

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:



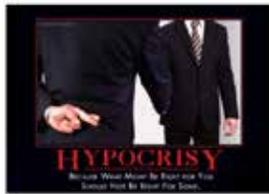
Tim Dillion - Former Predatory Mortgage Loan Manager turned Comedian

[click here for video](#)

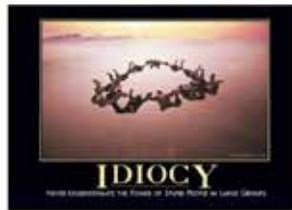
www.Despair.com



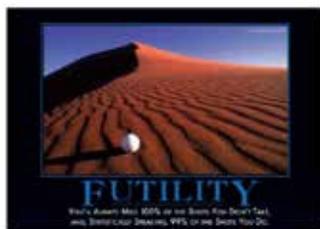
Hype
The power to get predicted about what you can and can't do.



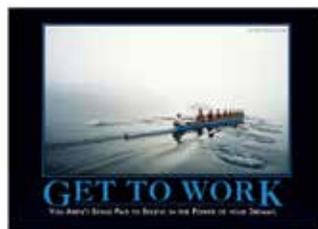
Hypocrisy
Because what might be right for you doesn't always seem to be right for others.



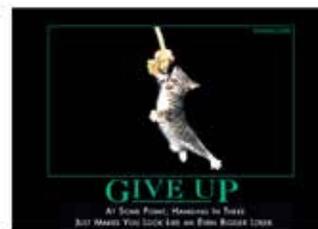
Idiocy
While underestimating the power of stupid people is a large sin, it's...



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 being paid to believe in the power of your dreams.



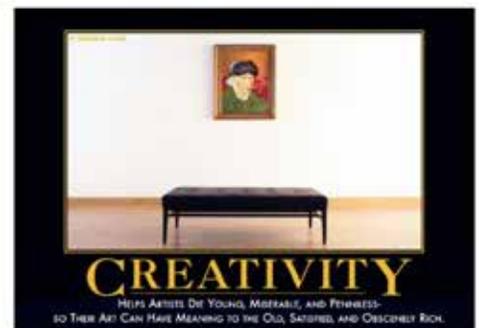
Give Up
At some point, happiness is true, but means you have to let go of everything else.



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.**

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CURTIS BROTHERS MARKETING

*Age of
Artifacts*



EXECUTIVE SUMMARY

This is a marketing crusade.

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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.

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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

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Artifacts*



***The
Plan***

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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)**

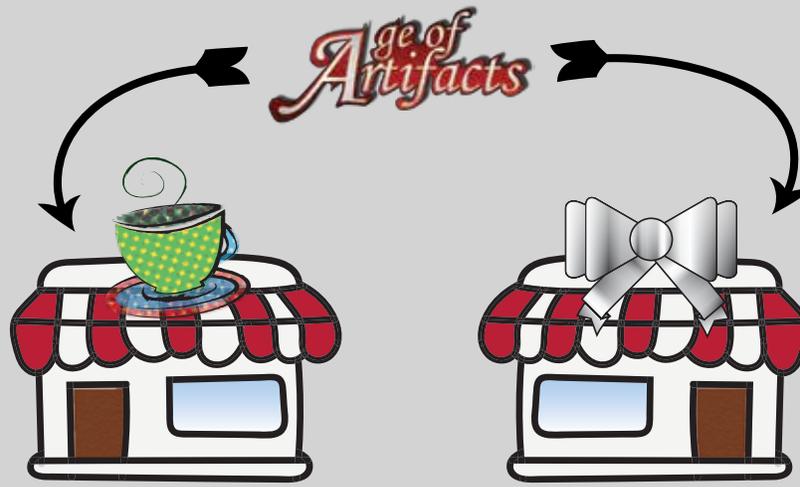
-  Partner small businesses together based on proximity 
-  Create partnership synergy through cross-promotion 
-  Convert nearby corporate employees into consumers, through sales marketing and training programs offered to corporate employers. 

