mushroom trips. Have you tried these things? What was it like?

A lot of people think my case should be studied because of how unique my symptoms are. The reality is, they're not unique at all, they're just experienced differently from schizophrenic person to SZ person. Have people misunderstood an illness that you'd have or had? How did you educate them, if at all?

I've met people afraid to get diagnosed with a mental illness because they're afraid the medications to treat them will make them less creative. How do you deal with people who toxically romanticize mental illness?

Sometimes when I disclose that I'm SZ, people make jokes like, "Quick, hide the kitchen knives!" To me, these jokes are funny, but other times I feel it necessary to clear up misunderstandings. Where do you draw the line between misinformation and humor/jokes?

July 23, 2019

Today, with Mira's help, I created cMc's first OKR:

GET cMc's 1st SUBSCRIBER

- Come up with a frequency for posting on social (does it follow the STEPPS?)
- Ask 20 sign-ups what would compel them to subscribe.
- Fix 7 UX issues that contribute to confusion or lack of information about Snapshots.
- Send 100 first snapshots to Snapshot sign-ups.

First, let's make a schedule for each KR.

7/25/19 Today

7/25/19

8/1/19
(start ads)

8/8/19
(start ads on 8/1/19)

I think I've already decided that I'd like to do 3 posts per week, it's just a matter of deciding the schedule. I'm always free on Sun/Thur, and I'm already scheduling Tuesdays. So, that was easy:

- 2 on Sunday: 1 post right away, 1 for Tue.
- 1 on Thursday: Any excess, schedule for Sat.

April 1, 2020

(5)

How fitting that I return to these books on the day of fools. That being said, I've been doing a lot of cMc musings in the notebook over the past months. I think I forgot that I was keeping topics separated. I should probably make that a habit again. In some ways it's more organized, though in others, less so.

Something I observed today is that the photos of the new markings don't resonate nearly as well as the more 'polished' content that I do. I think from now on, I should start making things more polished in batches and then schedule it with Buffer.

The above solution or something else. Either way, something needs to change. It feels pretty unsatisfying to only get ~5 likes on something (as grateful as I am for any likes at all).

Oh, I recently had to do a security update on the Fails app which made like 50 tests in the test suite fail... I should really get that resolved.

Oct. 29, 2019

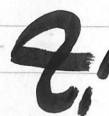
April 1, 2020

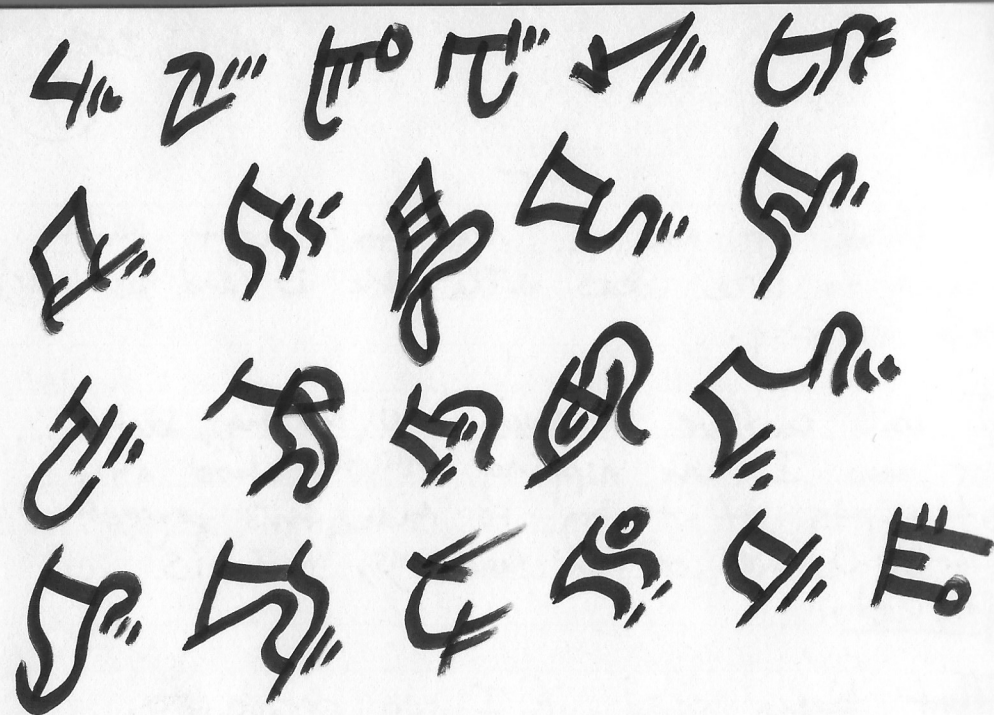
7

I think, for now, I need to accept that trying to force ideas with cmc is (and has never) not working.

I will continue to make new markings, but, for now I am nipping in the bud any attempts at trying to make this project work. Outside of new markings, this is parked.

That being said, if I do decide to write about cmc again, I will try to keep it contained to these notebooks. oops.





The pitch black riders came swiftly from the ether to exact their righteous justice on all those who willfully sought to exploit their own kind in the name of wrath and opulence. Their deaths were unknown, their existence erased, their bloodlines purified, their disease had met their antibody. Their legacy lives on as an ongoing warning.

Clean up the
Rails site?

