



# 10 YEARS

**TRILOGY CELEBRATION SERIES**

*By Stephen T. Jones aka Jedi Steve and Friends*



# JEDI FUNDING

## The Darkside of Venture Capital

By Stephen T. Jones



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If one percent of the population - or even just  
one percent of one percent - posted their  
ideas in one day, you'd have enough  
information to fill a book with world  
solutions.

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About 3 years ago I went to a random meeting with a discussion on Angel Investors and Venture Capital. On the surface the event was just like any other, except for one glaring difference.

**What was different?**

The Angel investor showed up a little drunk, which helped was the start of cracking the code on Angel Investors and Venture Capital types.

During the event the investor mentioned that in order for him to invest, you would have

to 'go to the dark side'.

Even after being pressed by the audience, he still would not divulge the meaning of the

dark side.

What was he hiding? Or an even better question might be,

'What exactly is the 'dark side'?

Let's look no further than The Star Wars movie franchise...

Darth Vader starts out as a

man yet ultimately becomes an evil machine.

Over the last three years as I engaged this idea of the 'dark side' more and more, I

found better solutions that were definitely NOT from your average playbook.

I believe there is more than one way to do things and we don't always have to do things

by the book.

This thought has provided me with endless inspiration, propelling me on to ideas that

are Bigger, Stronger and Faster with little or no budget.

I've accomplished this not by fighting the dark side, but by connecting with the 'dark

side' to find the custom path of any company, application or idea.

Engaging this idea has inspired the Jedi Funding Series.



## **Episode 1**

**'You don't know the power of the dark side!'**

**-Darth Vader**

Quit trying to compete with the big guys!

Leverage their experience but remember that there are benefits to being a secret that is under the radar.

Recently I've noticed a trend that the big, successful Internet companies like Facebook

and Yelp are trying to compete with Google and Amazon.

At first this didn't make sense to me; after all, how is Yelp in competition with Amazon?

To me they seem like totally different brands, miles apart...yet they're competing for ad revenue and investment dollars.

My advice to you is to never play this game; in fact avoid it at all cost!

So How Do You Leverage the Experience Of the Big Guys?

Thomas Edison was able to accomplish great things with only three months of

schooling.

In its truest essence, funding an idea is really just funding a story based on facts and

fiction.

In the following sub-chapter, I've outlined the plan that made Facebook so success in the beginning.

## **Episode 2**

**'The Force is what gives a Jedi his power. It's an energy field created by all living things. It surrounds us and penetrates us. It binds the galaxy together.'** -Obi-Wan

**An Organic Formula Case Study for Getting Results!!! (CE+H+C)= CC**

A couple of years ago I met a dude named Patrick who was a Grad student studying

Organic Chemistry.

At the time I didn't know what Organic Chemistry was, so I engaged him to learn a little

about what it was.

Here is what I learned.

In Organic Chemistry the primary goal is to go out into nature to find Organic Minerals

that cure disease.

Next, they take these limited resources back to their lab to study the components and

learn how to synthetically replicate them.

Once Patrick explained this, it was much easier to explain what my team does to create

and launch a High Touch Social Media campaign.

Below is an example of this Organic Formula at work in a story that we have all heard about.

## **4.1 Facebook; Better Than A Sex Tape**

**'The two most engaging powers of an author are to make new things familiar, familiar things new.'**  
**-William Makepeace Thackeray**

Let's face it; most of us will never become famous from a sex tape but all of us could

benefit from the Facebook Story.

Recently I saw the movie The Social Network and it really got me thinking; no matter

how you feel about the players, it's a great blueprint for launching a cutting edge Social

Media campaign.

To do this effectively, however, we need to embrace:

Chaos, Order and Organized Chaos.

CHANGE

EMBRACE CHANGE

EMBRACE CHANGE NOW

First, we have the FIRE and AMBITION of ORDER, Mark Elliot Zuckerberg, the

founder and CEO of Facebook.

He's a good leader with a good idea, not to mention Harvard University roots which are

pretty much the epitome of the all-important status we talked about earlier.

Yet although he's a good leader with good ideas, it's important to note that he's not

totally polished, which gives us and the people that work with him a bit of room to be

creative in this social medium.

He's not afraid of risk and he doesn't try to do too much.

One of the things I've always said is that Facebook is nothing but an empty software

platform; we, the users, are the content.

Having a good leader leaves room for great employees; some leaders are so dynamic

that their employees feel they can just sit back and watch them work, which will kill a



viral campaign immediately.

Second, we have the WIND of CHAOS, one the best things that ever happened to

Facebook.

Even though it appeared to be destructive at times, this was the addition of Sean

Parker.

Parker was the Napster founder who is able to dance with the winds of change; with his

strong track record and Attention Deficient Disorder, he balanced his mind with his own

ambition and drive which proved to be a great formula.

$$(CE + H + C) = CC$$

**CC** = Compassion Campaign

**CE** = Cause and Effect or Order

**H** = Humility or Organized Chaos

**C** = Chaos

A great way to make your Compassion Campaign sustainable is to align with a Rhythm or something Organic.

To engage these ideas more we invite you to check out "Corporate Social Media Handbook" by Stephen T. Jones"

Okay, lots of us corporate types have probably lost interest because we don't

understand the value of chaos and just the thought of the word makes you want to call

your attorney, but don't be too hasty.

Here's an example of beneficial chaos; throwing a creative all-nighter.

Rent a house for your employees for the night and start with an unstructured idea,

letting them collectively build on it from scratch.

This helps with team building in addition to helping your team set a standard that projects don't need to take 6 months to a year to be successful.

In addition to this, you will create a great buzz for your team as the process becomes

more and more structured over time; many successful teams reap enormous benefits

from doing this.

As you will see in my Organic Case Studies on [OrganicXpression.com](http://OrganicXpression.com), I come up with

ideas and start pitching them even when I'm unaware of the next step.

What I do is extreme but it's part of my customized brand strategy to engage people,

and I am starting to get really good at it if I do say so myself!

When we are leading something without knowing exactly where it's going, we leave ourselves lots of room for viral growth.

Third, we have the WATER of ORGANIZED CHAOS.

How can all those great minds and even greater egos operate in on the same Facebook

software?

Let's recap what we've learned so far; it has to do with the understanding of collective

solutions and getting to the right solution with everyone doing their part.

I think of it like this; if someone is drowning, they are panicking so much that they can

easily drown the skilled swimmer who is trying to save them.

They are taking  
being 'right' to a  
whole new level  
by making the  
other person  
believe

that drowning is  
the only option.

Here is a better  
solution;



when you drop a pen in water it doesn't fight, it dances with the water as it sinks to the bottom.

Don't worry! Your company is not the stone, it's the splash!

Take some time to ask yourself, what earlier sub-chapters in this book are really starting to make sense?

How will this work specifically in my company?

How can I leverage the Facebook story in my business in the near future?



## **EPISODE 3**

**'I find your lack of faith disturbing.'**

**-Darth Vader**

We need to have more faith in the community around us,  
but not blind faith.

The essence of community is to come together to  
survive...as entrepreneurs, we

discover a problem and then create solutions.

It's what we do.

I was raised to believe that you work and work and work so that one day you have the

means to give back.

I believe that when we do this we are so out of touch that we protect the system that

brought us success.

If it worked for me it's not broken, so why fix it?

This argument made sense to me 4 or 5 years ago, yet more and more I see the world

turning away from this model.

For me it's all about PROGRESS; finding a need then creating a sustainable solution.

If you just read that you are probably lost and I must warn you; that's a good thing!

After all, we never find something new unless we get lost first and as entrepreneurs we

need to be willing to get lost sometimes.

Sustainable solutions are created by people and businesses that are able to admit that something isn't working and fix problems before they happen.

This reminds me of a subchapter I wrote about choking and how the first thing people

do when they start choking is eat more.

This is how most businesses operate... when something doesn't work we go against

our better judgement and we do it again, again and again.

How do you aim to be different? What is the essence of your business? Are you willing to step down off your 100 foot pole to make the necessary changes now?

## **EPISODE 4**

**'This is some rescue. You came in here and you didn't have a plan for getting out?'**

**-Princess Leia**

I just watched the movie Death of a Salesman, and it really got me thinking about business.

It was all about dreams and living for that one day....suffering for that one day...that one

day that will set us free and clear.

One part really stood out; one of the key scenes in the movie was one that intimated that one of the sons wasn't cut out for business because he was the type of guy that

would 'whistle in the elevator'.

