

**WELCOME.**

**TELLING THE CO-OP  
STORY SO PEOPLE  
ACTUALLY LISTEN**

# **THE CO-OP DILEMMA**

**I ASKED MY WIFE.**

**“QUAINT”**

**“INNOCUOUS”**

**“WELL-MEANING FOLKS”**

**“LEFTIE”**

**“WOOLY”**

**“FLAKEY”**

# VANITY FAIR

SPECIAL  
EDITION

365 PAGES

WHAT DID WARREN BEATTY DO  
TO MAKE JACK NICHOLSON CRY?  
AND OTHER TALES FROM THE MAKING OF *REDS*...  
BY PETER BISKIND

SO HOW ARE ALL THOSE WIVES OF  
INDICTED BILLIONAIRES HOLDING UP?...  
BY DOMINICK DUNNE

TOM  
FORD'S  
HOLLYWOOD

MARCH 2006/\$4.50  
WWW.VANITYFAIR.COM

FORD'S FOUNDATION  
SCARLETT JOHANSSON, TOM FORD,  
KEIRA KNIGHTLEY, AND SCARLETT'S...

"I knew a phoenix  
in my youth, so let  
me have their do  
—WILLIAM BUTL

JUST  
JARED



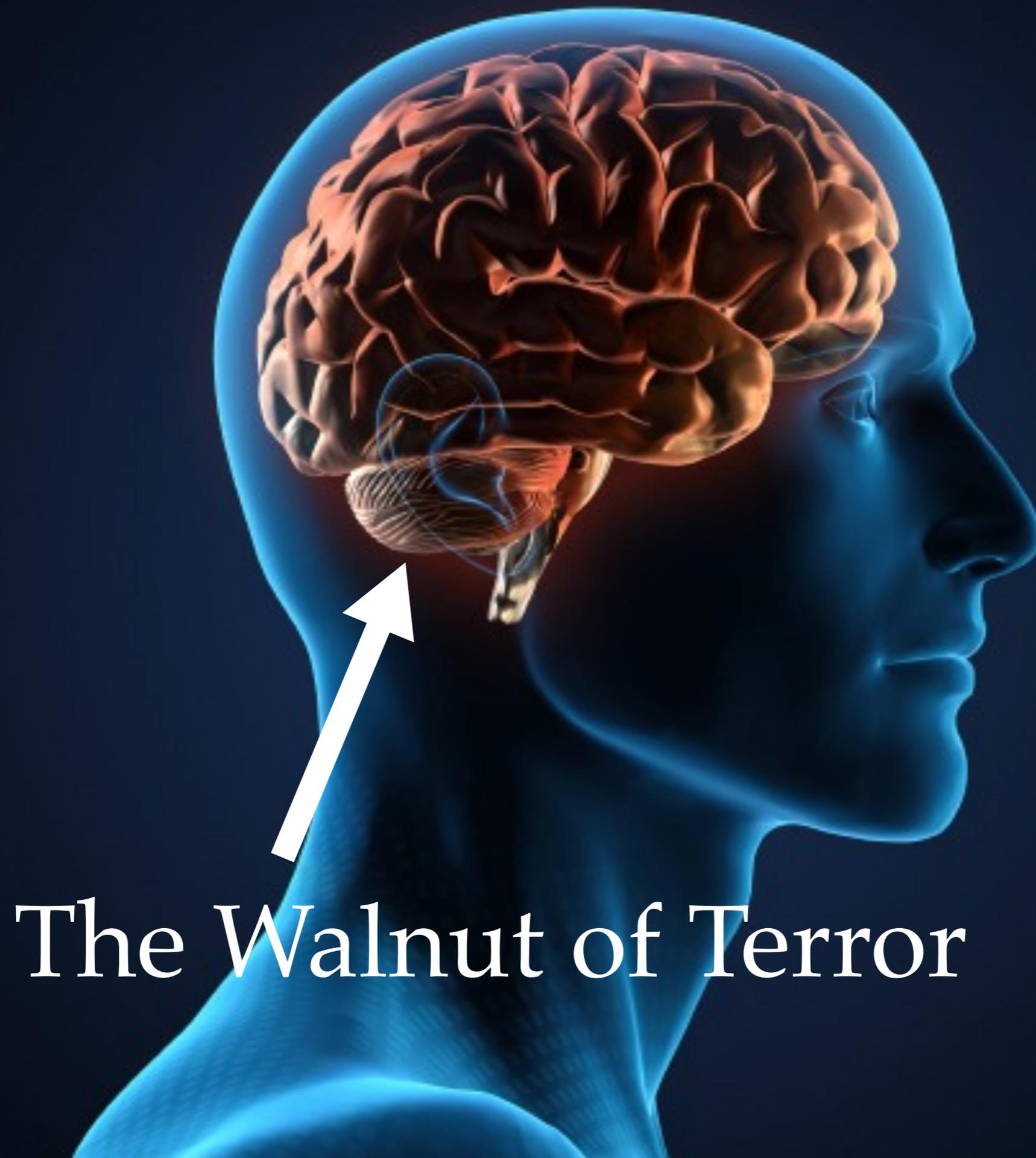
JUST  
JARED  
EOD 100

**SEDUCTION**

**HELP PEOPLE  
BELIEVE.**



**RESPECT BRAINS.**



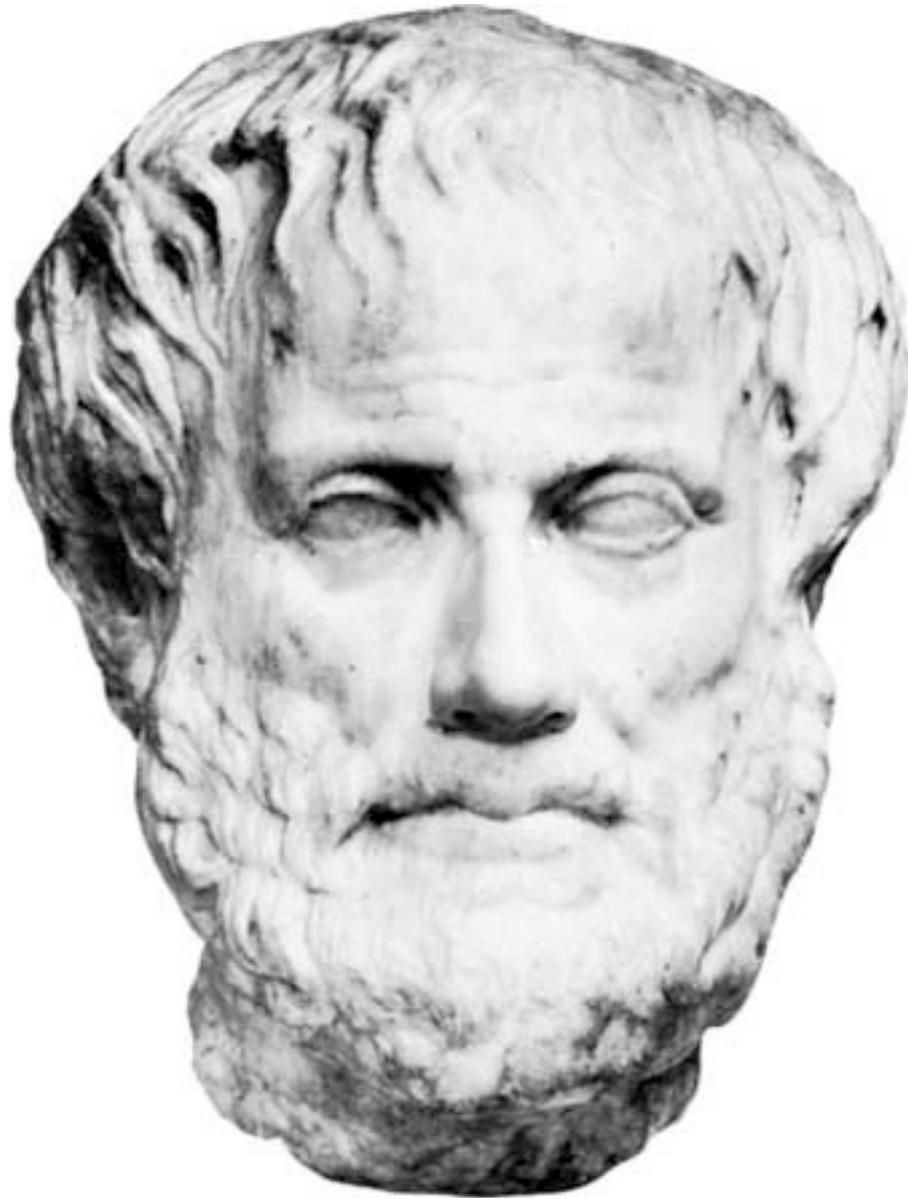
The Walnut of Terror

**THE 21ST CENTURY  
BRAIN IS DIFFERENT  
THAN THE 19TH  
CENTURY BRAIN.**



**BRAINS WANT  
STORIES.**

