

# The Fake Business Experience

Testing Professional Boundaries

Providing Local Assistance

Discovering our Economic Equilibrium

Testing Tolerance for Social  
Awkwardness

Conducted:

August 2020 - April 2021

# Comically inspired by the following:



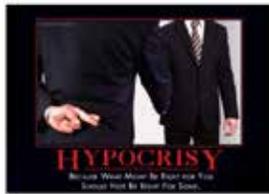
Tim Dillion - Former Predatory Mortgage Loan Manager turned Comedian

[click here for video](#)

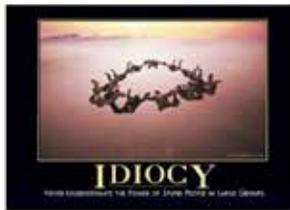
[www.Despair.com](http://www.Despair.com)



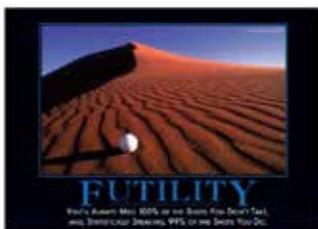
**Hype**  
The power to get predicted about what you can and can't do.



**Hypocrisy**  
Because what might be right for you doesn't always seem to be right for others.



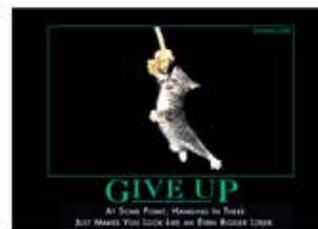
**Idiocy**  
While underestimating the power of stupid people is a large sin, it's...



**Futility**  
You'll always miss 100% of the shots you don't take, and 99% of the shots you do.



**Get To Work**  
You aren't going fast to begin in the power of your dreams.



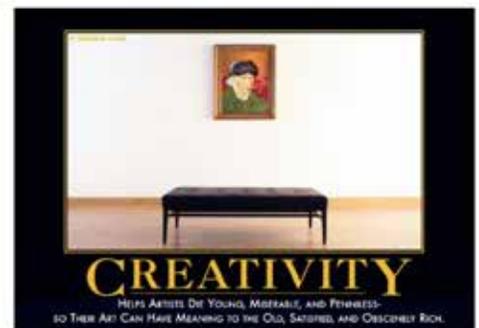
**Give Up**  
At some point, happiness is true, but means you have to let go of everything else.



**Consulting**  
If you're not a part of the solution, there's good money to be made in prolonging the problem.



**Corruption-Hand**  
I either want less corruption or more opportunity to participate in it.



**Creativity**  
Helps artists die young, miserable, and penniless—so their art can have meaning to the old, satisfied, and obscenely rich.

## **But Serious in Nature**

The original exploration into experiential economics occurred in a span around 2010 - 2013. From there years of research, kept the tangible implementation on the back burner.

The art of economic restoration requires a certain level of seriousness. Which means at times, interacting with the public must be done in character, so to speak. Yet always in a fashion that is fair for the level of inquiry.

The insight obtained from these ventures, is used to test the overall hypothesis while discovering a layout for societal underpinnings.

Additionally, even in the times when I do test the patience of people; often required for observations of certain stimuli types. (Typically more with social awkwardness than purposeful aggression). I have found that by maintaining principles of integrity the relationships return to amicable within short order. A no harm, no foul sort of rule. (This is the difference between our style of "fake business" and Tim Dillon's comedic culture).

### **Due to the Nature of this:**

I have decided not to include all details and real identities have been changed to fictional identities. Any revealing references, have been paraphrased with [ ] square brackets.

The purpose of this document is to bear witness and provide evidence to some of the social interactions mentioned when presenting our foundation.

The following is provided for this purpose:

Business Program Details.....	Pages 4 - 22
Email Exchanges.....	Pages 22 -26
PDF on Marketing & Display Program.....	See Other Projects

# CURTIS BROTHERS MARKETING

## A PLAN FOR LOCAL BUSINESS



*Art & Retail*



*A Consulting Program*

**A unique approach to the market.**

**Focused on taking the consumer base  
back, for local businesses.**

**Live Authentically | Shop Locally | Spread Good**

# CURTIS BROTHERS MARKETING



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# CURTIS BROTHERS MARKETING

The logo for 'Age of Artifacts' features the words 'Age of Artifacts' in a stylized, red, cursive font with a white outline and a slight shadow effect.