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

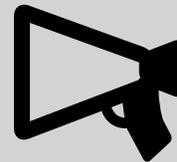
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How the Apparatus Will Work

(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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Artifacts*



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- 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.

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- 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.

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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**

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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

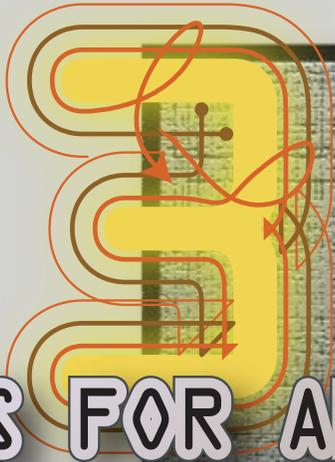
After completion an offer for the other programs will be given.

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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*



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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.*

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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.

**For the individuals
participating in our
course.**

Observe: Reflection/Deflection

**See through the many lessons
for the client and find
the take away for self.**



Curtis Brothers <curtisbrothers@gmail.com>

Greetings and Good Tidings to Zarahemla

4 messages

Curtis Brothers <curtisbrothers@gmail.com>
To: Astaroth Bcc: Curtis Brothers <curtisbrothers@gmail.com>

Hello Zarahemla,

My name is Curtis Brothers.

Today I was able to meet with both Thor and Sith. Thank you both for your graciousness. Astaroth we have not had the pleasure and I am looking forward to meeting with you. I have linked an introduction video, which I made after my greeting with Thor and presented to Sith this evening.

<https://youtu.be/>

Part of my philosophy is to not rely on assumptions. Thus it is important to meet with you before understanding what I can do for you. The approach I am taking to the market is different. The key for you is that I operate on a principle of creating much more value than I ask upon commitment. This is done not only due to my experience with business in Calgary, nor my own creativity. It is done due to my willingness to sacrifice for the message I am tied to:

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Please enjoy the Zarahemla Video. It is unlisted and will be removed within a few days, out of respect for your convenience and security.

Thank you for your time.

After meeting Astaroth in person

Curtis Brothers <curtisbrothers@gmail.com>
To: _____

Hello Zarahemla,

I have attached a portion of the market research which I have conducted for your brand. I understand that some of my communication is not easily digestible, it is the same with other businesses that I work with. In the beginning many of my partnerships attempt to categorize what I do and want to put me in a box, so to speak. What I do is many things; just as a sales person doesn't only sell. There are a lot of facets of each sales-client relationship that have nothing to do with selling and yet matter just the same, due to process and disciplines. While what I do seems unconventional, it is only because our society is confused, as the principles I use are available for everyone. What I am able to ascertain, is feeling and thought patterns, which gives me a great advantage. Many people tell me to make a program and send it out to as many clients as possible. However, that is not how I choose to conduct business. I find teams that have all the correct tangibles and need help with intangibles. I find teams who have the right compassionate mindset but may have lost their focus. I help those who need and are humble enough to receive help.

What you need is not sales training, you need a full program. Not one from the outside, but one developed BY YOU as a foundation to reach the outside. This we can discuss, but should do in proper conversation, with everyone included. For now, here is a brief summary of my findings.

Best regards
[Quoted text hidden]

Market
Research.pdf 634K

To: Curtis Brothers <curtisbrothers@gmail.com>

Cc: _____

Hello Curtis,

I hope you had a great weekend. I wanted to take my time to go over your feedback and report that you have sent us. Firstly, I appreciate the time and effort you put into engaging us, your research and sharing your feedback about our brand. I have been thinking about how to structure this email and what the right approach would be in regards to working with you. The simple response at this point from our side after discussing with my team is that although we appreciate the insight we don't think that you would be the right partner for us at this time. This decision was based on multiple variables which I will share with you:

