

# Storytelling for Retail

{Original Programming}



## Heart of Community Commerce

A Pilot Project for Jewelry Centres

On this day, you are presented with a pathway to novelty.  
Freshness, innovation and originality.

Marketing isn't about changing what works.

It is about finding the untapped spaces.

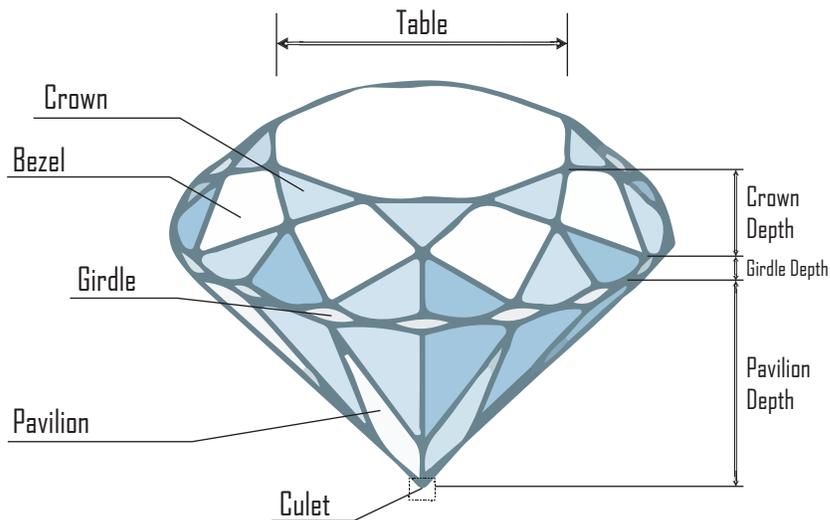
Conventional advertising at this moment, is geared for short-term cycles. Difficult to account for routine expenditures have become a way of budgeting for tax season, rather than an exchange for quality in service.

But what is quality in this day and age?

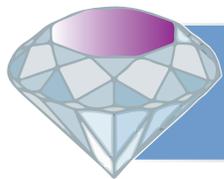
Discover the missing ingredients for tuning local frequency...

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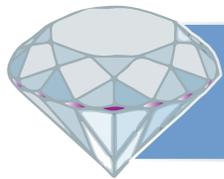
### DIAMOND ANATOMY



**The Table**  
This is the flat facet of a diamond and is octagonal in shape. It can also be referred as the largest facet on a cut diamond



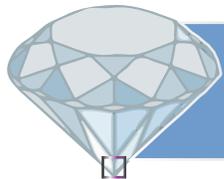
**The Crown**  
Consisting of Stars and Bezels. The crown refers to the top part of the diamond extending upwards from the Girdle to the Table.



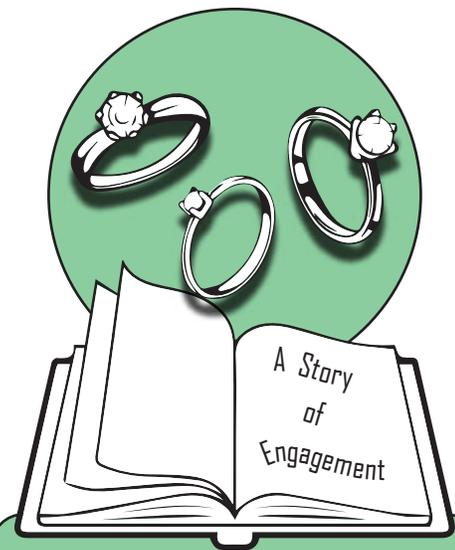
**The Girdle**  
The widest edge of the diamond where the crown ends and meets the Pavilion.



**The Pavilion**  
This is the portion of a diamond that begins at the Girdle and tapers downwards to meet the Culet.



**The Culet**  
Culet is the flat tiny facet at the bottom or tip of the diamond. It is the diamond's smallest facet.



### STORYTELLING

The Table represents the public persona of a relationship. Where all can meet and interact.

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The Crown represents the achievements and opportunities of a relationship. Goals, desires and failures, which the partnership shares in trusted circles.

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The Girdle is the inner struggle of a relationship. Friends and family members may be aware of stretches in the relationship. The signs of tough periods, within lasting partnership.

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The Pavilion, is how a partnership interacts with its larger community. It represents the impact a relationship has on the people around them.

-

The Culet represents foundation. All of the structure and faculties are held together by the little things.



## TONES

Other jewelry styles can be encompassed, in order to provide different tones. Wise retailers who practice with a musically inspired lens, will find more control in local functions; surrounding holidays and occasions.

Conventional moments will become qualitative. While a path for individuals, to safely begin creating their own patterns, emerges; to distinguish sophisticated retailers from others.

## DEPTH

All the other characteristics will be used to create depth in stories.