I contemplated that for a while; what did they mean by 'whistle in the elevator'?

At first I didn't see the meaning...businesses want business men and women that look

the part and are willing to conform.

We are all guilty of this and if you learn one thing from me it should be that business

isn't about acting.

Business is about creating a culture to execute your vision, mission and goals while making money in  
CAMPASSIONATE WAYS.

Our effort and resources are far better spent being a business person not acting like one.

## **Are you willing to step out of the herd and whistle in the elevator?**

In the movie, the father accused his son of spite because his upbringing didn't make

him successful, which led him to believe that his son was living his life with a desire to

hurt, annoy, or offend his father.

This reminds me of a video I did called The Road to Prosperity; I believe that to reach

our Prosperity we must go through Defiance.

Sometimes in order to reach our Prosperity we need to push past old habits that feel

right or that we learned as a child.

Prosperity is the state of flourishing, thriving and good fortune and/or success.

Defiance is defined as a daring or bold resistance to authority or to any opposing force.

I must admit that at times this feels criminal even when I know I am doing the right thing;

everything evolves, including you and I...what is missing in your life?

What is something that is right that you know you must do that just doesn't feel right?

What part of you wants to shine through to bless the world? What is the most logical first step?



## **EPISODE 5**

**'That's no moon, it's a space station.'**

**-Obi-Wan Kenobi**

We've all heard the statistics that say our words are 7% of our communication, voice

qualities (voice, tone, pitch, speed) are 38% and physiology (or lack thereof) is 55%.

When I was being trained as a sales instructor at Dale Carnegie International Training,

we were taught that when you are congruent your words match your voice qualities

which in turn match your physiology, however each part makes up 33% which adds up

to only 99%.

I didn't give this much thought at the time; it wasn't until about 10 years later that I

started to wonder what this missing percentage represented.

After about 2 or 3 years of testing and contemplation, I came up with something that I

would like to share with you to help you develop a solid pitch that is congruent with your

vision, mission and goals.

**You see, I believe that missing 1% is about transparency...**

How Do You Tell the Difference Between a Moon and a Space Station?

It's what's on the inside that counts to me; transparency is about creating a culture to

bridge the gap between what we say, what we do and what we create.

It's about letting your results speak for themselves...

Just being transparent without solid delivery is meaningless.

Yet a good, solid and congruent story combined with transparency allows you to build a

strong connection with your audience without hiding the good or the bad.

Trust me when I say that this is the road less traveled and you always run the risk of

being exposed to criticism, which will ultimately strengthen your resolve or help you

learn something about yourself.

Lots of people talk about transparency as though it were something from a superhero

comic book that is not based in reality.

All of our lives, society has trained us to hide our emotions and I believe that as a result

we are missing out on the full life experience.

I have never met someone that is fully transparent and in truth I don't know if it's even possible.

Some people are challenged by a 30 or 60 second pitch,  
but when we are grounded in

our vision, mission and goal we attract all the resources we  
need with little or no effort.

How can you deliver your pitch with abundant confidence,  
thereby attracting the right

investors, partners or resources?

Are there any areas of your business where you have  
compromised who you are and

could these areas be standing in the way of your success?

Can you find any opportunities to make your pitch laser  
focused like a Lightsaber?

Feel the force; the focus is strong in you!

## **EPISODE 6**

**The Force is strong with this one.**

**-Darth Vader**

This morning I had a conversation with my friend Patrick about a book called Iron John

by Robert Bly.

It's a compelling story about capturing our Rite of Passage.

Let's face it; living as we do in a more civilized nation we have less of a need for a Rite

of Passage for survival.

Yet are we looking to blaze our own path to attract?

Could you benefit from having more resources to create a sustainable vision?

At this point in my life I believe there is no better way to be competitive than by

capturing our Rite of Passage.

In the story, one part that really stood out was when the prince finds the key to free his

wild man...letting go of all comforts and his safety net.

What is your safety net?

Are your comforts getting in the way of your vision, mission and goals?

I grew up in a neighborhood with streets called Prosperity and Defiance and the only

way to get to Prosperity was to go through Defiance.

By questioning those beliefs that felt either good or bad, I was able to continue to blaze

my own path.

What is your Road to Prosperity?

Are you waiting for someone or something to show up and answer all your prayers?

Or are you going to create a culture right now around accountability?

Are you willing to sacrifice enough comforts and suffer enough to attract your vision?



Have you found your dream that is worth suffering for?

If so, the dream starts now, by letting go of the comforts of the past, present and future

that get in the way of us experiencing failures and successes; situations that sharpen

our emotional intelligence.

Are you willing?

Better yet are you willing to be willing?

## **Episode 7 and Beyond**

If one percent of the population - or even just one percent of one percent - posted their

ideas in one day, you'd have enough information to fill a book with world solutions.

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

Jedi Angel Funding Series

**Peace and Abundance,**

**Jedi Steve**

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## Corporate Social Media Handbook

by Stephen T. Jones

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## Writing a book with the world...

If even one percent of the population – or even just one percent of one percent – posted their ideas in one day, you'd have enough information to fill a book with world solutions.

These are the ideas behind OrganicXpression.com. You don't have to worry about every line being perfect, just blog it. Even better: Since the book is written online, every author can add things that are not available in conventional books such as videos, audio, pictures, art, poetry and articles.

Well, We've gone and done that hardest part by writing the first chapter: "A Simple Guide to Making a Difference: Making The World A Better Place By Being YOU."

Now all we have to do is finish this collective global mission and – bam! – We'll have a book.

ONE BOOK, ONE BRAND in this ONE WORLD with unique chapters inspired by people and organization from all walks of life in our global community in the name of PROGRESS.

Stephen T. Jones is a Visionary, Inspirational Speaker and Social Media Lobbyist who is really starting to find his artistic expression in the world. He is a dreamer that loves to connect with water and waves while taking time to build community ventures and corporate projects. He runs his company hands free with Dreadlocks and flip flops.

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## Forward by Tony “Mojo” Lucero

### **Co-Founder**

### **MOJO Enterprises**

### **Specializing in 90 Day Transformations**

In a world surrounded by what is “reality,” my good friend Steve Jones has eloquently deciphered the raw code of what it takes to make a difference in our fast paced world utilizing the latest buzz...social media. Whether creating a brand, reconnecting or taking an idea to the masses, Corporate Social Media provides in detail food for thought and action. If it is information you seek or a desire to capitalize on a movement with major traction, the pages within provide a vehicle that delivers the goods.

I know the power of this medium because I met Steve through a “post” on Facebook I made with regards to some of the work I was doing. A chat here, a chat there and the next thing you know I am speaking at one of his intimate events. I can appreciate the power and speed in which people can connect and eventually develop concrete relationships both in business and personal. Steve’s expertise in social media is evident in the awareness he creates with his projects...simply with a click of mouse.

This book is not only an eye opener...it’s a game changer. If you become inspired or have input I recommend you share your experiences with Steve at [www.organicexpression.com](http://www.organicexpression.com). ; The world is waiting its time to “connect.”

Mojo

To connect with Tony...you guessed it, visit him at [www.facebook.com/tonylucero](http://www.facebook.com/tonylucero)

# 1. Introduction

## 1.1 Television (TV) vs. Computer

Most of us don't realize it, but the home television has been around for just as long as the computer. I am not talking about the personal computer, as that wasn't developed until much later. More importantly, we are really starting to see and understand the impact of personal computers and the freedom they allow us. Nowadays it's much easier to level the playing field to compete against the big guys. In order to do this, we must learn a distinction between the two. First, we have the TV, which is passive. and is something we have little control over. We've adapted ourselves to watching television with a conscious or sub-conscious filter. This filtering enables us to have a life outside of TV because with less dimensions engaged, we clearly see it as something external, which it is. Second, we have the personal computer which has multiple dimensions, more decisions and far more reach. This interaction can cause us to think that we have more control, which is true. However, it also can be destructive without a system or filter in place.

## 1.2 Rules of the Game

"Learning is experience." Stephen T. Jones

Okay, here are the rules of the game. I don't write books to make money. I actually wrote 7 books and published 3 before I even sold or cared to sell one. My writing style is all about YOU taking ownership and taking action in some way to impact your business right now. Before we move forward I want to challenge, engage and inspire you to agree

to take conscious action on the words of this book consciously and sub-consciously.  
AGREED?