April 25,
2020

⑨

One day, I may come back to cMc, and I'm not sure coming back to a cluttered, poorly documented, mess of a repository would be all that great coming back to. That being said, cleaning everything up would be a massive undertaking, at least 40 hours. And for what? Do the benefits outweigh the time put in? I'm not sure. It would definitely feel good once it was done, but I need to be very careful with how I spend my time. Would this work recharge me, or does having this project lingering in the background sentence me to a curse of an unending project that yields minimal reward? Realistically, if I do something with cMc, shouldn't it be time spent on activities that are more likely to generate a return on investment? Well, at the very least, I think I'd like to lay the cards on the table and think about what I feel like is lingering with the project:

- Messy Rails code
- iOS app missing
- Android features
- Snapshots has sketchy business model, but lots of potential
- I could self-publish cMs vol. 1 but haven't
- Merch shop has bad UX
- Seems like everything that bothers me has to do with money or code



Code & Money

April 25,
2020
(11)

With code, I've started to take a lot of pride in the quality of my work. I take no pride in the Curious Markings code. As a result of being partly new and majorly rushed by impulse, the code bothers me. I think it's okay to have a problem with it, but I think I may need to detach from the feeling of needing to fix it and instead taking the pragmatic approach of forgiving myself and saying, "It's good enough."

With money, however, I think I already started saying, "forget it." Still, it's hard to let go of all of the hard work I did without some kind of closure. Do I offer it for free? (Meaning the book) What about Patreon? What about snapshots? Seems like all of these things mean nothing unless I make a concerted effort to grow a following, which I am evidently not willing to put a prolonged, consistent effort into.

The reality is that I am so much more than just CMC, and I can't give it my all, because it is not all of me. I cannot live and breathe CMC, and it seems to me that in order to grow a following, that's what you have to do.

The Sum of My Parts

April
25,
2020

So then, is the answer to make cmc a place for all of my creativity, rather than just my schizophrenia related art? It's less focused, BUT, more true to who I am and what I want to do. That being said, most of my non-cmc work is not nearly at the caliber that would warrant gathering an economically viable following. My drawing skills aren't professional quality, poetry is too niche, graphic design is too case-specific, coding takes too long to create something that makes people go 'wow,' and I'm not sure anything else interests me outside of singing and comedy. And I don't know if I'm good at singing because I don't have the balls to actually do it. Comedy is funny but could potentially alienate audiences. Unless I kept it super tidy. Perhaps the magic comes from the sum of the parts; combining comedy, poetry, drawing, singing, design, and coding together. Much like Voltron, I am not fully powerful until I fully assemble. Years ago, I had a dream that I made stunning creative works from an insane cobbling of multimedia. Perhaps this is the best answer. cmc was sort of the testing ground for combining some of my talents, but not all of them.

4/25/20 (13)

Okay, so, to summarize, I think any and all future works should include at least 60% of the following:

- Markings
 - Design
 - Code
 - Humor
 - Singing
 - Garment-making (maybe?) eventually...
- At least 3 of these for any piece that you make?

When I made my mind map, something that was important to me was daily creativity, but I have yet to find the appropriate channel to put all of my creativity. Instagram is images and short videos, Tiktok is short videos, Snapchat doesn't keep history,

My first thought is to create a system or formula that can enable me to consistently and easily implement the '3 abilities' rule, but if I did that, I think it would just suck the creativity and fun out of it and just completely defeat the purpose behind this whole philosophy.

IDK, just stick to IG/FB/Tumblr, I guess...

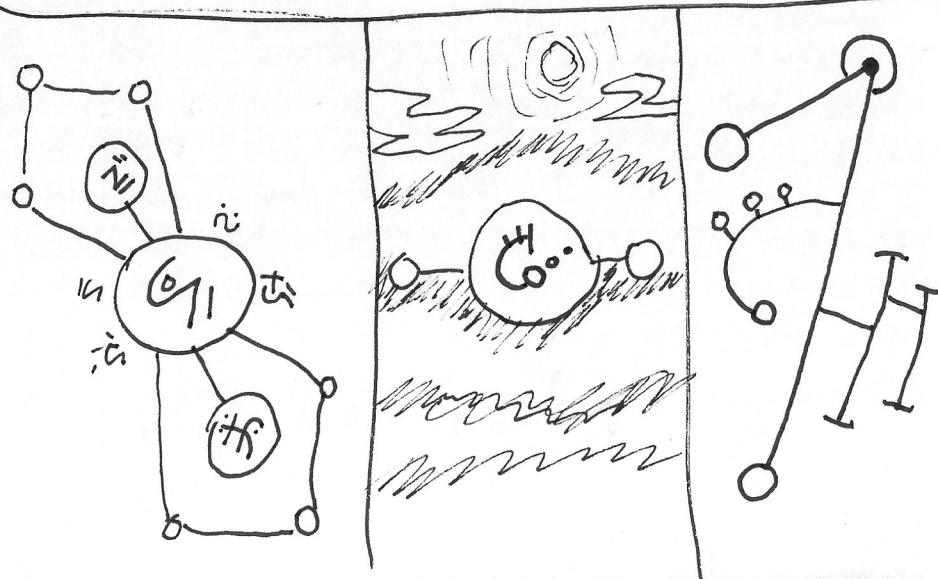
4/29/20

Some thoughts I'd like to explore:

- Business Plan
- Video Stuff
- Les

Yesterday, I was talking to Les, and he asked me a series of questions that made me realize that working on Objektiv will never make me reach my full potential like working on Curious Markings does.

Maybe it's just my squirrel brain, maybe it's my calling, but the thought of working on cm again really excites me. Brittany is extremely happy about ~~me~~ seeing me tinker with it again.



(15)

4/29/20

Part of my excitement makes me want to look over the business plan I was working on and maybe finally finish it. With all of my many lessons in ~~learning~~ marketing, business management, etc., plus being more honest with myself and making healthier decisions overall, I think that I could very well grow a large and lucrative following quickly enough to make a sustainable short and long-term business model. Part of this includes utilizing the TikTok and YouTube platforms which ties into my desire to make videos. The long-form videos on YouTube, the short and funny ones on TikTok. I would continue my usual activities on FB/IG/Tumblr, and definitely resurrect my 'Free Personal Markings' campaign to create a large following quickly.