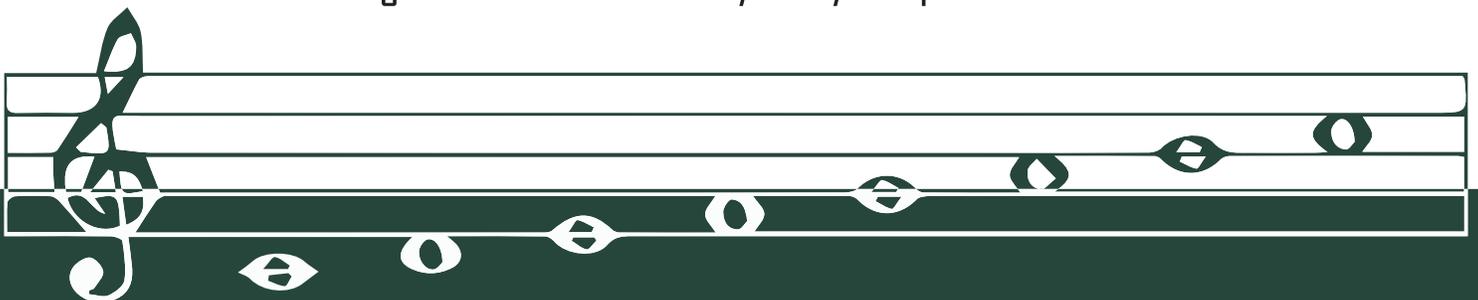
Depth provides all customers with the opportunity to become characters and intertwine their own unique story.



While this subject matter is highly metaphoric. The historical connection between high-fashion and the opera should provide enough evidence for why storytelling and music are quintessential within retail sales philosophies.

## Keys & Scales

This author will supply circles and other notations of music, while creating a harmonious story for your products and services.



## Ventures of Private Equity

In the financial realms of liquidity and watered down assets. It is best practice to write of the world while utilizing maritime metaphors. With that, I write of Calgary, Alberta & Palliser's Triangle.

For it is here that private equity still finds itself upon land within oceans and seas, crested by credit and 'troughed' in debt. Global waves still continue to rise higher.

At this moment, prudence dictates construction of light houses, as people-migration has many ships both public and private looking to dock in peaceful spaces. For all its wealth, Calgary stands in an area still relatively young within the global spectrum. Yet, with our diverse people, we offer a level of skill, talent and will, which are virtually unmatched.

The new wealth will be found in sheltering, securing and facilitating for the needs or desires of those who make their way here in pursuit of happiness. In sea-person language, this is a proclamation of construction for sea-steads. Self-regenerating in terms of what they can provide and with abilities for upgrades, reproduction and installation. As firms are now seeking to secure their interests, through working harmoniously with local inhabitants.

No matter where they intend to land, many capitalists are once again interested in space. Financing navigation of the skies while traversing unnavigable waters.

Our area and others that come of it, will be like stable structures. From which companies may plan, role-play and later launch, their treasure hunting excursions; along with everything else which those who live the 'good life' are accustomed to.

This is a writing of an Art, known as 'Actuarial Sociometry,' otherwise described as the science of performing economies. A creation which provides resources for tools to be fashioned, scripts to be cultured and grains to be raised. Whether propositioned as cash or digitized in coin. The value of currency is primed to be grown efficiently, upon these lands, which are now being re-recognized in native tongues. {mohkinstsis}.

The foundation for local economics is always cemented in service. Diamonds and gold still have their role to play in allowing the people to stimulate business activity. Retail is the stage where we set and maintain our expectations. Are you ready to stake claims?

## **Culture: A Table for Benefits, Exemptions and Gifts.**

### **R.O.I.**

No return on investment should be expected within the first year of this venture. Benefits of research, development, advertising and the like will be derived naturally. This shall serve as a guarantee for exemption to all parties who account for them.

### **Gifts**

Gifts will be made though information, as it crosses into publication. The first of which is a suggestion for anyone reading this, to begin collecting Ammolite. Either in its raw form or as a portfolio decision.

### **Later Stages**

As we move into the 2nd and 3rd cycles of operation, both charitable and cultural, effects will be noticed for future endeavours.

### **Starting With Retail. Specifically Jewelry.**

Fashion is displayed in media, but it is retail which has always held the power in commerce. Traditionally, charitable resources are solely transactional and this must change. While benefits and exemptions apply, they cannot continue to be the main driving force for sharing revenue or increasing holdings.

**Preferred Investors for this Art will have the following 6 characteristics:**

**Private equity**

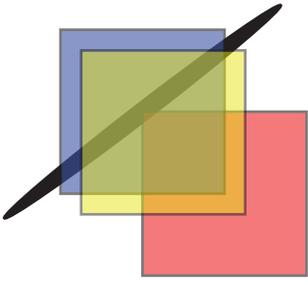
**Little to no real debt**

**Retail influence**

**Strong principles**

**Desire to increase holdings**

**A sense of morality**



## Building the Attractions:

During the research and development stage. Every business will have the opportunity to take part in hosting and servicing various events. These will be strategically placed both in time and location, as to allow commercial influence to be subtly applied to all who participate.