### 1.3 The Social Networking Experiment

“Adopting the word experiment has really helped me to reduce the stress of the unknown of this massive worldwide web.” Stephen T. Jones

- 

When I was in 7th grade we were promised that computers would put us in a position in which working and labor would be a thing of the past. I took this to mean that our lives would be simplified by technology. The way I see it now, this just isn't the case. Just for the fact that we are always connected a full time job is really a FULL TIME JOB, without getting paid for overtime.

In this book:

- We will demonstrate how to leverage the path of least effort. We will help you create an organic (natural) formula for all your social media campaigns.
- We will learn (experience) how to leverage wisdom of the past leaders to make things happen now.
- We will learn the importance of Social Media Assets.
- We will learn how to leverage organic and fundamental laws.
- We will learn how to engage and work with 20 somethings.

## 2. Vision And Inspiration

### 2.1 Evolution and Influence

“We are all an evolution of Albert Einstein, Gandhi and all of the great leaders.”

Stephen T. Jones

Okay, at this point you are probably thinking that I have lost it, but all I am asking you is stay with me a minute. Right now I invite you to ask yourself thought provoking questions that could possibly be the best business question you have ever asked.

**How WILL, How WOULD, How ARE, LEADERS and GLOBAL ORGANIZATIONS using the social networks for social change?**

Because of the social networks societal evolution, is not just a generation to generation thing. It is happening worldwide in small patches of brilliance. This being said, I believe corporations can and should leverage this organic formula to create profits through social change. Whether you are into social change, or not you will find value in this journey we are embarking on.

Most of us say that we believe that “everything happens for a reason”. What most of us really believe is that everything happens to everyone else for a reason. Based on the current corporate model that most of us are operating on, we only want to draw from positive experiences and all too often this blinds us from the full story. If we are able to draw from positive and negative experiences from you, us and others we will be able to make things happen a lot faster. Just acknowledge that all experiences happen for a reason opens a vortex of options and opportunities for us to pick and choose from.

I can remember a short time ago when I made a mistake and lost my main URL for a site that I had been branding for two and a half years. Although I had bitched, complained and tortured myself for a couple weeks this turned out to be one of the best things that ever happened to me. Being forced to let go of that help, me to receive something that was far greater. It was actually the same vision, it was just supersized and more grounded.

Now I invite you to ask yourself... What negative influences have influenced you in a good way? Which dark experiences have helped you see the light at the end of the tunnel?

## **2.2 What I learned by getting booted off of Facebook 3 times?**

"I don't want to belong to any club that will accept people like me as a member."  
Groucho Marx

About a year and a half ago, I was chatting with one of my Facebook friends (Alex Karis) on the phone and was telling how I got booted off of Facebook 3 times. He had suggested that it would make a compelling book, and here we are. This sub-chapter is not to teach companies about the social networks, because I believe it is must deeper than that. This experience of getting booted off Facebook has made me aware of the importance of creating social media assets. What are social media assets? It is simple. Anything that you own online that is virtually impossible to be taken away from you.

Okay, let's talk about Facebook. Facebook, for you, is not a social media asset unless your name is Mark. Facebook was created by people from the ivy league at Harvard

University. One thing about the Ivy League is they love rules. Harvard is the Mecca of the status quo, and if you think about it, the status quo wants to create lots of rules and have us follow all them with little or no change. This is why Facebook can hold so many diverse beliefs, personalities, causes and concerns with little or no conflict. Think about it, there are so many conflicting views worldwide, Facebook is able to hold all these different personalities with little or no conflict. How do they do that? Here is my theory in the book Blink: The Power of Thinking without Thinking by Malcolm Gladwell he talks about how they cut down large crime in New York City by busting people for the smaller crimes. What is a law? It is a rule, so Facebook keeps order by creating lots of rules that we don't only follow we also censor other people. 5 year ago you would always hear people talking about censorship and how bad it was. Now these same people are censoring each other. This is happening on other social networks as well, but it's easy to spot on Facebook. This being said, things rarely happen on Facebook, it happens around it.

### **Are you working for Facebook or is Facebook working for you?**

Really ask yourself this question and think about it and realize that you have the opportunity to be part of one of two groups:

- 1) 95% of the people on Facebook are using it as a distraction or are just lost.
- 2) 5% Are making things happen and/or creating social media assets.

Think about it, this is the Wild Wild West there are 600 million plus people on Facebook, not to mention countless companies and groups. The media new and old have embraced social media and are openly promoting Facebook. How do we get in the top 5 percent? Stop trying to learn all this technology because this is impossible and if you

could, it's constantly changing, and could be greatly different in 6 months to a year from now.

### **What are the solutions?**

- a) Creating ideas and visions and then bringing them to life right now, rather than letting the status quo help shape your products or service while turning them into customers.
- b) Use technology to fight technology. For all the money we are spending to figure this stuff out we could create Social Media Assets like a Facebook application that will create more revenue than our current business model would ever dream of.
- c) Later in this book we will discover how to go about hiring 20 something's and telling them your vision and letting them make it happen.
- d) Remember Facebook is a passive database and without outside Social Media Assets people will rarely respond. Once someone has met you in person, talked on the phone with you, subscribe to your blog and/or has attendant one of your events your probability of making something happen has gone up 10,000%.

### **This is a GREAT opportunity**

I believe that because of Facebook, we are 2 degrees of separation that puts us in a position to have more power in large numbers to do tremendous good without force. This my friends, is a gift and a curse, as well as a huge opportunity...on one hand, we are making all the right connections and on the other hand Facebook is stuck in a place called no action because all of these rules. Let me explain, this is the way that I look at it: I think of Facebook as a large database with lots and lots of people and companies that want to make things happen. Because of all the rules that are constantly changing and

all the information that we are taking in we will never be able to make things happen on Facebook alone.

Now is a good time to take some mental inventory in your own way, What Social Media Assets do you own? What social media assets would you like to leverage in the near future?

## **2.3 Opening A World Of Imagination**

“Imagination is more important than knowledge.” Albert Einstein

Just a small tweak of the current Social Media systems will make a world of difference... As adults, most of us have lost the need or the know-how to tap into our imagination. I think it is even deeper than that. We have lost sight of the importance of making imagination part of our lives. I believe we spend most of our time editing ourselves and others instead of living our lives we are wasting most of our energy editing life. You could even say EDIT is an acronym for Entering Dreams IntoTrash.

In the last 6 months, I have extremely reduced the need to edit myself, and it has made me much more efficient. Instead of us just spending of our lives focusing on obstacles while exhausting energy of how to get around them. We could gain leverage by focusing the most of our energy on the vision and solution. When I first started sharing an organic plan I noticed that sharing incomplete ideas, presentations and sub-chapters made me additionally exposed to criticism. In the past I would have went out of my way to avoid any additional criticism. I noticed that the more I use this, the more I have started to welcome criticism. Even though I don't love it, I see it as a great way to anticipate future obstacles leveraging others fears. This is important because I believe it is harder to let



go of our own fears. Think of it like you are outsourcing your fears, which will create a better relationship with you and you. Just think of how much most of us hate critics and just think of the freedom we could create by reducing criticism of ourselves. I have held many grudges on many people consciously for year base on a little criticism here and a little there. If I had to make a choice I would rather hold a grudge with someone else than myself. Once you get this you may start to welcome criticism with open arms. If you stay present you will notice that in every criticism there is a key to improve what we are doing even unproductive criticism can help you let go of anger.

### **Leveraging this in the work place**

With a little customization, this will also work for those of us that have jobs in which our primary focus is editing. Just remember that the more you edit yourself and others, the more you run the risk of stepping on creativity. Also remember that having critics motivates some people, but that doesn't mean that more is better. Here is a real time example of the thought process that goes on in my head when I am bouncing between editing and the freedom of imagination.

I started writing this book 6 months ago and over that time I was writing a sub-chapter here and a sub-chapter there posting on my blog one at a time with little or no editing. It wasn't until two days ago that I was aware that I would be writing a book about Corporate Social Media and I will be done with this book and start to sell it in less than a week. You are probably asking me "What took so long?" Instead of searching for a publisher or someone to edit my work that knew nothing about social media I was testing and evolving these theories that have turned into Social Media Assets. This way, it is a lot easier for me to keep my imagination active because I am spending more time actually being inspired opposed to getting inspired.