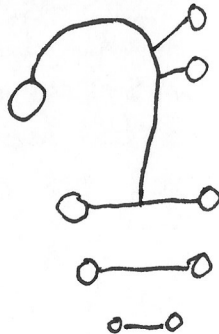
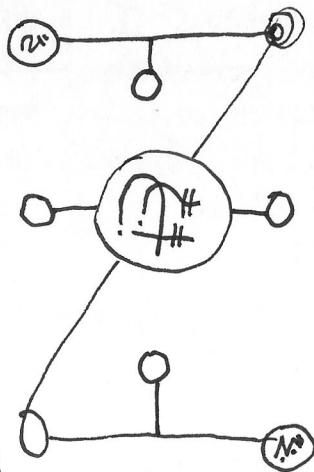
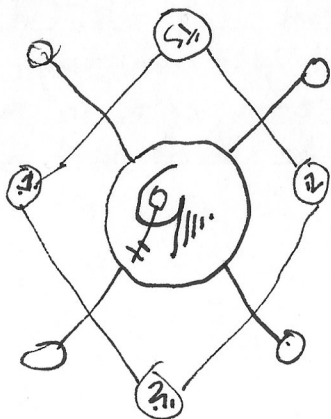
One of my ideas for YouTube videos is to interpret the personal markings I make from IG ads. On TikTok, I was thinking I would just use my existing account and try to tie-in cm to my posts more. All of this will be laid out in the business plan.

What questions do you have about picking
cMs back up? 4/29/20

- I have a tried-and-true process for creating a following, but it's time-consuming. How do I reconcile this with my responsibilities in life/objektiv?
- How do I detach my flow of creativity from trying to earn an income?
- ~~How do I know that pursuing cMs will meet my other life goals?~~
- ~~What ~~do~~ makes me think I can succeed as an artist when most cannot?~~
- I think it's just the above 2 questions.

For Les:

- Are you going to suggest that I work on cMs instead of Objektiv?



What would my day-to-day activities
look like while working on cMs?

(17)

Questions

How will I balance that with Objektiv?

~~What will my format be for Tik Tok videos?~~

~~What will my format be for YouTube?~~

~~What is my ongoing format for ~~Facebook~~ FB/IG?~~

~~Can I do better w/ Tumblr ~~rather~~ rather than just Xposting?~~

~~Should I even bother with Tumblr? → Not interested~~

~~Are all of these social channels too much? → Yes~~

✓ ~~If I focused on 2-3 channels, which would they be?~~

✓ ~~What content ^{should} I make on those channels?~~

✓ ~~How can I make that content contagious?~~

✓ ~~How will these activities align with you reducing stress?~~

✓ ~~How will they align with showing schizos their love power?~~

✓ ~~How will you find time to continue creating through this?~~

✓ ~~How can you establish systems to maximize growth hacking?~~

✓ ~~What does my daily schedule look like? Weekly? Monthly?~~

~~What are my key performance indicators?~~

✓ ~~What are my objectives and key results?~~

✓ ~~What is the voice of my brand? What is it saying?~~

✓ ~~Who is it saying it to?~~

✓ ~~Do I need to integrate myself into the local art community? No~~

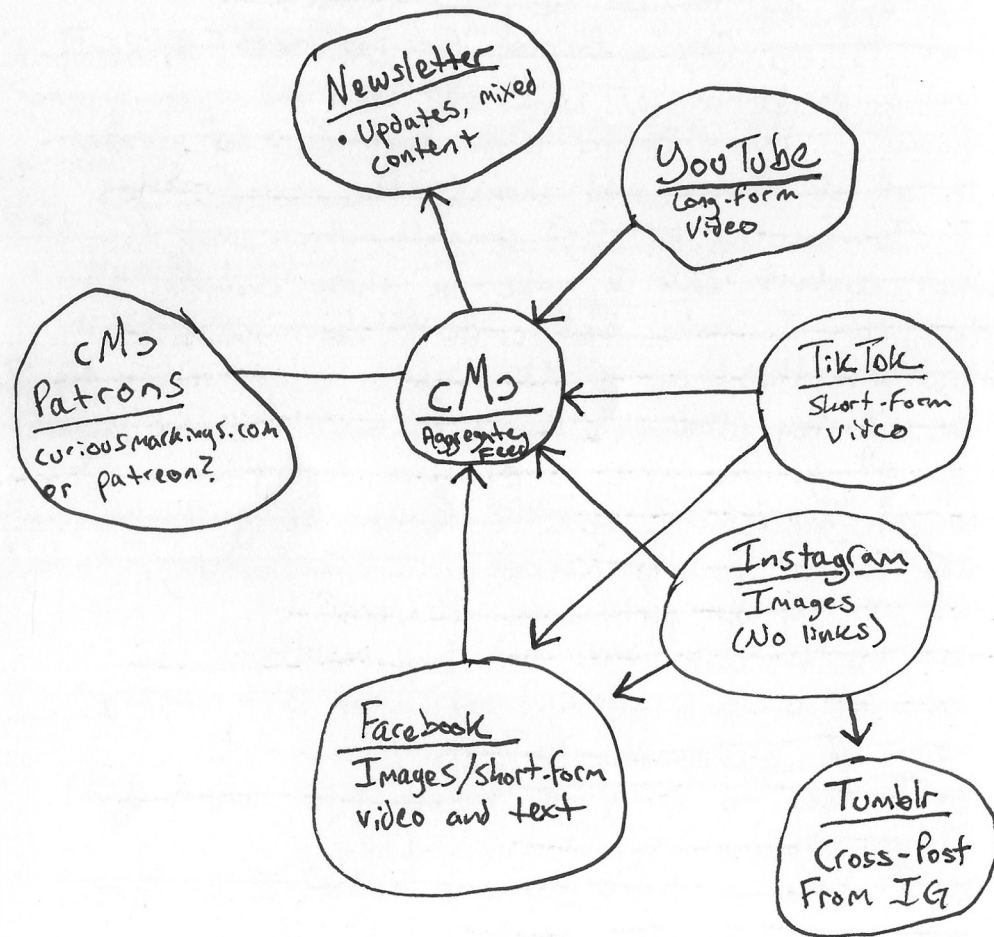
~~Do I have a viable business model? I think so.~~

✓ ~~What is my business model?~~

✓ ~~What can I sustainably give my followers for free?~~

Social Channels

4/29/20



Answering Questions

(19)

4/29/20

If I focused on 2-3 social channels, what would they be?