Subtlety and security are preferred keywords at this level.

Every dollar spent in the direction of an attraction will be connected to an R&D, marketing or promotional accounts. This measure is taken in order to ensure all companies are starting from a firm foundation of understanding.

Knowledge will be shared through publications.  
Planning will be privy through locality.

### Cultural Attractions



#### Foundation Builders

*They will come, once it is built.*

Printing, Promotions and Equipment are the main highlights for event planning.

Competition breeds the interest.

The focus is created by impromptu fashion.

Basic Level - Small, Routine Events.

## This Card Unlocks:

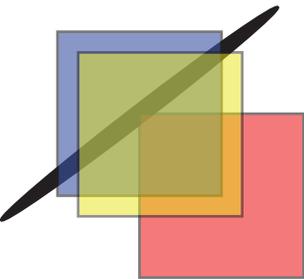
- Supply Lines•
- Guest Services•
  - Loyalty•
- Poll Stations•
- Shared Capital•
- Time Resources•
- Host Influence•
- Zone of Control•
  - Competition•
  - Awards•

## Knowing the Characters:

It's not about individuality, as much as it is about creating individual pathways. When a company knows its people, the algorithms work for and with the people. The burdens become lighter and the activity flows proportionally.

Companies rely on data. Knowing the numbers can feel like insurance in the moment. It can be difficult especially in life, to know the people as well as we know numbers. Character knowledge is not only about working or dealing with unique people. It ensures that a business has the ability to obtain and maintain the right characters.

With the right characters on the team, a company or business will find innovation and ingenuity without the need for outsourcing.



**Character Knowledge**



**Understanding Customers & Employees**

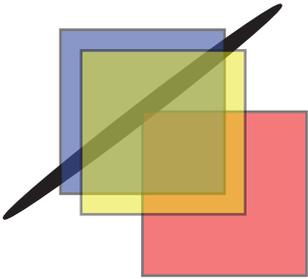
*Knowing the people allows any business to shape group patterns.  
When the people know each other, prosperity happens.*

Psychology, Human Resources and Pattern Recognition.

Basic Level - Small, Routine Events.

This Card Unlocks:

- Strategies•
- Cost Reductions•
- Skill Multiplication•
- Respect•
- Horizontal Growth•
- Patience•
- Team Learning•
- Harmony•
- Efficiency•
- Networking•

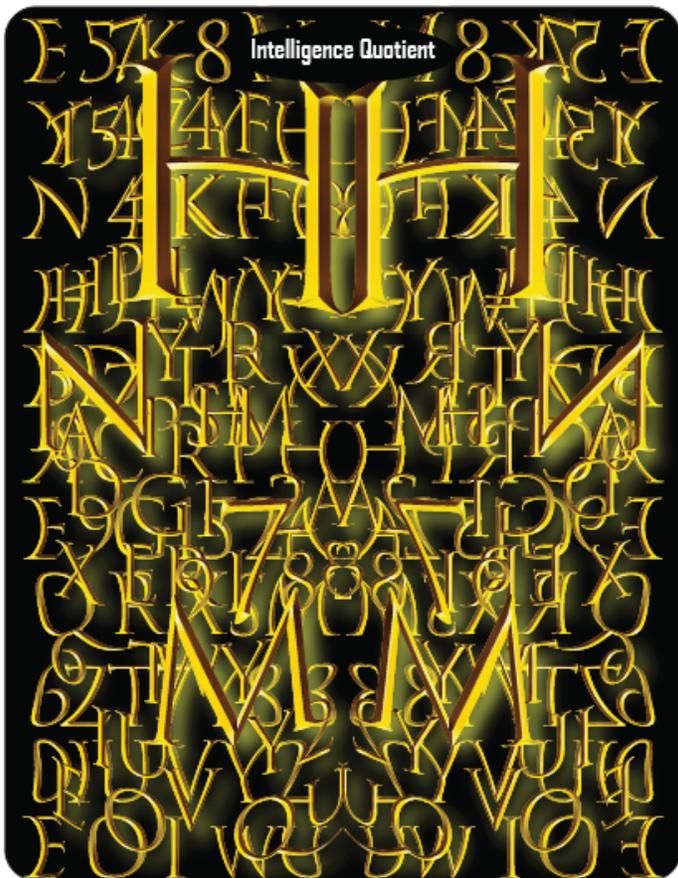


## Prestige:

Most companies in Calgary already have this. Although the levels and reasons are vast and different within every sector. It presents itself as a doorway for cross communication, as companies driven towards very different activities can be made to feel comfortable dealing with others who share their level of prestige.