OrganicXpression.com allows me the freedom to make grammar mistakes and may in fact look bad to certain people, but that is a risk I am willing to take. Then, when I am ready to package up a concept, I pay someone to edit my work after it is done and they just make the changes to make the learning experience more comfortable. In addition to this this Organic Model also turned into the launch of OrganicXpression.com Publishing (A viral Chicken Soup for the Soul on steroids) that we are creating a fundamental process to leverage the freedom of a small publishing company and the push of a large publishing company.

By outsourcing most the editing and criticism this helps reduce unnecessary conflict. Letting go of the editing is hard at first and you may be surprised how soon you grow to like it. We will always need critics it is part of being human. In the meantime, ask yourself, what am I gonna do with all this FREE time? Now that is some great time management!!!

## **2.4 Social Change “MAKE IT RAIN”**

“We are constantly being astonished at the amazing discoveries in the field of violence. But I maintain that far more undreamt of and seemingly impossible discoveries will be made in the field of nonviolence.” —Gandhi

Like I was saying earlier, when I was growing up they said that in the future, “We wouldn’t need to work so much because of computers”. Now that the future is here, we have more and more people working while being less efficient. Because of technology, we are more connected than ever with oceans and seas of knowledge are only a point and click away. This sounds great. So why aren’t we able to become more efficient and put some of the problems of old behind us forever? I feel it can be as simple as adopting

the organic process of distillation to create a Social Media Campaign to create Social Media Assets for your company or organization.

Here is how it works: Distillation has been an essential part of nature since the earth began which is a great opportunity for us to align with it. This is how it works the heat of the sun evaporates water from the earth's surface into the atmosphere, leaving impurities behind. As the vapor cools, it condenses and falls back to earth as rain, snow or other forms of precipitation.

**Evaporation-** Many times, the birth of an idea comes from conflict, pain or loss. Most social change is born from deep suffering of someone that loves someone more than themselves. As life happens to us, there is a time that we wake up for a higher calling of inspiration to create a better world. Stepping out of our comfort zone to dig deep to create something beyond all expectations; just think of being inspired by anger created by a loss, combined with a deep level of love which evolves into a powerful level of compassion. Your compassion or the passion of your clients or employees is one of the most intense and powerful emotions for getting things done in the world.

**Condensation-** Is the act of condensing which in this situation we can represent getting our ducks in a row waiting for a shift. With technology today, we can research lots of information and bring all the right people together in days that would have taken years in the past. Condensation also represents waiting for the time to launch, not forcing things, but understanding that everything will happen in good time. Ideas are able to breath and stay alive by collaborating and meshing ideas without trying to reinvent the wheel.

**Precipitation-** After condensation, lots of companies and people get stuck over thinking and waiting for that perfect time to launch. Once it is time to launch, let it rain

and go with the flow. Don't be afraid of making the wrong moves because being stuck is the worst thing that you can do. This rain, aka social change, creates something that can heal the world for all of us.

For companies to continue to create Social Media Assets, we need to repeat the distillation process. Over the years, lots of companies and ideas have been organically launched and they get stuck and start to die because they aren't willing to evolve. In the beginning, they were able to benefit from organic growth, and as companies become less lean they get stuck. Being stuck causes us to make bad decisions and force us to protect what we feel we are entitled. Companies that are afraid to make the shift aren't surviving in today's world.

Right now take some time in your own way to think about the changes that are doing on collectively worldwide and How Social Media is a big part of this? This is about how you can use this distillation process on a larger or smaller scale to transform your business right now?

What Social Media Assets do you own? What social media assets would you like to leverage in the near future? And don't forget to MAKE IT RAIN!!!

### **Social Media Capital Rating System**

Okay, now that we have an idea of the power of Social Media on a global scale, we need to start to customize it to our direct campaigns. I have designed this to help you to get the most out of social media and it is as easy as 1-2-3.

1. List your Social Media Capital
2. Rate them on a scale from 0 to 5, 5 being the highest.

3. Based on this information, ask yourself where would you like to spend most of your focus? Which 1 or 2 would you like to increase your rating, right now? With this in mind what is the next logic first step?

## **2.5 Creating a Harmonious Business Model**

“Whiskey is for drinking; water is for fighting over.” Mark Twain

I want to step away from social media for a bit and just talk about business because I believe that more companies should be leveraging their following. There are two camps that just don't get along and what's funny is that they are two sides of the same coin. If you look close, all you see is conflict and if you look even closer you can see and feel the harmony where both sides dance as one.

The first is the make it happen camp (fire element), which is the model that most corporations lead by. This leaves room for little creativity and the main focus is order and making sure order is maintained. I am not against this because depending on the industry or team, this can be very effective. The challenge is that once most of us get stuck in a model that is too routine, then human error kicks in and mistakes are made. I believe that in today's world it is important to give the employees more (not total) flexibility, which in turn will create loyalty. Great business leaders throughout history have used contest and incentives while asking employees for their opinion on how to make the company more efficient and profitable. This being said, very few people can handle this freedom all the time which leads to chaos.

Next we have the let it happen camp (water element), which how most great corporations get their start or how other corporations never survive. This is built off of a

more lean approach and it gives a company the freedom to twist and turn being guided by its original ideals. Usually when a company starts off it is more important to have the flexibility to turn in many directions trying to find their identity that is the most socially responsible and profitable and in alignment with their core values. This model is more accepting of embracing chaos and changing directions to launch the company in its initial growth phase.



Water and Fire in harmony can create very tasty Social Media profits...Cheers!!!

Companies today need to be more lean... Trust me, you don't have to love change to reap the benefits. When times are tough, or you see a competitive niche that your company wants to go after, it is a lot easier to come up with a solution and the sooner you'll embrace change. Here are some good questions for you to review in your own way that can help your company grow in uncertain times.

What part of your businesses model needs a makeover? Which team or department would be the most suitable to handle this? Are there any ideas that were repeated in this sub-chapter that I am starting to see in a different light?

## 3. Co-Inspired Event

### 3.1 The ABC's of Social Media

About 15 year ago, I heard a quote somewhere that really stuck with me “A students teach B Students to work for C students.” In the last 3 years I started to realize how important it was to think and act like an A, B or C student depending on the situation. In addition to this, it is important that we are able to embrace other roles as part of the bigger picture. All three of the roles have pros and cons and for this sub-chapter I want to communicate how we can leverage mostly the pros as it pertains to Corporate Social Media.

**A Students**-Generally A Students are good at setting rules and/or following them. This is a great way to add structure to the chaos of social media. A Students are accountable and when they have clear and define goals they show up consistently to make things happen. The challenge for them is to avoid trying to learn everything about something that will be changing in a few months. If this is the case, when managing an A Student let them know going in that this process is temporary and it is important that they put this in their short term memory.

**B Students**- Generally B Students are a bridge to between different personalities they are well rounded always thinking short and long term. B students are great at filling gaps to make sure that the team is always flowing towards accomplishment. B Students are able to wear many hats and manage others to thrive in their role. B Students are at their best when they are more focused on engaging the team with a more hands free approach. The best way to take care of this is good solid selection of the right employees or team members while using the right incentives.



**C Students-** Generally, C Students are creators, and catalyst with a make it happen now attitude. More action, less planning. The more they plan, the more mistakes they make because frustration sets in without a short term goal in the near future. Feel free to keep them in the dark on certain things until it is ready for action, or if you want to pick their brain on how to simplify the process. This chaos when harnessed in the right manner they can be very powerful especially when it comes to the social networks.

Right now in your own way ask yourself, which role is my primary role? Which other roles complement my business practice? What roles am I seeing flowing better inside and outside of my business model? How can I leverage this experience to generate revenue and create Social Media Assets now?

### 3.2 Hurray for Hollywood

“Social Media & Youtube have become a natural part of Corporate America’s marketing and branding strategies. Reaching out to millions, at relatively no cost.” Andrew, Film Student San Diego State University

I use to complain about overpriced movie tickets and I was left uninspired to go to the movies. Recently, however, I started hanging out with some mentors and friends that were big into movies and the lessons they hold. If I looked at it logically, I would spend \$10 to \$20 to just be entertained for two hours. It appeared that I could just watch TV for a lot less money. When we start to look at it as an organic experience, that is when the magic happens.