- You made the assumption that we were unaware of the problems you identified and do not have a strategy to solve those problems. Although everything you mentioned in the report is legitimate, as a brand, we are constantly analysing our business from all angles and comparing with our competition and looking for opportunities. We had internally identified all the issues that you had mentioned in your report and have been working on a strategy to solve our identity and messaging problem. Being a small brand with limited resources the transition and implementation of our strategies is a slow process but we continue to evolve and have emphasized a consistent and differentiated message that resonates with our target market. We are far from reaching our goals as a brand but I am confident we have the self-awareness and skills as a team to solve our brand puzzle and find sustainable growth and success within our industry.
- You also made the assumption that we do not know our market - however, you did not ask me anything about who our market is - our brand has never been for everyone and we take a lot of time creating profiles to understand our market better so that we may serve them better.
- I did not realize that you were a brand consultant - my biggest barrier to working with you is your direction/focus as far as who you are and what you offer - I know your overall mission but with your inexperience as a branding expert and lack of case studies and list of clients, even if we were to be in the market for branding work I would prefer to work with an agency with multiple resources and experience. You also did not come with any recommendations or referrals which makes it hard for us to consider investing in your services.
- As a team, we were a little taken aback by your approach. I do feel your mission and intentions are great. However, I feel you had come in with assumptions about our brand and your own personal observations rather than taking the time to build a relationship with us to build trust and asking us important questions about our business, operations, marketing, direction, vision, current projects we are working on and budget.

Finally, I do want to mention that we are also always open and humble to feedback and criticism because without it we can not get better so I do appreciate your energy and time as we will take your findings as confirmation on our own findings while we develop a strategy to overcome our challenges.

I wish you all the best.

Cheers,

[Quoted text hidden]

--



Curtis Brothers <curtisbrothers@gmail.com>

Follow-up from Wednesday's Discovery

1 message

Curtis Brothers <curtisbrothers@gmail.com>

To: _____

Bcc: Curtis Brothers <curtisbrothers@gmail.com>

Dear Astaroth,

How are you?

I hope all is well as I had a pleasure meeting with you the other day during our discovery conversation. I have reflected on your words and found great value in them, so thank you.

I do believe it would be best to have another discussion, as our goals are seemingly aligned.

Out of respect for your willingness to listen and to express gratitude for the courage you displayed by stepping out of your role and sharing personal feelings with a stranger. I will answer some of your questions here, others are better discussed. I feel as though you may appreciate this formality and so objectively this is what I see:

Your company is searching for its identity. There are many contradictions in your messaging which point to a separation of the collective mind of your organization. Many organizations are experiencing this right now, so do not take it as a judgemental criticism. Also, the problem you are having is its own solution, you just need to see outside your box. Currently your messaging is similar to other companies. That was the cause of the contradictions in your statements, as you started out to be something different. However, phrases such as best practices and always looking have had you searching for answers outside of the real ingenuity that had your team successful in the beginning. You have dreams of being a global retailer and have relied on global strategies for sales. Just take Calgary first and these doors will open to you.

You asked me about psycho-analyzing your customers and getting market data for you. I could, but that's not the issue. It also would be a marketing no-no for me as it interferes with the flow of sales and is disrespectful to consumers. On top of that, most people struggle to explain in language why they bought something. Because people buy on emotion and as you mentioned many people have difficulty expressing those.

If you truly want to reach the level of success you are envisioning, you must know the principles. Not just in word, but in action. You must know how to introduce the right habits, which allow teams to build themselves by fostering their own creative ingenuity.

I am writing these words to you, as you wear the mantle of authority in your company. I knew this before I met with you, based on the behaviours of your [*cohorts*]; not because I looked at titles. I arrived in the manner I did, because I was meeting you [*revealing pun*]. While it's fun to use the opportunity as a play on words. It truly just was that amongst all the referrals I receive, yours gave me a feeling of urgency and I followed that feeling. The proof is in the story. It's not easy to meet [*one cohort*] around noon, make a video and bring it to [*another cohort*] the evening, just to earn the right to send you that initial email and meet you the next day.

You provided a sentiment towards feeling that purpose is important, not only personally but because things happen for a reason. From there you pointed out the coincidence of my timing, as for some reason I showed up while you were beginning to write a response. I happened to show up as someone who not only produces their own jewelry but has a full array of experience with not only sales training, but marketing and managing retail businesses.