## EXECUTIVE SUMMARY

This is a marketing crusade.

Live Authentically | Shop Locally | Spread Good

When it comes to shopping locally, most Calgarians express an understanding of why it is important. However, the behaviours of most Calgarians prove to be different.

This is due to a number of factors but mainly involves an inability for small businesses in Calgary to effectively compete with large corporations. This is the case even though the quality of products and services are typically higher within local shops.

The small business message, currently, does not stick in the minds of consumers well enough.

Through constructive partnerships this can change. Ingenuity, integrity and commitment to a common cause will give rise to a platform for small business which are mindful of local impact and proper customer service.

With the internet being so overwhelmingly influential in everyday buying decisions. Many companies seek similar solutions as industries become copies of best practices.

This *do what the leader is doing* approach, creates pockets of opportunities for small businesses to take advantage.

Not only does this crusade seek to protect the niche markets and cottage industries. It will provide room for expansion.

# CURTIS BROTHERS MARKETING

## EXECUTIVE SUMMARY

### WHY I AM THE PERSON FOR THIS ROLE

*I have lived in Calgary my entire life. While that is no feat in itself, I live here not out of need, but rather that I truly just love my hometown.*

*Sales and Management have been my forte for the past 15 years. I have accomplishments and accolades to my name. When I combine those with all my blue collar work, I have a resume that's impressive enough for employment.*

*While that sounds nice and may be a reason for pride The truth of the matter is that I didn't do anything special. I try to follow certain principles of professionalism. When I follow them I can see the pay-off and when I don't, the recognition, will point to the right direction. This same individual technique can be applied to groups of varying size.*

*That is the wisdom I have gained and with art it can be interpreted by everyone. Not just taught.*

*The pandemic allowed me the time to work on conceptualizing a plan. Almost, everything that you are able to bear witness to in relation to this program is original. All the websites, the graphics, the videos, the displays, etc. Before April I could barely navigate my way through the professional applications that make this possible.*

*Generating for small businesses and creating a city-majority mindset built around local are now both within my skill set. While partnering globally makes sense for a lot of reasons. A city must be cautious; if it truly wants to be a city that is for the benefit of every individual. A city must understand that in our current style of economy, recirculation of currency is key for true prosperity. And unfortunately, that cannot change at the swipe of a politician's pen.*

*At the end of the day it just seems that due to a lot of outward pressure many factions in our society struggle to keep commitments. If a network could be built off of commitments, it really can provide trans-formative good for a city.*

*Lifestyle | Principles | Motivation | Experience | Ingenuity*

WHY I AM THE PERSON FOR THIS ROLE

CURTIS BROTHERS MARKETING

*Age of  
Artifacts*



***The  
Plan***

# CURTIS BROTHERS MARKETING



## THE PLAN

### PHASE 1

*This is not a promise for the short-term. While there certainly will be opportunities which arise for businesses working with me to take advantage of; my focus will remain on the long-term goal.*

*Age of artifacts will be used to get in with the two types of small businesses needed to begin the process.  
Food/ Service and Retail/ Merchandising.*

*Uneducated Philosophy will be used to get in with corporations which are located nearby these small businesses.  
Corporate training plans will revolve around these small business.*

### **Building a Traffic Apparatus (Customer-flow)**

-  Partner small businesses together based on proximity 
-  Create partnership synergy through cross-promotion 
-  Convert nearby corporate employees into consumers, through sales marketing and training programs offered to corporate employers. 

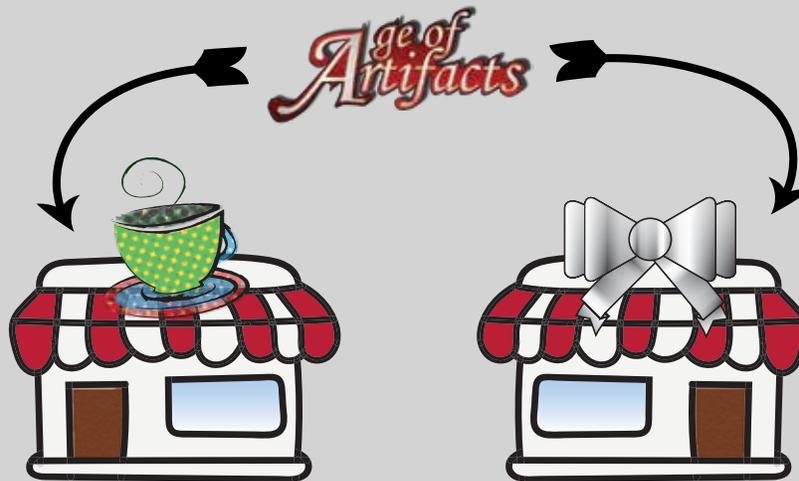
This creates a "Sector."