Today, the 'kids' call this clout. Which has undoubtedly brought changes to the idea of what prestige is and how it is derived. This metaphorical changing of the guards has created new landscapes for businesses to partake from and work in.

By understanding the various elements of their reputation. A company which can accept without denial, will find their own path to effectively winning their main markets.



## This Card Unlocks:

- New Markets•
- Easy Access•
- Power & Responsibility•
- Authenticity•
- Invitations•
- Game Theory•
- Routine Forming•
- Energy•
- Composure•
- Stylization•

# Cards of Opportunity

While most marketing is done through computer work.

Nothing brings more return on investment then community building, word of mouth advertising and holding to good principles. All of this is offered to the private equity which jump-starts noble endeavours.

AUTHENTICITY

AWARDS

COMPETITION

COMPOSURE

COST REDUCTIONS

EASY ACCESS

EFFICIENCY

ENERGY

GAME THEORY

GUEST SERVICES

HARMONY

HORIZONTAL GROWTH

HOST INFLUENCES

INVITATIONS

LOYALTY

NETWORKING

NEW MARKETS

PATIENCE

POLL STATIONS

POWER & RESPONSIBILITY

RESPECT

ROUTINE FORMING

SHARED CAPITAL

SKILL MULTIPLICATION

STRATEGIES

STYLIZATION

SUPPLY LINES

TEAM LEARNING

TIME RESOURCES

ZONE OF CONTROL

FIVE AUTHENTICITY

УЛГАДИМЭНТУА ЭВИЛ

FIVE AUTHENTICITY

УЛГАДИМЭНТУА ЭВИЛ

FIVE AUTHENTICITY

УЛГАДИМЭНТУА ЭВИЛ

# What you do for yourself dies with you when you leave this world, what you do for others lives on forever.

The quote above is utilized as a representation of morality and legacy. Individuals in Calgary often find themselves committed to jobs and roles in the business realm. This is necessary for the economy to continue and many individuals are doing good, honest and noble work.

'Actuarial Sociometry,' at its core, displays the connection all individuals in a society have to both the best and worst aspects of the overall culture. The graphic below comes from an organization in Calgary known as the 'Impact Society.'



[Our Programs](#) [About Us](#) [Why Impact](#) [Get Involved](#) [Register for Heroes](#)

[DONATE](#)



## **BULLYING**

At least 1 in 3 adolescent students in Canada report being bullied.



## **OPIOID ADDICTION**

Opioid-related hospitalization rates rise fastest among youth compared to other age groups.

source: Statistics Canada



## **SUICIDE**

Suicide is the second leading cause of death among youth 15 to 29.

While this is not the full focus for this venture. It is an often forgotten point for understanding how our economic well-being is tied to the present condition and future ambitions of youth.

Many who enjoy comforts of wealth, often fail to see how prices will rise, when there are not enough young people to provide the services required for living comfortably in old-age.

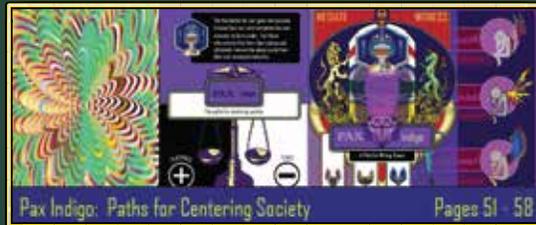
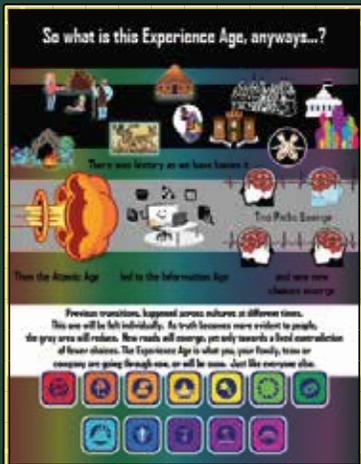
Even with 21st century technological achievements and global migration, few places on earth have enough to secure any local or global economy. Until businesses realize that charity is necessary to their own survival, we will continue to ride the waves of 'boom and bust' economics.

Stability and prosperity are always within reach, so long as organizational leaders can shift their thinking to the new paradigms which have already formed in our collective consciousness.

# Advertising

The best way to find out more is to meet with the author of this publication.  
This is known as the 'Art of Discussion.'

More description for Actuarial Sociometry is available at [www.curtisbrothers.org](http://www.curtisbrothers.org)



The following entities have been created for the purpose of connecting local businesses, charities, individuals and groups:

*Age of Artifacts*



U

Uneducated



Philosophy

P



LIVE AUTHENTICALLY

---

SHOP LOCALLY

---

SPREAD GOOD

LIVE AUTHENTICALLY



LIVE AUTHENTICALLY