With all that being said, I believe it is best that I show you what I mean. I have created an Artifact display for your store. I ask that you make time for a coffee and a competitive walk around [Calgary]. I will show you what I see and I will explain how the artifact can:

- Unify your team
- Regain profits lost to margin erosion
- Restore authenticity to your message
- Provide principles for you to follow in creating your customer base. People who come to [Zarahemla] not because they know [Zarahemlan's], not people who come because you are carrying a certain brand. I am referring to people who come because [it's what they desire].

What I am offering is an opportunity for [brand] to get back on track through Authenticity, better local service and Spreading good. This is what you have been seeking.

For the future to be clear you must look in the past
To think outside the box you must look within
Find contradictions when seeking truth
If you want a share of the market you are in copy all the best practices
If you want to create your own market, be original..

**For the individuals
participating in our
course.**

**Observe:
Agression of Empathy**

**See through the many lessons
for the client and find
the take away for self.**

For this one, comfort without hindsight is a necessity.

Time for the tough-love part:

I trust that you are all in the same position as when I first offered my assistance to you before the shift. In fact, you all received my offer to have a formal meeting, months before the lockdown. Within each of your organizations I met with individuals who had little to no authoritative power as well as individuals who controlled entire teams. Yet, I was never able to meet with a leader. As everyone whom I met had a boss and everyone I met decided to themselves; that I didn't have the qualifications necessary to even get a meeting with them, let alone their boss. Of course having a boss doesn't mean you're not a leader. No, no, no. There is such a thing as a leader without a title.

Following everyone else in your industry, especially at a time when no one knows what to do, is why I'm saying I have not met a leader.

Attached to this email are references for you to judge my character, as my experience and intellect should have been noticeable to you. When I answered every question you asked me and performed tasks for some of you, which you were unable to do for yourself.

Some of you were displeased with the fact that I had the audacity to meet with you in person, **during your own store hours**, without booking an appointment first. All of you received food, which I paid for and brought to you from an up and coming cafe on 17th avenue. With owners barely starting their adult life and yet they displayed more fortitude, skill, courage and respect to myself and many other Calgarians since I began my research. They opened last year and showed more bravery and willingness, throughout this pandemic than any of your companies. Along with them I found a whole host of small business leaders, who are each uniquely shackled and facing great pressure yet the resilience and will in these people is admirable and inspiring.

Some of you **boasted to me of how you want to help the unfortunate** and yet did not reach out to check on me even though it was clear I was on the road to poverty. Make no mistake I was. For a second time. I will admit, at times it was scary and has been an utter struggle. Yet, know that it was by design. I will explain the main reason when we meet and it will be the tipping point for your understanding.

However, for now. Know that I have a plan to save our economy and it was more important to gain the skills I needed for my upcoming role within our city, than it was to focus on working for a corporation and at the expense of my own self-preservation. [Go to my youtube and click "About."](#) See when I began, studying economics and behavioural dynamics all while winning awards, gaining promotions and learning the intricacies of corporate thought while working in furniture, fashion & clothing, big box stores, and the auto-industry. So that you know, unlike many other Calgarians and people of this province:

I am in relative poverty **by choice**.

I have worked in trades, I have worked in Sales, I have worked in Management, I have worked in Consulting and I have turned down executive positions thrice. My first job outside of family businesses, was working for a large oil company that is still around today at the age of 15 on a contract for a merger job.

I will now highlight how your organizations treated me **worse than some corporations who have considered me an enemy** in the past.

On top of the food and good graces that I brought to the individuals whom I spoke to within your brands.

Some of you received:

- **Accurate and insightful Market research, highlighting your specific issues.** I know my observations were correct as *you* confirmed this. *You* sent me an email stating this in which *you* went

on to explain to me everything which I did wrong in approaching you. You could've just said thank you and that my services were not required. Yet you decided to somewhat politely put your passions into bullet-form as a life coach would. However, I understand nuance and you did a poor job of veiling your pettiness when you twice attempted to use my own words against me in order to justify your position. You then told me I should've just asked you what the issues were as you already knew the issues you were facing. This was a very defensive posture to take and whether it was true or not; you missed the logic in your own words. **With an hour and a half of time**, I was able to point out the issues you were experiencing to a fairly high degree **without** asking you.