# THE PERSUASIVE ARGUMENT:



**1. Deliver a **story**** or statement that arouses the audience's interest.

**2. Pose a **problem**** or question that has to be solved or answered.

**3. Offer a **solution**** to the problem you raised.

**4. Describe specific **benefits**** for adopting the course of action set forth in your solution.

**5. State a call to **action**.**

**MYTH**



**TWO GOOD  
CO-OP STORIES**







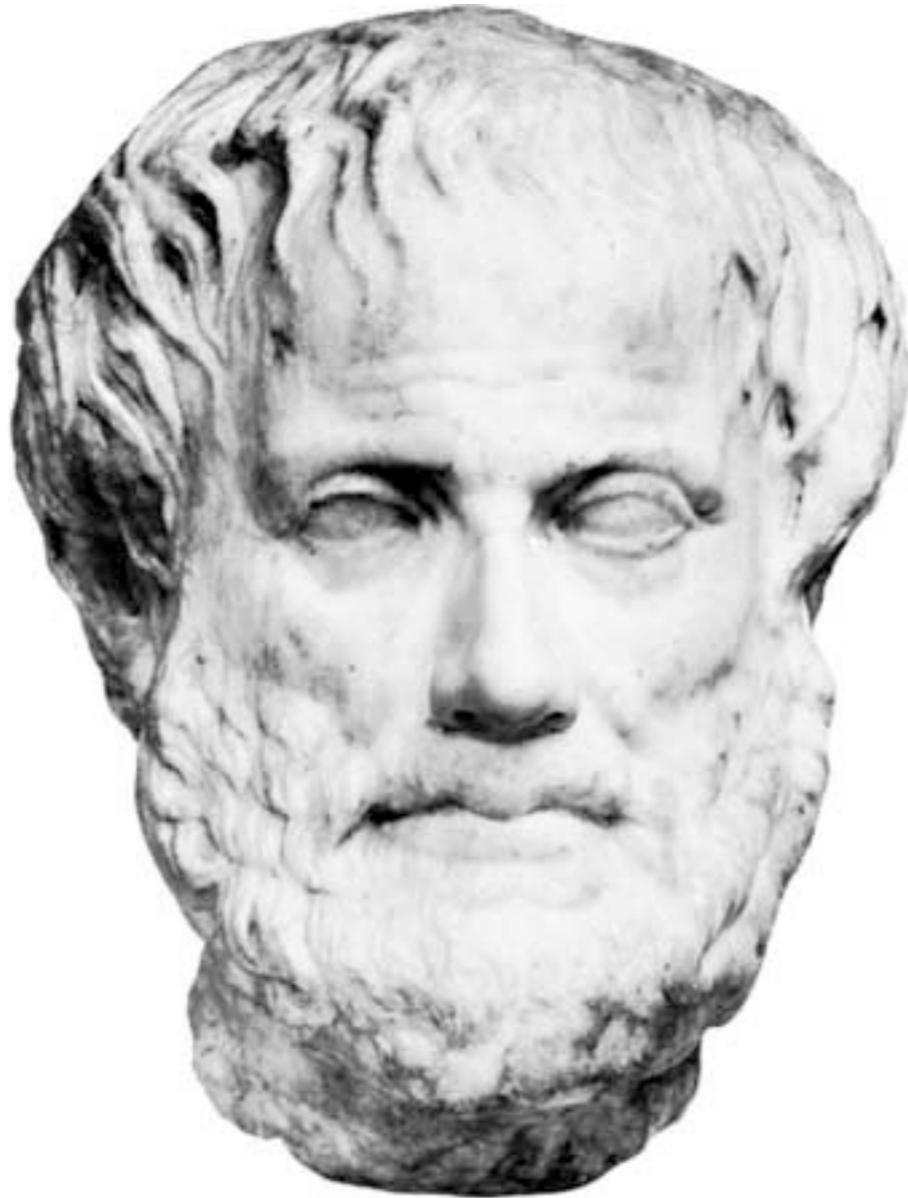
# **THE HERO'S JOURNEY**

**Pause for Fun:**

**In 4 lines,  
using Aristotle's 4 elements  
tell us a co-op story.**

**You have 5 minutes.**

# THE PERSUASIVE ARGUMENT:



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**5. State a call to **action**.**

# TIPS FROM 30 YEARS

**IT'S ABOUT THEM  
NOT YOU.**



**MAKE IT EASY  
OR DON'T BOTHER.**

**DIGESTIBILITY**



**CHUNKED**

# Online Marketing Advice

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## **A History of Social Media [Infographic]**

I'm going to let you in on a well-kept secret. There's nothing new about "social media." Further, most "social sharing" still happens outside of social networks. From the very first email sent by researchers in Switzerland in 1971, to modern sites like Google+ and Pinterest, the Internet, and the valuable content it distributes, have always [...]