Think about it, several years ago someone came up with an idea and they acted on this idea. Then they put all their energy into manifesting their dreams of getting this movie on

the big screen. At one point, when they were about to quit, they caught a break, then all the pieces came together. Even at this point, the challenges really start to happen because they are exposed to the challenge of the film losing its integrity. At all cost they push through again, again and again dealing with different personalities to bring this art to the big screen. After years with dealing with contracts, agents, actors, directors and unseen forces their dream finally is achieved. We can all learn from someone like this and I bet you would like to interview them...How valuable would that be to your business? What could you learn from this amazing journey?

If you are like most people, sitting down with these film makers would be dream or you could just see the movie for \$10-\$20 bucks. Next time that you go to a movie ask yourself, Why am I here? How can I stay present over the next two hours to learn every lesson I need to learn? And after the movie, ask yourself, How can I leverage these lessons to impact my business?

### **3.3a Transparent Communication**

Because of the reach of internet video, especially Youtube, it is important to leverage transparent communication. If we forget to engage, and we try to control our audience, they will just surf the next wave on the worldwide web. We have all heard the statistics that words are 7% of communication, voice qualities (voice, tone, pitch, speed) are 38% and physiology or lack thereof is 55%. When I was being trained to be a sales instructor at Dale Carnegie International Training, they said that when you are congruent your words, match your voice qualities which match your physiology each part is 33% which adds up to only 99%. I never gave this much thought until 10 years later, when I started to think what did this missing percentage represent. And after 2 to 3 years of

testing and contemplation I came up with something that I would like to share with you to impact your business.

The 1% that I am talking about is transparency, but before we go any further into what it is, I would like you to understand that the better we are able to leverage the 1% of communication 99% will fall into place. On the other hand just being transparent without a good solid delivery is meaningless. With a good solid congruent story combined with transparency connecting with your audience without hiding the pros or the cons. The days of the past of us telling people that our company is the best and it working are dying. In a changing world of two degrees of separation this is impossible to quantify, and more importantly people hear it all the time and it just seems pushy even with the purest intentions. Feel the full story, let people know your real personality, so they accept you for who you are now and in the future. I have learned that the bonus of some of the videos of people seeing me making mistakes and rolling with the punches helps them allow me to be more real and transparent.

Now let's take this opportunity to ask yourself in your own way...Have you been leveraging video in your business? How can you benefit from more reach? What are the benefits of telling the full story now? And how will this help me create freedom to evolve in the near future?

### **3.3b Transparent Communication**

About 4 months ago, I met one of my Facebook friends of two years, Trip Wilkins, in person for the first time. During the conversation he said "I am surprised you have a lot better energy in person." Although we had a great conversation, this one piece really

got me thinking and lead to me to coming up with this simple strategy. When it comes to a social media strategy, we have different forms of communication and it is up to us to spend our energy with the ones that work best for us. Below I have identified 12 forms of social media communication with your social media contacts. What I want you to do is rate yourself from 0 to 5, 5 being the highest and start to have a conversation with yourself about what is working.

High Tech

Video

Audio Pond Cast

Blogging

Database Newsletter

Website

Video Group Presentations

Chat Rooms

Conference call

Tweets or short post

High Touch

Live One on One

Live Presentations

Telephone

Based on this information, which 3 would you like to spend the most amount of your time with?

### 3.4 The 99 cent store is the most expensive store in the world

“Those who sleep with dogs raise with flies.” Italian Proverb

This is the sub-chapter that got me kicked out of 99 cent stores and alike all over the world and led me to settle out of court for two dollars and fifty cents. Okay, I just wanted to start with that cheesy joke and let you know that this is a theory that has been designed to help you shift the way that you create business on the social networks. I do believe that the 99 cent store is more expensive than we think and I have put together the following examples of how the 99 cent mindset could be getting in the way of your abundance.

You get what you pay for; over the years I have seen countless businesses cutting corners to say a buck. It is important to be conscious of why we are saving money because if this is created out of worry or lack as this usually will lead to the wrong path, wrong decision or spending too much time making a bad decision. If you really think about it sometimes we go out of our way to save money, which usually ends up costing more. Here is an example, when I got the first quote for what has grown to be OrganicXpression.com the quote was \$18,000. 2 years later and countless hours of trial and error, I was able to get it where it is today with an investment of \$1,000 dollars. Most business professionals would say that I saved \$17,000.00 and this is only a small part of the story. To get the full story we need to ask, what opportunities did I miss in two years of my vision not generating any revenue?

No matter what you're social media strategy it is important to you set a standard that gives you the freedom to attract the right people and resources to impact your business. Take some time in your own way to ask yourself, where have I been cutting corners in my business? And because of this what opportunities have been lost?

### 3.5 Understanding the Me Generation

There are 2 ways that a viral campaign starts, by giving up control or having a shit load of dough.” Stephen T. Jones

No matter what your business is understanding, the me generation should be a big part of your social media focus. I believe this so much that 80% of my focus is on college campuses along with 20% on Corporations. Over my career, I have spent lots of time with the me generations and 15 years later I am really starting to understand there impact on society. What started out as a perceived selfish generation has turned into a generation in a short period of time that has really changed the world we live in on a large global scale. Over the rest of this sub-chapter I am going to give some insights to engage 20 some things to be more viral.

- First of all I like to call them the “WHY?” generation because from an early age unlike any other generation in history they were allowed to question the status quo. As we know this can be a blessing and a curse but the more real life experience that they have, they will create a bigger impact for the world. Why is this important? Because they have countless peers worldwide that are highly connected with viral technologies that are able to naturally think globally.
- They are all looking to be part of something bigger than themselves to find their place in the world individual and as a generation.
- Unlike any other generation, they do not need strict direction, especially with social media, they need guidance. Here is how I work with them; I tell them my vision and what I want, and let them develop and manage the how to. If you take this action you will learn what took us 40 hours to do 10 years ago they can do in 5 minutes. If

corporations 40, 50 and up year olds keep on forcing them to do it the way we did you will soon be working for them.

- More than any other generation, they respond to incentives... And if they aren't performing change the incentive and if you don't know what it is just ask. They know what makes them work and most the time it doesn't cost near as much as it cost us 30 and ups. You can make more things happen with Starbucks, Best Buy and iTunes cards then you could ever imagine.

Take some time in your own way to ask yourself, am I leveraging the Corporate Social Media skills of the 20 some things at my office with me? What 20's something communities and organizations can I collaborate with too totally go viral? What contest can I launch right now to engage 20 some things to promote my business?

## 4. Organic Projects

### 4.1 Facebook Better Than A Sex Tape

“The two most engaging powers of an author are to make new things familiar, familiar things new.” William Makepeace Thackeray

Let's face it, most of us will never become famous from a sex tape but all of us could benefit from The Facebook Story. Recently I just saw the movie THE SOCIAL NETWORK and it really got me thinking; no matter how you feel about the players, it is a great blueprint for launching a cutting edge Social Media Campaign. In order to do this we need to embrace Chaos, Order and Organized Chaos.

#### **CHANGE**

#### **EMBRACE CHANGE**

#### **EMBRACE CHANGE NOW**

First, we have the FIRE and AMBITION of ORDER Mark Elliot Zuckerberg, the founder and CEO of Facebook. He is a good leader, with a good idea with Harvard University roots which is the Mecca of status quo and order which we talked about earlier. Okay right now I want to address that although he's a good leader with a good idea, the fact that he is not totally polished gives us and the people that work with him room to be creative in this social medium. He is not afraid of risk and he does not try to do too much. One of the things that I always said is that Facebook it is a hunk of software in the middle of nowhere and we are the content. Having a good leader leaves room for great



employees some leaders are so dynamic their employees just feel that they can just sit back and watch them work, which will kill a viral campaign immediately.

Second, we have the WIND of CHAOS, one the best things that ever happened to Facebook, even though it appeared to be destructive at times, was the addition of Sean Parker. Parker was the Napster founder who is able to dance with the winds of change. With his strong track record and Attention Deficient Disorder, he balanced his mind with his own ambition and drive which proved to be a great formula. Okay, lots of us corporate types have probably lost interest because we don't understand good chaos and the thought of the word makes you want to call your attorney. I respect that, how about in your situation take the example of good chaos throwing a creative all nighter. Rent a house for your employees for the night and start with an unstructured idea and let them collectively build it from scratch. This will help with team building, in addition to helping them set a standard that everything doesn't need to take 6 months to 1 year to happen. In addition to this, you will create a buzz all throughout the process as this continues to become more and more structured that can reap benefits for a life time.