- > FB/IG seem like tried-and-true bets
- > TikTok is definitely where my audience is.

What is my content on:

- > FB: Everything from IG + Link-focused posts
- > IG: What I'm working on + Personal Marketing stories
- > TikTok: Short stories, jokes, rhymes, songs?

How can I make that content contagious?

- > Find the blink to what CMO is and harness it.

How will these activities align with you reducing stigma?

- > Something I should ask myself with every post.

How will these activities align with showing schizophrenic people their true power?

- > See the answer above.

How will you ~~time~~ find time to continue creating while you tend to the social posting schedule?

- > Two answers:

1. Build social sharing into my creations
2. Have days dedicated to creativity and days specifically for social marketing.

How can you establish systems to maximize growth?

- > Identify what works and flows at the same time and focus 80% of your effort on it.

Do I need to integrate myself in the local art community?

- > Honestly, I'd rather not. They ~~are~~ seem like a bunch of elitist boomers.

To Do:

4/29/20

- Come up w/ OKRs
- Set up a weekly schedule based on OKRs and Objective Digital responsibilities
- Come up with a concrete description of the Curious Markings brand.
- Update all customer-facing assets to reflect that brand.
- Come up with a concrete description of CMC's target audience. BE SPECIFIC. ✓
- Complete business plan.
- Create wallpapers
- Identify ongoing vs. one-time activities and schedule accordingly.
- Setup Patron functionality on curiousmarkings.com
 - ↳ After 2,500 follower milestone
- Create a Follower-based timeline of these tasks
 - ↳ Assume 0.5% conversion rate of follower → Patron



Zaidrom nokol. Aison nozhul.

A'tron molongtra. Fayrem bodolst.

Taiseu. Dyzhem. Trend ongokt saleuht.

More Answers

4/29/20

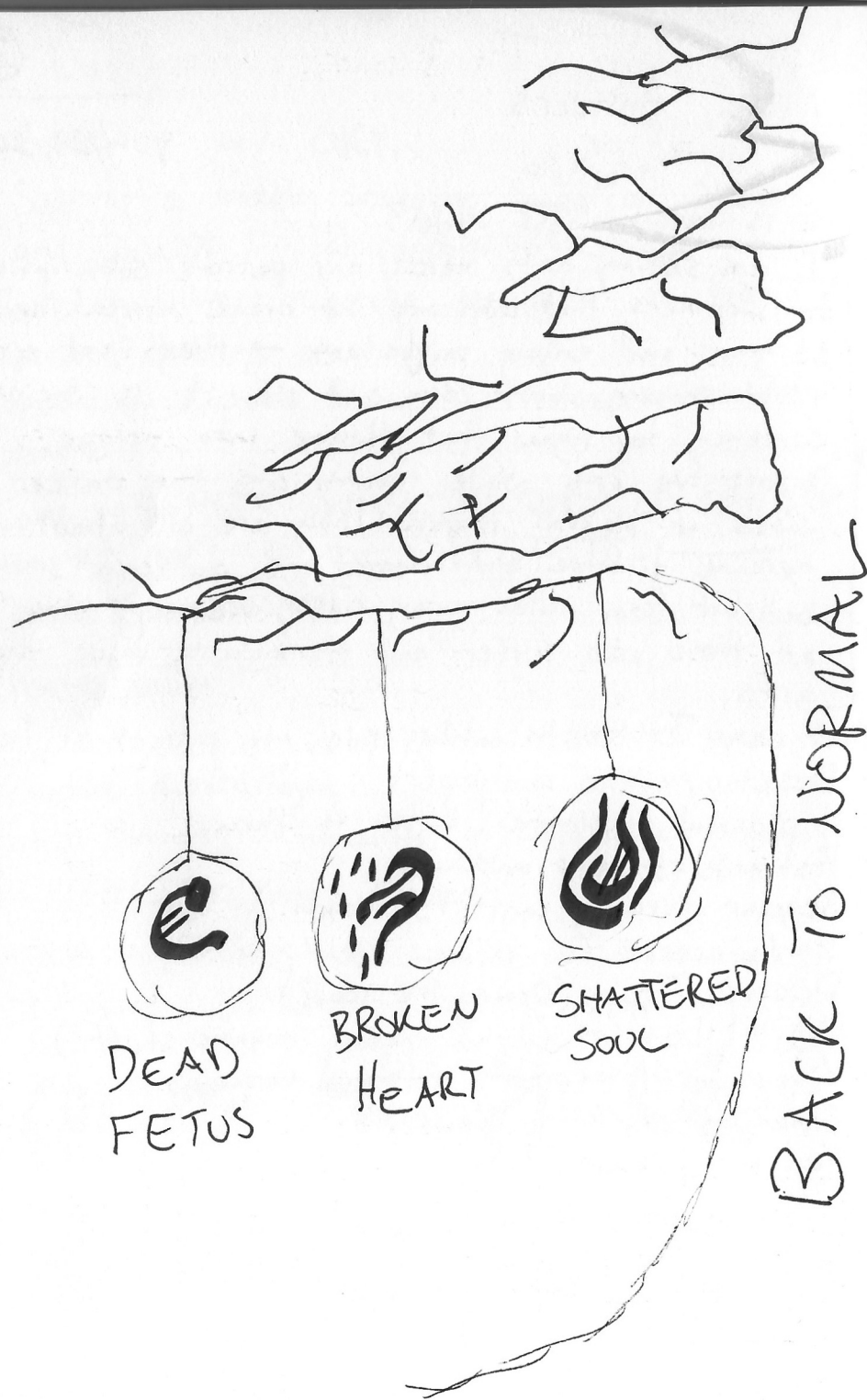
(21)

What is my business model?