## **The Dysfunctional Guide to Blogging (and Business) Success**

Ever wonder how some bloggers seem to suddenly take off — or come out of nowhere and steal your attention and your audience? Their subscriber numbers blow up into the six-figure digits ... they garner a gargantuan mob of Twitter followers ... and everywhere you look people are talking about them. To top it all [...]

## **Want to Create Something Amazing? It Starts With One Big Step**

Maybe you're a writer. Or a business owner. Or a professional marketer. Or all three of those. Maybe you're looking to widen your audience. Or you're just looking for reasons to be a little more excited when you get out of bed every morning. Maybe you want to launch a dream. Maybe you've worked up [...]

## **How to Set Up Your SEO-Friendly WordPress Website in 15 Minutes**

For serious WordPress publishers with specific online business objectives, there is no more critical component to your website's long-term value than its search engine rankings. Brian Clark reiterated this just a few days ago when announced the launch of Scribe 4.0: "... we consider targeted search engine traffic the most valuable site visitors you can [...]"

*"People are tempted to tell you everything, with perfect accuracy, right up front, when they should be giving you just enough info to be useful, then a little more, then a little more." -- Chip & Dan Heath*

# **THE CURSE OF KNOWLEDGE**

**STICKY**

**Sticky** = understandable,  
memorable, and effective in  
changing thought or behaviour.

Copyrighted Material

Why Some Ideas Survive  
and Others Die

MADE

to

STICK

Chip Heath & Dan Heath

Copyrighted Material

# **SUCCES**

**Simple**

**Unexpected**

**Concrete**

**Credible**

**Emotional**

**Stories**

**SIMPLE**



If you want to belong to a democratic organization that is owned and controlled by the people who use its services, an organization that can successfully compete in the marketplace without abandoning the values and principles that set it apart from other businesses, and an organization that returns its profits to the community, then you share many of the same values and priorities as the millions of people around the world who are already members of co-operatives and credit unions.

Imagine being able to control your economic future.