As you will see in my Organic Case Studies on [OrganicXpression.com](http://OrganicXpression.com), I come up with ideas and start pitching them when I am unaware of the next step. What I do is extreme, but it is part of my customized brand strategy to engage people and I am starting to get really good at it. When we are leading something and we don't even know where it is going it leaves lots of room for viral growth.

Third, we have the WATER of ORGANIZED CHAOS. How can all those great minds and even greater egos operate in on the same Facebook software? Let's go a recap of what we have learned so far, it has to do with the understanding of collective solutions and getting to the right solution with everyone doing their part. I think of it like this; if

someone is drowning, they are panicking so much that they drown a skilled swimmer that is trying to save them. They are taking being right to a new level by making the other person believe that drowning is the only option. Here is a better solution; I think of it like dropping a pen in water it doesn't fight it, it dances with the water and as it sinks to the bottom. Don't worry your company is not the pen, it is the splash.

Take some time in your own way to ask yourself, what earlier sub-chapters in this book are really starting to make sense? How will this work specifically in my company? How can I leverage the Facebook story in my business in the near future?

## **4.2 How would Mark Twain use the social networks?**

"The average man don't like trouble and danger."

- The Adventures of Huckleberry Finn, Mark Twain

8 months ago we were working on a project and I kept asking myself, "How would Mark Twain use YouTube?" The more and more I contemplated this question, the more and more I began to see most of us have been taking the social networks for granted. Twain is one of the most quotable figures in American History, a true legend. Even though Mark Twain lived over a hundred years ago, his quotes are timeless intellectual banter questioning the status quo. The reason I say that it is timeless because most of his quotes can be applied to what is going on in today's world. I bet Mark Twain wouldn't be making countless excuses why he didn't what to share his intellectual property on his blog or YouTube channel. Just for fun and to get a little creative, here are some cool things that I believe Mark Twain would do today to spread his word via Social Media.

1. He would love people to repost his stuff...Just like Tom Sawyer he would persuade (engage) us to paint our Facebook wall with his content just like Huckleberry Finn.
2. He would use the social networks to influence society and use that as a platform for social change and making the world a better place.
3. He would still be very controversial (which was part of his brand) and he wouldn't be afraid of the repercussions of his convictions. Because of blogs, we don't need to be a lone voice in the world, there is strength in numbers.
4. He would have been able to reach more people during his lifetime and achieve greater levels of influence.
5. He wouldn't use Twitter he would think it is stupid (lol)
6. He wouldn't spend time on the social networks he would have a team of 20 something's that he would influence and let them find ways to spread his cause on the net.
7. He would do live events and broadcast them worldwide so people could feel part of something bigger than all of us.
8. He wouldn't be wasting his valuable time preaching to people the etiquette of Facebook or Twitter while forcing them to take in more rules and more beliefs.

Pretty funny, and when I first started asking these question lots of people said that he wouldn't be on the social networks. Is this true? Maybe or maybe not... I suggest that you Google "Mark Twain" and find out for yourself. Now is a good time for you to think

about leaders of the past that you look up to and brainstorm, “How would <Insert Leader>, leverage the social networks?”

### **4.3 The MELTING POT is dying**

“I truly believe that individuals can make a difference in society. Since periods of change such as the present one come so rarely in human history, it is up to each of us to make the best use of our time to help create a happier world.” Dalai Lama

7 months ago I was reading a part of Emma Lazarus’ poem which sits on the pedestal statue of liberty which states “Give me your tired, your poor, Your huddled masses yearning to breathe free” I believe that people from all over the world come to melting pot of the United States of America. It is amazing how we have some many different races and cultures and for the most part are able to fit into the order of status quo. This being said I think the melting pot has work for some time now but I believe that because of the societal influences of Social Media it needs a facelift. The world has changed so much in the last 3 to 5 years and I think this is a great opportunity for America to change with the times. Although I am proud to be an American it feels strange to me in today’s world talking nationally instead of globally. This is what I know about America we have always taken great pride in being one of the world leaders and I believe it is time to lead with a better example by holding on to what works and letting go of what doesn’t. Where should we start? I believe it would be a simple tweak from the melting pot into the meshing pot.

**How do we tweak the melting pot?**

First, I would like to define the origin of the melting pot. Melting pot came from pot in which metals or other substances are melted or fused. Maybe this is why America is having trouble adapting to a changing world. Perhaps some of our ideas of old are fused or stuck. Let face it, when is the last time you used a melting pot? I am sure they were replace with something better. I believe that our forefathers really anticipated this because they knew that absolute power corrupts absolutely when they created and signed the declaration of independence.

Second, I believe that as a nation and a world we should let go of some of our sensitivities and differences knowing that it is okay to have a different opinion. I believe that one of the cornerstones of freedom is freedom of speech. Yes, freedom of speech can get out of hand at times but I also believe we can learn more about each other by laying these sensitivities to rest. I also believe that Corporate Social Media is going to play a big part in this. Lastly, I believe that due to the 2 degrees of separation that is happening on the internet, we are collectively more powerful than any one government. I believe the days of putting pressure on the government to change is a loss cause and I believe to get more freedom we need to appreciate the freedom that we already have. I hear a lot of people say that "no one is free until everyone is free." Yes, I do believe this is true and I also believe we are taking this too literal. In order to have the freedom to evolve we need to see more and more examples of people that are free and are willing to be free.

## 5. Conclusion (Organic Case Studies)

### 5.1 Organic Case Studies

Okay now what?, I believe the journey starts here. I would be a fool if I didn't engage you to finish this book with me. Not to promote me and not to promote you but to promote us. I believe that it is possible that the ideas in this book will engage us to follow through to come up with some amazing ideas of how you implemented this info to be great. Use it, evolve it and share it.

How do we do this? It is simple go to [www.OrganicXpression.com](http://www.OrganicXpression.com) and become a contributor and get involve when you feel compelled to do so.

Peace and Abundance,

Stephen T. Jones

PS. Have Fun, Be Conscious and Make Money!!!



# LITTLE BOY

Mr. Chimes and the Bendy Path



SAN DIEGO STATE UNIVERSITY  
COLLECTIVE CHILDRENS BOOK

by Sarah D'Amico and Stephen T. Jones





by Sarah D'Amico and Stephen T. Jones

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**Hello SDSU Community and the world,**

**This book was inspired by the students of San Diego State University to let the children of the world from 3 to 103 know what is happening on the campus of the Montezuma Mesa. We wanted to personally thank Sarah D'Amico for helping co-author and co-inspire this book to give a voice to the students as they find their place in this changing world. This book was intentionally created with no illustrations so that the SDSU community can continue and continue to bring this book to life in more and more ways. Our vision is for individuals, classes, departments,**

**groups, fraternities, sororities and all different campus organizations using this book to create unique versions. Just imagine the entire campus community to bring this story life with unique illustrations, music, art, Iphone applications, T-shirts, ring tones and performances. This is all part of an experiment that anything and everything is possible.**

**Much Love,**

**Stephen T. Jones aka Jones-z  
Visionary and Inspirational Speaker**

Once upon a rhyme in the here and  
now

There lived a little boy named little boy  
And little boy was filled with hope and  
joy.

This little boy was very smart  
He loves his world and loves his art.  
One day little boy went to work with  
his dad

Which started good and ended bad.  
What could happen to such a pleasant  
DAY

Where little boy got a glimpse of his  
future, HEY!

Let's listen in as Mr. Manchester (little boy's dad)  
tells us about the family business.

For years and years

From generation to generation

We've made red shoe across the nation.

For men and women little boys and girls

We even have designs

With RED Gems and RED Pearls.

Look at all the shoes so red and so fine

Maybe today you can help me create a design.

Mr. Manchester only had one request

Red is the color that we do best.

Too little boy this didn't make much sense

Even though he couldn't think up a defense.

Remember little boy loved his art  
Without any delays he had a quick start.  
He decided to create a masterpiece  
Giving his entire heart to say the least,  
Instead of just red he added some blue  
And it felt so good  
He didn't know what to do,  
Next came yellow  
Like a friend not a foe,  
And then came every color in the rainbow.  
I'll show my dad now he'll understand,  
Once he sees what I have in my hands.

Hello Dad look at my creation,  
Our shoes will now be seen  
From nation to nation,  
His dad looked up from his desk  
And did not know what to do,  
As he started to get mad at, you know who?  
Hey little boy, what is going on in your head?

I asked you to use one color  
And that was red,  
Little boy was immediately hurt,  
All the colors of his shoe  
QUICKLY TURNED TO DIRT.