> I am selling art, merch, and patron subscriptions to Zoomers that advocate to break mental health stigma and enjoy unique art — they feel special about knowing about CMC and use it as social currency to signal that they're into unique, subversive art while romanticizing the darker sides of mental illness. They are all about genuine dialogue and interactions and can smell bullshit from miles away. They are supportive of those who suffer and tremendously value the arts.

What can I sustainably give my patrons for free?

- > Desktop/mobile wallpapers
- > A physical newsletter? Mailed to them.
- > Postcards of new markings
- > Regular giveaway contests (Merch?)
- > Early access
- > Discord/Forum (Down the road?)
- > Digital bonuses (Book? Special in-game stuff?)
- > Videos of interpreting personal markings
- > Canonical marking requests
- > Fan recognition



Section One: The Business Model (23)

INTRODUCTION

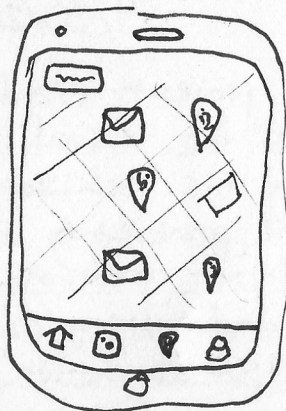
4/30/20

Curious Markings Co. is an art project created by Ian McKenzie that turns the visual and auditory hallucinations from his schizophrenia into beautiful pieces of thought provoking art. Ian has developed a system for growing a following through both traditional and cutting-edge ways of building a following on Social media. Ian will create a stable stream of income by encouraging his followers to become patrons which will give them monthly perks like postcards with art on them, early access to social media content, desktop & mobile wallpapers, giveaways, and more.

With Ian's skills in graphic design and software development, he is well poised to make an enhanced user experience for his following by delivering engaging, scalable digital content and interactions.

With Ian's well versed technical and marketing skills, he will be able to reliably and consistently grow his following into a financially sustainable business model that will help him achieve his goals of becoming self-actualized as a prolific multimedia artist.

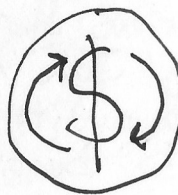
Services (Patrons)



Software Tier

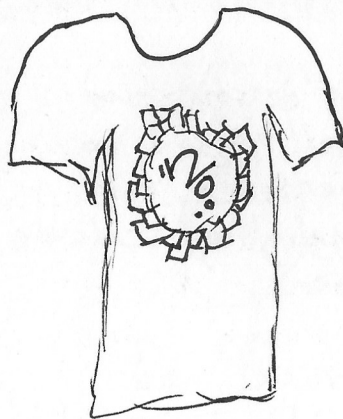


Print Tier



Gratitude Tier

Products



Merch Shop



Print Gallery



Book(s?)
Digital
&
Print

PRODUCTS & (Section One Continued...)

(25)

April 30, 2020

A wide variety of products and services are available from cMo.

- PRODUCTS
- Merch shop fulfilled by dropshipping company Printful. Fully managed production and order management. All that cMo needs to do is make the sales. 20% profit margin
 - Print Gallery — Created, printed, and fulfilled by Jan with 200% profit margin.
 - Books — Only one book right now. Digital only. About 900% profit margin.

- SERVICES (Patrons)
- Software Tier — access to all technology aspects of Curious markings including Android/iOS apps, magical spells, and Dis/prove God.
 - Print Tier — Access to print the meditation sheet, receive a monthly postcard of the latest markings, and a one-time acquisition of the block prints.
 - Gratitude Tier — Give what you can and get early access to content, engage in private community forum, and buy merch with your personal marking on it.

Note: Software and Print Tiers get the Gratitude perks, and Gratitude Tier over \$50 gets the Print and Software perks. Prices:

- Software: \$15
- Print: \$15
- Gratitude: Pay what you can

THE CUSTOMERS (Section One Continued...)

April 30, 2020

In a nutshell, Curious Markings Co. Followers, patrons, and customers are Zoomers that advocate to ...
[this was all said on p.g. 21]

THE OPPORTUNITY

We are on the precipice of a mainstream, pervasive acceptance of mental health issues and a collective effort to acknowledge and heal from mental illness. Baked into the Curious Markings brand is a story of overcoming mental illness and a powerful stake in the ground saying that schizophrenic people can be normal, too — a statement that shatters stigma around mental illness.

This is a statement that aligns with the target audience and inspires them to engage, share, and perpetuate the story.

THE OWNER

4/30/20

Ian McKenzie is, in equal parts, a creative and an entrepreneur. He gets his thrills from making cool stuff, then figuring out how to sell it. Ian McKenzie was gifted at birth with a brain chemical imbalance called schizophrenia which has given him several gifts well suited to entrepreneurial pursuit: enhanced cleverness, resilience in the face of adversity, and a rock-solid understanding that a mind cannot be at its peak without the body being so as well — in other words, he is extremely high functioning from the lessons learned in managing his schizophrenia.