Imagine being part of an organization that operates on its values and principles.

Imagine joining with others to to build an enterprise. And share the profits.

That's the way co-operatives work.  
For everyone.

Co-operatives are the world's most popular way of doing business because the decisions and profits are shared by the people who do the work.

# **THE CURSE OF KNOWLEDGE**

## **Pause for Fun:**

**In **one line**, tell us  
what your co-op story  
is about **at its core**.**

**You have one minute.**

**VOICE**



**CLEAR**

## The beaten path

Here's a common mistake: make something amazing and figure that people will beat a path to your door.

Or go to a retailer or a sales rep or a middleman and expect that they will offer your product or service to their customers and let you keep most of the profit.

The beaten path isn't something that happens to you, it's something you build. It's not something convenient, it is, in fact, the primary asset of your organization.

Attention and trust are worth more than just about anything else, because they make it likely you have a chance to tell your story, which might resonate, which *then* leads to the beaten path. It's the last step, not the first..

**WARM**

## I've been remaindered

The true story of the [Seth Godin Action Figure](#): [Update: they may be all gone by the time you read this, sorry...]

It's a joke. But it's a real product, with tongue in cheek.

It was all for charity (the Acumen Fund gets all my royalties). [An old interview with all the details](#) here, including narwhals.

Years and years ago, I suggested this project to my friends at Archie McPhee because they're brilliant and funny and I'm jealous of what they do all day. And they (after six months of trying to persuade other, better authors to say yes) agreed.

And now, years later, after thousands of these little guys were sold, we come to the end of the line. Action figures are falling out of favor, they say, and they need to make room for bacon mints and flying pigs. And there's only a thousand left. Is your dashboard bereft? Here's your chance.

You can get yours for about half price! Just type in the discount code: **pokethebox** when you order (they tell me this is only for US orders).

Thanks, guys. Archie McPhee made me small, [plastic](#), articulated and delighted, all at the same time. Now I know how Mr. Bill feels.

**UP-FRONT**

*This isn't easy. We've made a mistake. It's one you might not regard with your usual good humour. Your order of anniversary t-shirts for **the co-op tree planting weekend** was inadvertently shipped to the BMO Nesbitt Burns Investment "Drive Results" Picnic. As you likely know by now, you received their shirts...*

**WORK  
CONSUME  
DIE**

**EMOTIONAL**

Imagine how good it would  
feel to join with others and  
build an enterprise around  
your most cherished values.  
You can do it. Millions have.