Right then and there little boy started to shut down,  
What started as a smile turned into a frown,  
On the way home he didn't say a word,  
He barely ate his dinner  
About as much as a little bird,  
After dinner and his mom came up to tuck him in,  
She couldn't make him smile at best a sad grin,  
Little boy please share with me why does your heart  
ache?,  
You barely ate your dinner  
And didn't want your cake,  
Little boy took A BREATH  
And told his mom the story,  
With a little exaggeratIOn  
And even a little gory.  
Mom knew little boy can get a little creative  
That is how she raised him,  
With a BIG imagination,

And she also didn't like to see him sad and feeling really bad,  
So she inspired him to know that he would wake up with less hurt,  
Although little boys mom never steered him wrong,  
He felt the pain of the story could only last real long.  
He was certain that this could only get worse,  
His mom assured him that at night his dreams will come first,  
Every night that you sleep you will come up with the solution,  
To transform the world this global institution,  
Little boy was confused yet a bit OPEN,  
I guess it would be okay to have a little HOPE- IN  
Before you know it little boy was asleep  
With a little snore and otherwise you couldn't hear a peep.  
Like his mom said this lesson of lessons would come to him in a dream  
We invite YOU along U and YOUR TEAM.

When little boy was snoring he woke up in a tree,  
It was the tree of manifesto  
With lots of energy.  
He looked to his right and couldn't say a word,  
Because inches away was a humming hummingbird,  
Little boy said to himself I must be in a dream,  
But tonight it was different,  
I guess at least it seems.  
I guess it doesn't matter if it is real or is fake?  
I'll just focus on the lesson and do whatever it takes.

Hi hummingbird are you part of the story?  
And the Hummingbird said,  
Humm Humm, the story starts right now,  
And how it ends only you know how?  
For a hummingbird every day is a resurrection,  
This gives me the strength to fly in any direction.  
Listen real close I gonna tell you what you don't know,  
It won't make sense right now,  
Or the next moment, the next moment or the next  
moment.  
The sooner you listen the sooner you will see,  
And if we all get it together we can change our history.  
The story starts RIGHT HERE,

And RIGHT HERE we'll start to GROW

And there is no better place to start then the tree of  
manifesto.  
At the beginning of this story you will feel like you're  
alone.

Than the humming bird said  
Now I must leave you  
On a journey you must go  
Pay attention and it will blow your mind  
Lots of learning time by time  
First you will learn to live your dreams  
Next you'll learn the rules  
Than you'll learn the harmony  
Always HERE to set us FREE.  
With a little bit order  
And a little bit math,  
Falling off course,  
On your bendy path.  
And in a moment little boy noticed that the  
hummingbird was gone.

For the first time in a long time little boy felt all alone,  
As little boy was walking he noticed a big bridge  
So high like a ladder to all possibilities  
For anything and everything  
Even something and nothing  
As little boy crossed the bridge  
He began his journey to learn how  
To follow the rules of life  
And still BE FREE.

As he was walking he came across a big big BIG BIG  
cave,  
This cave was like none in the world it was open as can  
be,  
Like an ECHO CHAMBER with some lessons to be FREE.

All of US must find our own voice  
It is up to YOU and ME  
The more of us that find our voice  
In our WORLD SOCIETY  
What a better world it will BE, BE, BE, BE!!!  
As little boy was leaving the cave he was  
thinking  
About all the possibilities  
And then he stopped in a moment  
And SMILED when he realized that voice in  
the cave came from  
DEEP, DEEP, DEEP inside of HIM

Just like YOU and ME,  
EVERY TIME we know this,  
EVERY TIME WE WILL BE F-R-E-E!!!!

As little boy walked outside of the cave he SMILED

Even as walked through the rain forest alone  
He felt he could do everything and anything  
And even nothing and something.  
He was happy as could be  
Everything seemed perfect  
His VOICE inside him felt REALLY LOUD,  
His head was above the HIGHEST CLOUD,  
As he was going DOWN the HILL  
On the way to the TURTLE POND to CHILL,  
He tripped and FELL and took a SPILL,  
He ROLLED and ROLLED till he reached DIRT,  
What started fun just turned to HURT.



Just his luck he ended up at the TURTLE  
POND,  
Where not a lot was going ON,  
In a moment little boy was scared  
He couldn't hear his voice anymore  
He started to panic,  
Would it ever come back?  
Was his life in ruin?  
Or just little off track?  
As Little boy asked these questions  
To find his voice again  
All his focus went to a statue of a turtle  
Wow what a cool statue,  
It looks real and yet so still  
While I am trying to find my voice  
I will touch it for a thrill.

In a moment

LITTLE BOY WALKED  
S-L-O-W-L-Y  
TOWARD THE STATUE

As little boy touched the turtle,  
Both of them JUMPED OUT of their SHELL,  
Sorry Mr. Turtle I didn't know that you were REAL,  
While I was waiting for a lesson,  
I thought I would touch you that's the DEAL.  
That is okay it happens all the time,  
The turtle asked "What is your name?"  
And little boy said "I am little boy"  
And the turtle said "I know you are a little boy I just  
wanted to know, what is your name?"  
And little boy said "I am little boy."

And the turtle said " Now I am  
confused, I guess I will just call you  
little boy."

And little boy said " I am little boy."

And then the turtle said "You're not  
from around here, are you?"

And in that moment both of them were  
confused,  
and all you could hear was an awkward  
silence.

Than little boy said "you must have a great  
life sitting here all day."  
The turtle asked little boy,  
Hmm, Why do you think I sit here all day?  
I'm just on a break to ponder my way  
In the morning I worked to find me some  
food,  
And take time to play when I have been  
good,  
In between WORK and PLAY  
I take time to PONDER  
And I am surely not a FLAKE,  
If I forget to PONDER  
This hard SHELL will probably BREAK.  
As little boy was in AWE

As he asked Mr. Turtle "if his HARD SHELL could  
could could BREAK?"

Mr. Turtle Said "Not at all BREAK just rhymes with  
FLAKE."

And in a moment, Mr. Turtle winks as if to say good  
bye to little boy as he turns into a statue once  
more.

Little boy Inspired by Mr. Turtle decides to take a  
break on his way to the assess dome.

Now I know how to dream,

I can ponder anything,

Who I am is up to me?

This is the way BE BE FREE!!!

That is when Little Boy looked up and saw the  
access dome where you can find all the answers in  
the universe...With knowledge of the past, present  
and future?

When little boy  
entered the access  
dome with a glass  
ceiling of  
knowledge that  
extends as far as  
you can see and  
as far as you  
believe the eye  
can see.

As little boy  
turned to the left  
he saw 5 children  
representing all  
the children of  
the world.

The first child was a Native American  
with a lesson of nature.

Hi my is Aztec and I am pure to the  
core,  
Everything decision my people make,  
Is for what the future has in store,  
We appreciate people, We appreciate  
earth,  
Every moment is connected,  
Every moment is BIRTH.

The second child was from Brazil with a lesson of community which is an important skill.

My name is Marcos Antonio da Silva,  
And I am from Brazil  
I do what I LOVE  
And LOVE what I feel,  
Our people have a zest for life,  
A life of LOVE not Danger,  
We are all friends,  
We never meet a Stranger.



The third child was from Nigeria Africa  
with a lesson of the moment

Hi my Name is Cheneku,  
And I am from Nigeria,  
Living DAY to DAY, without future  
Hysteria,  
No way to tell, if today's TRUTH, Will  
turn to LIES,  
Tomorrow decides what happens,  
In this moment tomorrow HIDES.

The fourth child is  
from Egypt in the  
Middle East with  
a lesson of  
collective  
freedom.

Hi My name is  
Khaled,  
And I'm from the  
MIDDLE EAST,  
My people are for  
FREEDOM,  
My people are for  
PEACE,  
Global Freedom is  
a possibility  
One at a time and  
soon we'll all be  
FREE.

Hi My name is Vu,  
And I'm from Vietnam,  
HAP-PIN-NESS  
Is my favorite song,  
Learn to let go of troubled past,  
FORGIVE and FORGET,  
So trouble won't LAST.

As the last child speaks little boy notices that  
he is confused beyond all measure,  
So in a moment he decided to ponder the  
lessons in the access dome.  
Right than little boys focus looked up at the  
glass ceiling that appeared to him like a fly's  
eye.