Ian McKenzie spent ten years working in retail, and another two years working as a salesman. This gave him the charismatic skills needed to meaningfully engage with his audience. He went to North Island College where he learned his skills in graphic design and software development. He currently puts these skills to use in his other business, Objektiv Digital. These skills help maximize Curious Markings Co.'s profits by reducing software fees and offering products and services that most artists cannot offer.

(27)

THE LEGAL ORGANIZATION April 30, 2020

[Just copy and paste the Stridr version]

Section Two: Feasibility

LOCATION

[copy Stridr]

SITE

[copy Stridr with business address]

SITE EXPENSES

- \$418.95/mo office
- \$25/mo phone
- \$70/mo internet

MARKET POTENTIAL ~~MARKET POTENTIAL~~

[see Google Doc, already completed]

SALES Forecast

[see Google Doc, already completed]

Section Two
continued...

(29)

COMPETITION

I think I may just leave this part out. This project is so unique in so many ways. I'm not sure I would be able to find anything even remotely close to this project.

PROTECTING THE BUSINESS

[copy Objectiv Digital BP]

Section Three: Marketing

IMAGE

Curious Markings Co. is, on first encounter, a mysterious entity that intrigues and/or confuses all who stumble upon it. Once engaged, they find it to be a genuine, socially conscious brand using art to change the discourse around mental illness and mental health.

~~THE~~ BUSINESS NAME

The name comes from the thought Ian got when he was first creating his art - Curious. It was a word that his partner was using a lot at the time and it popped in his head instantly. Markings came from the fact that he didn't want to call them runes, sigils, glyphs, symbols, or any other word. He felt 'marking' to be the most appropriate.

SERVICE/PRODUCT MIX (Section 3) April 30, 2020

[Make a table of products/services w/ pricing and associated costs] → **PRICING**

DISTRIBUTION

All products and services, including patron memberships are available on curiousmarkings.com.

PROMOTION

TikTok Videos

TikTok is an up-and-coming short-form video platform that is widely used by CM's target audience. TikTok's algorithm often widely promotes videos that resonate with their users. A well crafted video could ~~receive~~ (and have) receive thousands of views for minimal effort.

Instagram Ads cm

For only \$15, ~~we~~ can create an engaging post that will get thousands of engagements, hundreds of followers, and many people talking about the Curious Markings brand. This is a guaranteed method of acquiring hundreds of users at a time. As more followers are acquired, the more CM's posts will be favored in Instagram's recommender algorithm.

Section Three continued...

PROMOTION continued...

4/30/20

Facebook Posts

To serve a more general audience, both Instagram and TikTok content will be cross-posted to Facebook.

PROMOTION EVALUATION

Follower metrics will be closely evaluated alongside conversion rate from follower to Patron or purchaser. This will be done with a variety of technologies provided by Facebook, Instagram, and TikTok.

Section Four: Operations

FLOOR PLAN

[Copy from Objektiv BP]

SPACE & EQUIPMENT

[Copy From Objektiv BP]

METHODS & PROCEDURES

On Saturdays, Ian will work on one-time tasks needed to move the business forward. For recurring tasks, Ian will run his Instagram engagement ads on Fridays and Sundays, spending 6 to 8 hours on those days engaging with his audience. On Mon., Tue., Wed. & Thu., Ian will spend 2 to 4 hours after completing his Objektiv Digital work making new markings and art and sharing them on social media.

LOGISTICS (Section Four Continued...) April 30, 2020

Curious Markings Co's technologies are hosted on Digital Ocean servers. Digital Ocean is a hosting company that is developer-friendly and provides a wide array of services to scale quickly and operate at peak performance.

Metrics are measured by Google Analytics, Facebook, TikTok, and in-app measuring tools created by Ian.

Curious Markings Co's technology stacks include a Ruby on Rails powered web application service that also serves as the API to enable functionality for the Android and iOS apps coded in Java and Swift, respectively.

Financial transactions are processed and tracked by the Stripe payment processor. Stripe provides technology that allows easy integration of payment processing in the cMc app.

Bookkeeping and payroll is managed with the Wave accounting suite. Professional Accounting services will be purchased each year to handle tax payments.

Section Four Continued...

(33)

ORGANIZATION

4/30/20

Ian's #1 Priority in transitioning from Objektiv Digital to Curious Markings is to ensure ~~peak~~ diet, ~~and~~ exercise, and meditation habits to ensure peak productivity. He will stay focused and not build new code based on half-baked suggestions from his users. His work will be focused on the pursuit of establishing systems for repeatable, scalable production and service offerings.

Ian has met other schizophrenic people who sees markings like he does and will work to establish a business that other schizophrenics can work and thrive under.

REGULATION

[copy over from Objektiv BP] Section Five

STARTUP REQUIREMENTS

\$48,000 to pay business expenses while cMc's following and patronage is built up.

OWNER'S INVESTMENT

[copy from Objektiv BP]

BORROWED MONEY

Ian is requesting from the reader a partial or full contribution of the Startup Requirements.

→ See attachments for Balance sheets, income statements, & Cash flows

"If you want to go viral, virality must be baked into your product."

— Ryan Holiday



How to build in virality?