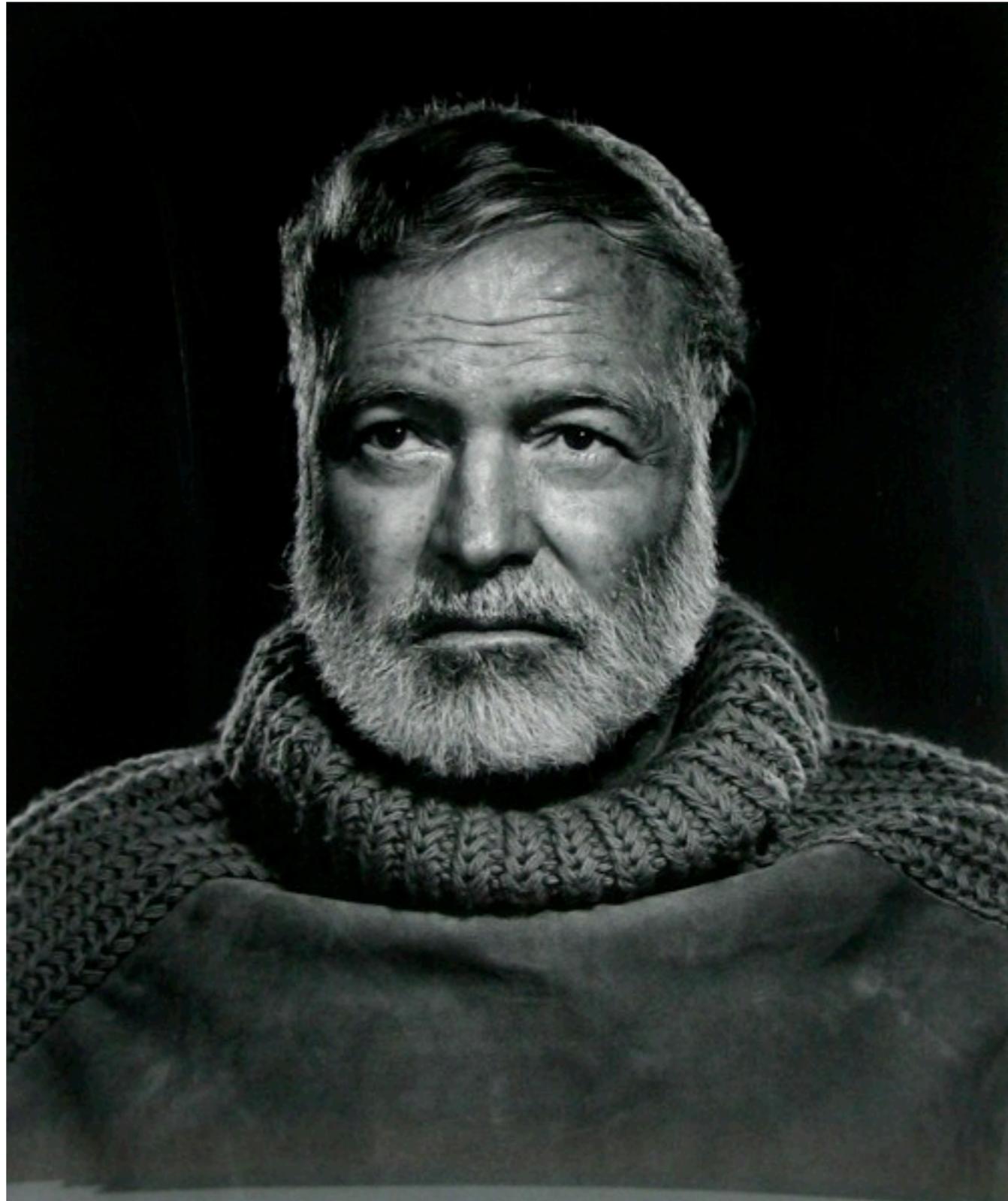
**WHAT MATTERS  
MOST?**

**PEOPLE CARE  
ABOUT PEOPLE.**

Sylvia Cameron's job in banking was financially rewarding. But something important was missing: a sense of personal mission.

In 2004, Sylvia resigned from the bank. With three close colleagues she launched Financial Options, a co-operative consultancy that helps new Canadians start their own businesses.

At first, it wasn't easy...



**"For sale: Baby shoes. Never used."**

*"The most basic way to make people care is to form an association between something they don't yet care about and something they do care about."* -- Chip and Dan Heath

**I**   
**MYSELF**

**CREDIBLE**



**UNEXPECTED**



**BREAK THE  
GUESSING MACHINE.**



**Rotation**



**Velocity**

Photo: Gabrielle Rovere. Makeup: Jylleen, using MAC Cosmetics. Hair: Curt Vincent for Ken Barbata Associates



WE'D RATHER

go

naked

THAN WEAR FUR!



## **Pause for Fun:**

**Tell us how to break the  
co-op guessing machine.**

- 1. Describe a part of the machine.**
- 2. Break it with a curve ball.**

**You have two minutes.**

**EYE-APPEALING**

# Typefaces & Column Width

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Co-operatives and credit unions recognize the importance of people and communities defining their own needs and working together to meet those needs. They are a powerful and democratic way to put decision-making into the hands of those who need and use the services. Co-operatives and credit unions are directed locally and invested in locally. Surplus profits are returned to the members and, therefore, remain within the community.

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## China Investment Treaty: Expert Sounds Alarms in Letter to Harper

Toronto-based authority urges PM to halt ratification, laying out numerous 'deep' concerns.