This just confused him more and more and more... Then he realized it was time to go he decided to say good bye to his new friends and when he looked down they were all gone.

With a puzzled look on his face little boy noticed that off in the distance was the spiral of fun and he decided to go play on it. To get the top of the spiral of fun he had to climb a large hill and when he got to the top he was afraid to take the first step and once he did it was well worth it. As he played little boy was unaware that the spiral of fun started to change his relationships in the world. After playing for a while little boy felt tired and so alive the past was the past and now he could move on to create a better future.

Still in the back of his mind little boy thought, how can this magic last? As he started to ponder this own question, he saw the Feral cats off in the distance playing a little Hockey which could only make sense in a children's book not that there is anything wrong with that. Now let's get back to the story...

Little boy had never seen Hockey up that close,  
The feral cats that appeared to be wild in the past,  
We're working as a team to reach their goal as little boy  
And the other children of Montezuma Mesa watched in  
AWE.

Little boy watched as the puck went back and forth,  
forth and back.

So close that the puck flew out of the hockey rink and  
knocked him off his seat.

WOW, that was close a few moments later he AWOKE  
with all the feral cats standing by.

Then Terrence the captain of the feral cats said that little boy was okay and would live to see another day. When little boy came too he asked the feral cats the question, how can this magic last? And Terrence the feral cat said we are just feral cats if I were you I would like to answer that question go see the man who plays the chimes who lives in the tower in the castle.

Little boy asked, where can I find the man that plays the chimes

And Terrence the feral cat said "He is in the tower"

Than little boy asked with a little smile, where is the tower?

And Terrence the feral cat said "It is in the castle"

Now this time little boy was a little more frustrated and he asked "AND WHERE IS THE CASTLE?"

And Terrence said "It is right behind you go figure"

Although, little boy was mad moments before he started laughing with all the feral cats and then turned around to go into the castle, to ask the man with who plays the chimes, how can this magic last?



When little boy went into the Castle it appeared that no one was there. In the past little boy would have been afraid but now he was on a mission to see how anything and everything was going to come together. After a while he was able to find the tower and he felt he was getting closer to the man that plays the chimes.

Step by step he gained more and more excitement as he reached the top. And straight ahead there was a sign above a door that said "Come inside to see the man who plays the chimes who lives in the tower in the castle."

Little boy walked in and walked up to the man who plays the chimes who lives in the tower in the castle. Wow that is a mouth full from now on let's call him Bernie or "MR.CHIMES" that is the man who plays the chimes who lives in the tower in the castle not little boy. Okay now back to the story!!!

When little boy finally saw him the first thing he said was "hi, man who plays the chimes who lives in the tower in the castle, my name is little boy. (Well I guess some habits are hard to break) Now back to the story!!! "How may I help you?" asked "MR. CHIMES."

And when he was asked this question little boy was so excited that you was speaking so fast that Mr. Chimes couldn't understand a word.

So Mr. Chimes said to little boy  
"SLOW DOWN and GET IN THE MOMENT"

Than little boy took a DEEP BREATH, kind of like the one you want to take right now :)  
Than little boy said "I have two questions that I HOPE you can answer."  
And Mr. Chimes said "Let's take one at a time."

Little boy said "Sounds good, the first question is, How can we live our dreams and follow the rules?"

And Mr. Chimes said "That is a good question and good questions create good answers. You may not understand that now and you will understand that soon."

And Mr. Chimes goes on to say,  
The answer has been around for better or worse,  
At the tree of manifesto you charted your course.

In a moment,  
You decided to be FREE,  
An open POS-SIBILITY,  
You were committed to find your voice,  
In the ECHO CHAMBER,  
You made your CHOICE.

In the ACCESS DOME, you learned some  
knowledge,  
That you can learn, at any college.  
At this point Mr. Chimes asked "Does that  
make sense little boy?"

And little boy said  
"I understand all parts individually, and not  
as much collectively."

And Mr. Chimes, Chimed in with as a Mr.  
Chimes would do.

"Well little boy I think you got it, maybe now  
would be a good time to stop and ponder."

Little boy STOPPED AND PONDERED.

So little boy looked DEEP inside of himself to find the answer that was already there. Finally little boy was starting to get it and this made him worry even more. Right than little boy thanked MR. CHIMES for the new magic and said to Mr. Chimes, My second question is now that I have this new magic, How can we make the music last?

And listen closely to hear what MR. CHIMES is going to say that will echo INSIDE and OUTSIDE of you and through the WORLD and the ENTIRE UNIVERSE FOREVER!!!

How can we MAKE the music last?  
It is a good question and it is really close  
We need a better question  
Humanity is looking for a better question  
How about instead of MAKE we use LET,  
HOW CAN WE LET THE MUSIC LAST?  
Little boy was so excited to know the answer  
And MR CHIMES, was ready to give the answer  
Are ready for the answer?  
Just checking...Now back to the story  
This question can only be answered in only one  
way  
A COLLECTIVE BREATH FOR PEACE,  
Will always SAVE the DAY,  
And it is up to YOU and ME,  
In order to be FREE.

Little boy was so excited and ready to hear how...  
And MR. CHIMES goes on to say

It is really QUITE QUITE simple  
And when we remember,  
we're quite quite FREE.  
This SIMPLE SIMPLE idea,  
can change our HISTORY.  
Every time are STUCK

and you're not feeling  
QUITE QUITE FREE,  
This will really HELP YOU  
With this POS-SIBBILITY.  
Every time you hear a CHIME  
Around you EVERY DAY  
Take some time  
To TAKE AND BREATH  
And CREATE A BETTER DAY.



JUST 3 BREATHS is all it takes, To get  
your LIFE ON TRACK.

And than Mr. Chimes said "Are you  
ready to learn how?"  
And little boy said "YES YES, I can't  
wait."

Than Mr. Chimes said "For all that can hear me,  
COME PLAY ALONG."

INHALE PEACE AND EXHALE PEACE AND THIS IS  
WHAT YOU SAY

1. BREATH IN PEACE

BREATH OUT PEACE and in a whisper an say,  
"HOW CAN WE LET THE MUSIC LAST?"

2. BREATH IN PEACE

BREATH OUT PEACE and in a whisper an say,  
"HOW CAN WE LET THE MUSIC LAST?"

3. BREATH IN PEACE

BREATH OUT PEACE and in a whisper an say,  
"HOW CAN WE LET THE MUSIC LAST?"

And finally little boy was at PEACE

At this point little boy started to dose off even in the dream, and his last thoughts were some of the questions you are probably asking yourself right now...

What type of person will I be when I wake up in the morning?

How has this dream change me?

And how is the world changing around me?

When little boy woke up in the morning  
Nothing seemed to change,  
Little boy was puzzled,  
Little boy felt strange.  
Did I really dream that?  
Or was my dream just a DREAM?  
My toys are how I left them  
And my clothes are still the same  
I'm feeling lots of clutter  
What a silly silly game.  
Little boy came up with the idea...  
I got it I will go and see Dad,  
Wearing rainbow shoes  
And thanking me for being bad.

Okay that didn't work,  
All I got was a smile and/or maybe smirk.  
School was the same,  
And so were my friends,  
Same was how it started,  
And same how it ends.  
Last night I was a dreamer  
And today I felt like a FOOL,  
Tomorrow we'll start all over,  
Same friends Same school.  
On the way home little boy and his mom  
drove by a college,  
That was in the dream where he learned  
some knowledge.

All of the sudden  
Little boy didn't feel like a fool,  
There is where I learned to follow the rule,  
Not just that I learned how to DREAM,  
Put them together they make a mighty fine TEAM.  
Little boy asked his mom,  
If they could go on campus and go for a walk at first  
they couldn't find parking which happens a lot. Now  
back to the story...  
As they went on the campus little boy found his spark,  
He started to remember every single landmark.  
Little boy was so happy he didn't want to leave  
Wanting to know what the campus had up its sleeve.  
At first he didn't catch it, when he started to hear  
CHIMES,

This was a moment, a moment in TIMES.  
Without even thinking he took in a breath of  
PEACE,  
This was pretty powerful to say the LEAST.  
Than in the whisper no need for a YELL,  
A Powerful Powerful Powerful EXHALE,  
"HOW CAN WE LET THE MUSIC LAST?"  
Right here right now is where the story must  
start,  
Love your world and love your art,  
And remember why we spent this time,  
With lots of HOPE and PLENTY of RHYME.

## **THE START**