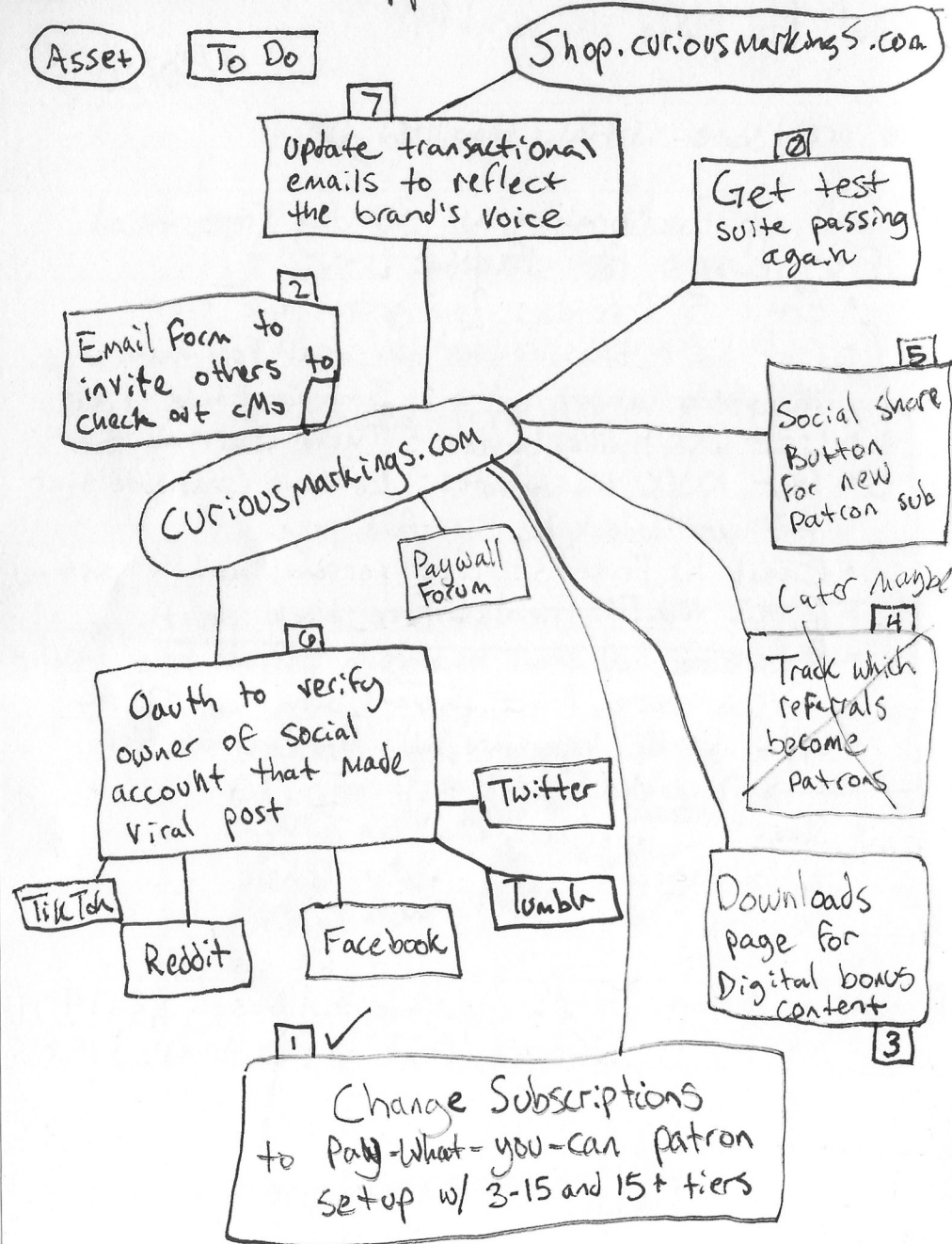
4/30/20

Here are some initial thoughts:

- Paywall app functionality w/ 30-day Free trial
- Offer rewards for sharing:
 - Email 5 Friends: 2mo Gratitude tier
 - Get 100+ likes/upvotes on social for making a post about CMs: 3mo Gratitude tier
 - Get 1,000+ likes/upvotes: 1 year Gratitude tier
 - Get 10,000 likes/upvotes: Lifetime Gratitude tier and get added to Superfans page
 - Email 10 Friends: Free personal marking postcard
 - Email ~~100~~ 50 Friends: Free block print
 - ~~Someone you email becomes a patron~~: Free T-shirt
 - ↳ Software/Print patrons only LATER
 - Get on the leaderboard (#1): 1mo Gratitude tier
 - ↳ Supported Platforms: ◦ FB/IG
 - Share: "I just became a CMs Patron!"
 - Twitter
 - Tumblr
 - Reddit
 - TikTok

Renaming Patron Tiers: Gratitude → Altruist: \$3-14.99
Software/Print → Philanthropist: \$15+

What needs to happen before ads run? 4/30/20



Will I actually get Patrons?

37 5/1/20

What if, instead of wasting my time building things that may never get used, my MVP is just giving the option to pay, and if someone subscribes THEN I build the functionality.

Additionally, social proof is always a great tool. But, I need to have it somewhat based in reality. What if I included Objektiv's recurring revenue in the goal page?

- Who are my ideal early adopters? 5/2/20
- How can I make my platform particularly enticing to them right now?
- Why is this service indispensable?
↳ OR How do I make it indispensable?
- Once I bring them on board, does it provide, facilitate, or encourage them to invite others?
- How willing am I to improve based on the feedback of these users?
- What kind of crazy, cool thing can I do to get attention? Something that, ideally, no one has ever done before?

The best marketing decision you can make is to have a product or business fulfill a real compelling need for a real group of people. No matter how much tweaking it takes.

5/20

- The value proposition has to be overwhelming.
- How much time do you put in [to research]?
- How willing are you to actually listen to the feedback around you?
- Put the viewer in your shoes? Why would they want to see your content?
- Pirate's Dilemma by Matt Mason

MAKE
MENTAL
ILLNESS
VISIBLE

THIS.
Finally
figured
out my
value
proposition lol
2 years > <
Woohoo!

→ VURMIN: Tongue-and-cheek
Nickname for myself and the
followers of cMs?