[Gus Van Harten](#), 16 October 2012, TheTyee.ca

View full article and comments:  
<http://thetyee.ca/Opinion/2012/10/16/China-Investment-Treaty/>

*[Editor's note: Gus Van Harten, a global authority on investment trade deals and international arbitration panels, has written a letter to Prime Minister Stephen Harper urging a full public review of a highly controversial investment and promotion treaty with China, the world's second largest economy. We publish that letter below.*

*The Canada-China Foreign Investment Promotion and Protection Agreement (FIPA) has profound implications for Canadian labour law, environmental regulations and democratic standards. If enacted by Nov. 1, the trade promotion deal will give unprecedented powers to China's state owned enterprises (SOEs) that are now investing billions in Canada's natural resources. The 41-year-old Osgoode law professor not only teaches investment law but is also the author of Investment Treaty Arbitration and Public Law (Oxford University Press, 2007). Unlike most experts in the field of investment trade deals, Harten makes no income from the lucrative legal work of international trade arbitration. Investment trade lawyers typically make between \$1,000 to \$2,000 an hour.*

*Neither the prime minister nor anyone on his behalf had responded to Van Harten's*

*letter as of 4:30 p.m. eastern time, Tuesday, Oct. 16.]*

Oct. 12, 2012

Dear Prime Minister Harper and Minister Fast,

I am an expert in investment treaties. As a Canadian, I am deeply concerned about the implications for Canada of the Canada-China investment treaty. As I understand, the treaty is slated for ratification by your government on or about Oct. 31. I hope you will reconsider this course of action for these reasons.

1. **The legal consequences of the treaty will be irreversible by any Canadian court, legislature or other decision-maker for 31 years after the treaty is given effect.** The treaty has a 15-year minimum term, requires one year's notice prior to termination, and adds another 15-years of treaty coverage for assets that are Chinese-owned at the time of termination. By contrast, NAFTA for example can be terminated on six months notice.

2. Other investment treaties (aka FIPAs) signed by Canada have a similar duration and, in this respect, are exceptional among modern treaties. Yet none put Canada primarily in the capital-importing position. As such, **the Canada-China treaty effectively concedes legislative and judicial elements of our sovereignty in a way that other FIPAs do not.** Chinese asset-owners in Canada will be able, at their option, to challenge Canadian legislative, executive, or judicial decisions outside of the Canadian legal system and Canadian courts.

3. To elaborate, **the treaty will likely be largely *de facto* non-reciprocal** due to

**SOCIAL =  
ULTRA-  
DIGESTIBLE**





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Information

Founded: February 4, 2004

82 Friends Like This

6 of 82 Friends See All



Michael Kempton-Jones Rodney Bethune Crystal Merritt



Benjamin Patch John Botbyl Siddartha Thota

24,369,086 People Like This

Facebook Like

- Wall
- Info
- Resources
- Stories
- Facebook Live
- Press
- >>

**Facebook** Don't just watch the U.S. election results, be part of the conversation during a Live Town Hall starting at 7 pm EDT Tuesday from ABC News and Facebook. Ask your own questions, answer surveys and invite your friends to watch with you at <http://apps.facebook.com/twentytenthall/>. Check out U.S. Politics on Facebook and ABC News for more details.

6 hours ago · Comment · Like

64 people like this.

View all 111 comments

Write a comment...

**Facebook** We're proud to be joining the Alliance To Save Energy and to be working on making the systems that run Facebook even more efficient.

facebook Facebook 'Friends' the Alliance to Advance the Cause of Saving Energy | Alliance to Save Energy

ase.org

In Facebook's explosive six-year history, millions of people around the globe have shared stories, made new connections and strengthened old friendships on the social networking site. But what many users don't know is that Facebook, which boasts more than 500 million users, also is a pioneer in ener

Saturday at 7:29am · Comment · Like · Share

11,158 people like this.

View all 1,922 comments

Write a comment...