A sector would take approximately 3-6 months to set up.  
Once established larger marketing opportunities will become available.

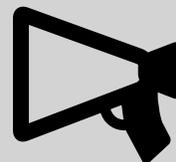
# CURTIS BROTHERS MARKETING

## How the Apparatus Will Work

(A Simplified Look)



**A Display from Age of Artifacts  
goes into a food/service location  
and also a retail/merchandise location  
This creates a pairing.**



**Marketing campaigns, cross-promotion and  
events can now take place for current customers.  
The focus is on increasing customer participation  
through subtle games and authentic offers.**



**The next step is to bring in neighbouring  
corporate clients that due to lifestyle,  
would never have set foot in your location otherwise.**

**Most of these clients will come in pre-sold.**

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*Age of  
Artifacts*



# CURTIS BROTHERS MARKETING

- The Foundation -



- The Display -

*The importance of the display can not be understated. This is not a quantity over quality venture. You have been chosen because, I was witness to something that gave me cause to believe we could help each other and that passion exists inside your business.*

*As the game unfolds the bracelet will live up to its name and really become an artifact that beacons fans to your establishment. Good customer service will be key to creating your foothold.*

## **Food/Service Style Location:**

1x AoA display  
1x Exclusive Display  
1 x Exclusive Bracelet Design  
15 x Bracelets (5 of each size)  
Marketing & Merchandising supplies

costs, pricing and examples are all available during discussion

Target Profit margin from each sale is \$9.05

Minimum order is 5 bracelets of 1 size.



## **Retail/Merchandise Location:**

1x AoA display  
1x Exclusive Collection  
(3 bracelets designs)  
27 x Bracelets (3 of each size)  
Marketing & Merchandising supplies

costs, pricing and examples are all available during discussion

Target Profit margin from each sale is \$17

Minimum order is 5 bracelets of 1 size.



Payment is upfront and delivery is within 14 days.

## **WHAT TO EXPECT FROM ME AT THIS LEVEL**

I will update and maintain the displays bi-weekly.

I will fulfill your orders within 1 - 4 days.

I will give an introductory explanation to your staff which includes individual gifts.

I will begin promoting your businesses personally. I will begin to secure nearby corporate partners in your area with staff we can promote to.

I will create the marketing plan for Level 2, unique to your business and present you with options where I can envision you making in-roads.

# CURTIS BROTHERS MARKETING

- The Attraction -



- The Marketing -

This section is a generic overview of what happens at this level as each marketing plan is unique to the location and some of my trade secrets are left for inclusion in that discussion.

## GOALS

This level looks to increase or develop traffic in 3 different customer bases:

### - Your proximity consumer -

People who enjoy your establishment because a part of their lifestyle is in your area. Regular and irregular clients.

### - Your out of the way consumer -

People who make your location a destination. These people are already fans. It is important to find unique cost effective ways to allow them to feel special.

### - The customer you wouldn't have had otherwise-

The goal of *Uneducated Philosophy* is to bring you new **pre-sold** clients.

## WHAT TO EXPECT FROM ME AT THIS LEVEL

The Level 2 Plan will be designed to give you specific, tangible opportunities for you to act upon. These ideas will be given freely.

If you decide that you can handle the completion of them in-house. I will contribute my knowledge where it is requested and continue to build the path which will bring you the customers you wouldn't have had otherwise.

### Food/Service Retailers

I will require a monthly gift card to pay for new guests I bring in. As in that moment I am working for you by choosing you as the destination. Given the nature of your business you will likely see traffic increases sooner than the other retailer in your sector.

# CURTIS BROTHERS MARKETING

There will also be two other type of offers:

## - **Small Business Pricing** -

**Exclusive to Small Businesses** only, I will offer to make GIF's, videos or graphics for low prices. I will need to consider the scope of each undertaking so a clear understanding of what you want, will be needed.

Maybe you need something for Social Media, an Event or even just something personal. I am looking to increase my skill levels and real goals help. If it's to much of a commitment at the time I'll let you know.

## - **Handle the Campaign** -

For this I will need to budget for appropriate time as taking this on means I will do the work with quality.