- **Some of you received top sales people from me.** You had to do no recruiting, you had to do less training than normal and let's see; in your interview with me, although I politely turned down your job offer. I was able to uncover some things which you were currently having great trouble finding. Although it was professionally wrong of you to let your bias show: Female, Young, Multiple languages (One you even specified and received), LGBTQ, Professional, Good Work Ethic, Can perform the job well. It took 3 people, not because of the abilities but because of **your company's identity bias**. You are welcome. While I will **not claim** anything other than having referred one person to the position I turned down with you, simply because that person was about to sign an employment contract with your competitor. If I was employed you would have paid me a referral fee, which is still far less than professional recruiting. Yet when it came time for you to give me an opportunity to **just have a meeting**, you delayed and delayed and couldn't even be organized enough to schedule it, despite my diligence and your own words.
- Some of you had a team so new, that I'm not even sure if you have someone who has been there longer than 3 years. How do I know? I've observed your sales staff introduce themselves to customers and continue to follow them as they request a chance to just look around for a moment. You also are in a location where I took a clothing store from number 4 in our city to number 3 in their region (Western Canada), so I know the clientele-behaviours in that area. Also, your executive and management **teams couldn't even pay me the courtesy of responding**, which is also a sign.

I am writing you this email as together, these three brands have one of the **greatest opportunities out of any corporation or business in Calgary** and you don't know it yet. I am a Philosopher, I am an Artist and I am Albertan. Maybe you can just look at the three brand names and figure out the strategies without me. Thus continue to disregard me.

For the references I promised to provide... Some are what your corporate culture may refer to as personal relations, others work relations. I won't state who is who as to me they are **Calgarians**. Email them if you like, if you are for some reason worried that these are fake and it's just me, ask them to call you. Some of the addresses may be old and not used (also these people are busy as they are professionals, parents, and so many other things just like most of us). So if you don't get a reply in three days let me know and I'll reach out to the person. **I have not informed any of them about this, so they may be upset with me.** I guess we'll see  Either way, ask them anything you like. I am not worried. I have even put some people in there who may very well have a distaste for me. Either way, I present you **Calgarians**. People, who live here. No other identity needed. They, like the rest of the city, are not your customers yet. Each of your brands has something to learn about the **cynicism** you hold for **your own customers**. **And it starts with the treatment of your own people.**

I know they are mistreated, not out of will, but out of ignorance as it has been difficult since the beginning of the new millennium (Y2K) to keep up with all the change. So I am not judging; what I do, can be construed as observing objectively. As evidence, because I know that each brand will have at least one person who is upset that I've sent this out. And I'm pretty damn sure 1 out of all of you may even be wishing me harm, due to this. **(get over it)**. However, for evidence just go to the **creative people** in your groups. **The ones**

who know of me, without knowing me personally. They've been wanting to speak up and you have not been listening. How do I know this. Many of you read books on E.Q. emotional quotient and that's just an I.Q. **way of saying cognitive empathy.**

I know what I'm talking about.

I have sent this to a number of people within your organizations. Whether it comes from one source in your organization or each of you individually is up to you. However, I have a need to be paid for my work and based on the previous actions of your brand it is clear that I must charge to even begin a meeting. As you will be unable to take your own future success seriously **without having spent money.** While I'm sure you are more comfortable and accustomed to paying large amounts of money for sales programs and training plans, than what I will ask. Please do not take offence at my low offer. For every individual in your organization who received this email, please send me \$150. You may send it by e-transfer to _____@gmail.com. For those that don't know me, this is my name. Although I do not work for profit, I do have a need for support and to be paid for my work (this is known as the dynamic law of compensation). Trust that the total amount is not nearly as much as you have paid to third party consultants in the past or are likely planning to pay in the future.

Although like I said, you could all call each other and do this without me if that is your preference.

Hopefully we can meet sooner rather than later.

As we have a local economy to save.

[Click Here for references.](#)

Stay safe and take care for now.