**Facebook** No one wants spam on their favorite Pages, so we've launched new filters for Page admins to help improve the quality of posts you see. If you run a Page, be sure to like the Facebook Pages page for more updates.



Improving Page Content on Your Wall

Facebook Pages are intended to help people engage and interact with high quality content from their favorite brands and celebrities....

By: Facebook Pages

Saturday at 3:11am · Comment · Like · Share

Lidor Beck and 13,397 others like this.

Create an Ad

Connect With More Friends



Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads



Add to My Page's Favorites  
Suggest to Friends

THE FAME MONSTER including "Alejandro" & "Telephone" feat. Beyoncé available now!  
Follow Gaga on Twitter  
<http://twitter.com/LadyGaga>

Information

Genre:  
Pop/Dance  
Hometown:  
New York City  
Record Label:  
Streamline/KonLive/Interscope

13 Friends Like This

6 of 13 Friends See All



21,696,097 People Like This

Lady Gaga Like

Wall Info The Remix VOTE for GAGA Events Music >>



**Lady Gaga** So far, my favorite Gagaween 2010 costume is Farley! I had to do a double take + i think she stole my shoes! more



4 hours ago · Share

20,929 people like this.

View all 3,792 comments



**Lady Gaga** Photo of Superfan Ryan and I, as he heard my new single backstage for the first time. lolmonsters.



Saturday at 9:47am · Share

36,387 people like this.

View all 7,538 comments



**Lady Gaga** I promised unicorns would survive the bloody monsterball! OtherStuffedPrincesses will be beheaded. X



Saturday at 2:29am · Share

28,536 people like this.

View all 3,673 comments



**Lady Gaga** Eltono + Gullet! Finishing our duet Hello, Hello in studio. Sounding so amazing, some last finishing touches and off to the movies! October 28 at 5:08am

Create an Ad

Meet Singles near you



View photos of single women near you. Thousands of great people join Match.com™ Australia every month. See who's online now! It's free.

Grow Your Fanbase



Add a Promotions tab to your fan page. Go live with a viral sweepstakes, contest, or coupon in minutes with Wildfire!

D.I.Y. Solar Power



Don't buy solar panels. Make your own like I did. Watch the short video now!

Mike Klingler



A diverse "networking" community of "Go-Givers" who Thrive on learning, teaching & growing together - Click "Like" below & hop on in!

Akhil Kumar Chaudhary, Nina Anderson-Lewis, and 6 other

# Awkward Photos of Stephen Harper

All hail Our Glorious Leader Who Keeps His Hair in the Fridge.



Donna Venzi

10 followers, 15 pins



As my boyfriend so eloquently put it: He's spitting Canada in two!

1 like

cbc.ca



This is just magnificent.

fbodn-sphotos-a.akamaihd.net



What has been seen cannot be unseen.

news.ca.man.com



I own this book and every time I see it on my bookshelf, I imagine how much better it would be if it were a madcap Harry Potter-style adventure novel rather than the boring tonguebath it actually is.

nysl.biblicommons.com



I almost need a different pinboard consisting of pictures of our 22nd PM and cats. Sick.

1 like

pm.gc.ca



I have to admit that I find Stephen's fondness for our feline friends kind of charming. I'm not made of stone.

1 like

pm.gc.ca



No one should look that stoic in the presence of a baby panda. NO ONE!

google.ca



His face and his hands are conveying two different messages.

google.ca



How deeply he cares. You can feel it.

pm.gc.ca



For a GB leader, he looks really intent on winning this match.



I really like the "Bitch, please" expression on the cow's face.

therecord.com



That is more unfortunate than awkward.

with-ezine.com



Nice arm. Very athletic.

google.ca

**WE ARE ALL  
PUBLISHERS NOW.**

**THE STAKES  
ARE HIGH.**

**ZEITGEIST**

**NOT**

**ZZZZZZ**

**CO-OPERATIVISM**

**A GREAT STORY THAT  
MUST BE WELL TOLD**

**SEDUCTION**



**THANK YOU.**