Visible
Unabashed
Rebellious
Mental
Illness
Now

VAN Isle Artist Network

39

5/2/20

What if I got all of my artist friends together and created a network of ~100 creatives together to hype each other up and build each others credibility up on various platforms?

Matt Boocher ✓

~~Cassidy Ataria~~ Unsure of what she does

~~Sarah Ann~~ Too busy w/ Objektv

Brittany King ✓

~~Jabin Postal~~ Doesn't fit the format

~~Trevor Cheske~~

~~Shaun Dotson~~

~~Cristina Merritt~~

Ilya Treleaven ✓

Meesh QX ✓

Krista McAllister ✓

Erin McDonaha ✓

} Category ≠ Van Isle

Questions from meeting w/ Les Today

May the Force
be with you, 2020

- How do I get my followers to become patrons?
- How do I practice removing the opportunity for failure from my language?
- What is my big question? The one that is:
 - Meaningful • Bigger than me • Down the road
- Who else has done this? How did they do it?
- How do I make money in a way that is meaningful to me?
- What does it look like? Feel like?

Om no hi te re ze
lo th th th th th
es th th th th th
fi th th th th th

Rai-zon bogra olshozt nageenda

Answering More Questions

(41)

But first, I'm switching pens. Microsoft
is not suiting me anymore.

5/4/20

→ Hello, I'm Pilot G-Tec-C4!

How do I get my followers to become patrons?

- > Make them feel like they're a part of a cause - one that's cool to be a part of. Something that speaks to and projects their identity. That they are part of something meaningful and bigger than themselves and even (especially) me.

Who else has done this? How did they do it?

- > Keith Haring. Sidewalk chalk on the streets of NYC. And subways. High visibility in high traffic areas. → **MAKE IT VISIBLE**

→ Get followers to do this? Offer rewards

for doing it and posting it on social.

→ Rewards? Postcard with their personal marking?

→ Postcard gives permission to use as personal logo, tattoos, etc.

How do I practice removing the opportunity for failure from my language?

- > This question is the start of it. Be mindful of it, stop it, correct yourself when you do it.

How do I make money in a way that is meaningful to me?

- > Through art?

41 Continued...

5/4/20

What is my big question? Meaningful, bigger, future.

- How can I make a profound cultural impact around the topic of mental health through the creation ~~of my art~~ and spread of my art?
 - > What's needed for this?
 - How do I grow a following? Already known.
 - How do I create financial stability to tame my wild sleep habits?
 - How do I create financial growth to empower the scope of my creativity and the breadth of my audience?
 - How do I balance this effort w/ Objectivity?
 - How do I turn followers into patrons?
 - How do I growth hack my brand and its message?
 - How do I turn my followers into branches of my growth hacking?



RAN PSCRIPT

43

5/5/20

A CHARACTER

What do ~~they~~ want? — ~~subversive~~

To be a part of an underground, creative community ~~openly discussing mental health.~~

To subtly show my style and insider knowledge about schizophrenia. To make mental illness visible. In style.

HAS A PROBLEM

External

Clothes are lame, art in my room is immature. My style doesn't reflect who I am today.

Internal

Don't feel cool or interesting. Like I am not making my stance on the world known. How unique I am. isn't being shown.

Philosophical

My opinions and sense of taste matter and should be seen/heard/known.

AND MEETS A GUIDE

Empathy

Like you, we are subversively bringing mental illness to the mainstream. We are making mental illness visible.

Authority

XX patrons (ask family/friends to subscribe?)

WHO GIVES THEM A PLAN

Process _____

1. Subscribe
2. Get cool shit
3. Share w/ friends

Agreement _____

Cancel anytime.

AND CALLS THEM TO ACTION

Direct _____

Subscribe Now

Transitional _____

Shop Merch

THAT ENDS IN SUCCESS

- In the know
- Stylish
- Edgy

THAT HELPS THEM AVOID FAILURE

Maybe Not...

(45)

5/5/20

I feel like this Brandscript structure isn't really compatible with what I want the cMc brand to be. People who dig cMc are already cool, in the know, and are supportive of people with mental illness. Or, at least, that's what they believe about themselves, and cMc is a way to signal that.

I feel like a different approach is needed, and I should ~~do~~ research other brands...

Seems like most aesthetic brands don't have copywriting on them at all, but I'm not sure emulating that is a good answer, either.

Perhaps a mix of the two. The landing page should answer the following:

- What is the Curious Markings brand?
- What is the core message?
- What does it look like?

Curious Markings are schizophrenic hallucinations.
↳ Looping marking morph animation?

Through art, we are making mental illness visible.

↳ Photos of people wearing merch?

~~Show solidarity~~ Subversively show solidarity through displaying Curious Markings on your wall and body.

↳ Canvas print mockup?

↳ Call to action

Through our brand and 50% of our profits, we are spreading awareness and support.

↳ Time & money donated?

↳ Time (hours) multiplied by hourly rate (\$0)

Become a Patron and get exclusive content.

↳ Call to action, postcard photo

Oh! That's why I stopped cMc.

5/7/20

My work, self-care, sleep, and anxiety/stress levels have been absolutely chaotic the past couple of weeks. Sleep + self care + Objektiv does not leave room for much of anything else. I've been a complete mess. I seem to be completely incapable of balancing my creative life with a life of fulfilling my health and financial needs. Something's got to give, and I'm not sure where to go from here.

How do I balance these?

- Objektiv → Business/career, finance, personal development
- cMc → Fun, spirituality, personal development, giving
- Self-care → sleep, diet, exercise, gratitude
- Relationships → intimate, family, friends

Seems hard enough to balance three of these, let alone all 4. I think I need to think long and hard about coming up with a daily schedule that makes sense. This will be my primary goal moving forward.

Usque ad finem.