If there are some ideas you would like to do but want me to handle. Pricing can be provided along with an outline of what I will accomplish for you.

- *The Groundswell* -



- *The Network* -

**More information can be given during Level 2  
Requires multiple sectors**

# CURTIS BROTHERS MARKETING

*Age of  
Artifacts*



## INTRODUCTION

The following is a brief description of the programs available for corporations. This is included for you as it is a big part in bringing customers that your location would not normally see.

The Corporate Business Program primarily utilizes the *Uneducated Philosophy* side of the marketing.

This program will present small business participants with a multitude of marketing ideas, which are focused on attracting not only new customers but also new mindsets.

The courses are designed not only to provide you with the opportunity to market in the company, but also provide reasons to bring groups and individuals into your location.

These are built into the training program and are beneficial both to your business but also the specific training being asked for.

**Integrity is key to proper marketing.**

As an added benefit any of these programs are also available for your staff.

They are offered to you at a small business price.  
Just ask.

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The corporate training program is based on proven principles, which are engaged at various levels. An illustration is shown on the next page

In order to begin there are two ways for a company to both test and enter into the program

## **"How To Sell Anything" New Sales Training**

This is a 1 - 4 person group.  
It is a 4 hour session in which a training path will bring these people through the 2 nearby small business locations.

### *Benefits for the company:*

1. Sales training focused on principle, removes just learning "tricks" to selling, as it teaches how to sell anything.
2. Frees up manager time.
3. Provides a basis for the company sales process to be built upon.

## **"The Outside Eye" Discerning Analysis**

This is a 2-3 day process in which I assess the needs of the team and report back.

### *Main Focuses:*

1. Employee, manager and customer behaviors
2. Opportunities for efficiency
3. Procedural Gaps

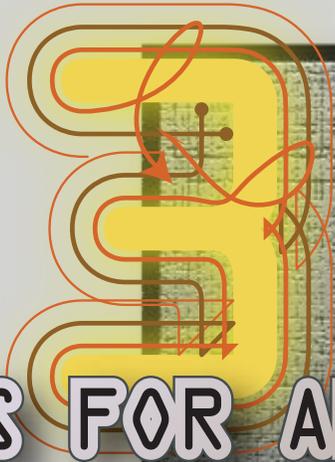
After completion an offer for the other programs will be given.

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# Courses



EXECUTIVE  
LEVEL

TENETS FOR ABSTRACT SUBSTANCE



MANAGEMENT  
DISCOURSE

PRECEPTS FOR PREEMINENCE



FULL SALES  
COURSE

STEPS FOR BUS-I-NESS SUCCESS

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*Age of  
Artifacts*



# CURTIS BROTHERS MARKETING



## **Purpose**

*There are a lot of issues in the world and they can be so distracting from seeing the priorities in society. The big issue is that most of them are valid, but we aren't going to get anywhere if all we do is argue over the disagreements.*

*Yet there are issues in society that, at least publicly, everyone agrees on. When that happens, those things should simply cease to be an issue. If they don't then we have a powerful sign that something strange is going on behind the scenes.*

*This is not a plan for changing the world, or forcing global corporations to pay their share of taxes or have big banks pay their share of fines.*

*Neither am I here to cast any judgments upon individual or group beliefs.  
That is not my role.*

*I am here to point out that even in 2020, with all the global focus going on. There is a way to have a city united in purpose.*

*Growing up I heard all the same complaints that I hear today. Some are presented in new forms and others are said in exactly the same manner. Thus complaining is cliché and probably always has been.*

*The solutions offered to us are also cliché's in new forms. A game of a tax by any other name, continues to divide the haves and the have-nots while our separate social issues keep individuals from seeing the larger picture. As group-think tactics work quite effectively on people under the rule of authority.*

*On top of these things I see my generation being both thrown to the way-side and also willing to be thrown to the way-side.*

*Unless we do something, constructive, about this. It is only going to get worse.  
This is that something and this is the message to spread.*

*Live Authentically | Shop Locally | Spread Good*

# CURTIS BROTHERS MARKETING

*Age of  
Artifacts*



**The only question that remains.**

**If this is a path to improve the quality of  
life in your city while growing your business.**

***Do I even need to ask the question?***

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## APPENDIX

This will grow as the game gets closer to unfolding.

*Artifact:* In function it will be a form of jewelry but once the game unfolds, the art begins. This will become an artifact which beacons Calgarians to it's location.