MASTER RECORD

Joseph Bender

Everything on file — profile, ventures, projects, accounts, and open items

Compiled from all chat history and stored notes · 2 September 2026

This document consolidates every piece of information across your conversation history and saved notes into one place. It covers who you are on paper, the two sides of the business you are building, every project that is currently open, the tools and accounts in play, and a consolidated list of what is still unfinished. Items marked **unconfirmed** are placeholders or gaps that need your input.

1. Personal Profile

Field	Detail
Full name	Joseph Bender
Phone	419-357-4817
Email	Cloudman007@icloud.com
Age	Turning 32 (as of August 2026)
Current role	Bartender, Cedar Point — Sandusky, Ohio (2025–present)
Base region	Northern Ohio — Sandusky / Vermilion / Kelleys Island corridor
Self-description	Entrepreneur; consistent work ethic carried across industries

Working style and preferences

- Communicates casually, often by voice-to-text, in short abbreviated bursts.
- Visual learner — responds to vivid imagery and concrete examples over abstract explanation.
- Prefers plain, narrative explanation over dense lists of raw data or numbers.
- Direct and emotionally honest; values being met with the same directness.
- Wants results that make money, not demos — has said plainly that the priority is getting something off the ground.

2. Work History

Roughly a decade in hospitality plus five years running the administrative and operational side of a construction company. Three tailored résumé variants exist based on this history: bar/restaurant, guest services, and office/admin.

Years	Role	Employer / Location
2025–present	Bartender	Cedar Point — Sandusky, OH
2024–2025	Server	Fine dining restaurant — **name and city unconfirmed**
2023–2024	Bartender	Sports bar, Iowa — **name and city unconfirmed**
2020–2023	Server & Bartender (seasonal)	Bag the Moon Saloon and Dockers Waterfront Bar & Restaurant — Kelleys Island, OH
2015–2020	Office Manager	Bender Construction / All Sites Construction (family-owned) — **city unconfirmed**

Transferable strengths

- Construction office management: bids, invoicing, subcontractors, equipment and machinery sales, large-scale project coordination. This is a genuine differentiator — most seasonal and hospitality applicants have nothing comparable.
- High-volume bar experience plus a fine-dining track record.
- Bar and venue network is a natural built-in client base for selling web design services.

Credentials gap

It is still unconfirmed whether you hold ServSafe or TIPS certification. If not, TIPS is online, inexpensive, and required by some resorts — worth getting before applying widely.

3. The Business — Overall Frame

As of September 2026 the venture is framed as one business with two revenue lines: **digital products** sold on Etsy, and **marketing and web design services** sold to local businesses and independent artists. The digital-product side is built and unlaunched. The services side has assets built but no signed client.

3A. Digital Products — Printable Planner Shop

Item	Status
Etsy shop	Exists. Account under first name Joseph. Shop name **LegacyM57** — a placeholder. 0 listings live, 0 sales.
Working brand name	**Stillpoint Paper Co.** — placeholder on the files, **not yet confirmed**
Catalog	**Built and delivered.** 500 pages total: 22 collections, 5 paper sizes each, colour and low-ink editions

Packaging	23 Etsy-ready listings, print-ready PDFs
Blocker	Nothing has been posted to the shop

How the direction evolved

- **August 2026** — Venture launched. First niche chosen: bartender and server money planners (tip trackers, irregular-income budgets, seasonal-work savings plans).
- **September 2026** — Niche dropped entirely. Went broad instead: a large catalog driven by research into what already sells on Etsy and Canva.
- Decision to produce print-ready PDFs rather than hand-building pages in Canva, with the explicit goal of beating existing competitor listings on quality.

Design principles applied to the catalog

Twenty UX and psychology laws were mapped onto the shop and the pages themselves. The highest-leverage ones for your situation:

- **Tesler's law** — Complexity relocated, not deleted. You already absorbed it: 5 sizes and colour/low-ink means the buyer just picks a size and prints. Market this.
- **Jakob's law + Law of Prägnanz** — Keep familiar layouts (weekly spread, budget columns) and win on execution. Simple covers that read instantly at thumbnail size, where every sale starts.
- **Pareto principle** — Roughly 20% of the 22 collections will drive 80% of sales. Launch, watch the stats, then pour effort into the winners.
- **Von Restorff effect** — One signature visual element on every cover so thumbnails pop in a wall of identical Etsy results.
- **Zeigarnik effect** — Habit trackers and progress bars with visible empty boxes are this law monetized. Lean into them.
- **Hick's law** — Make each listing solve one clear problem; use bundles so buyers pick a category, not from 500 pages.
- **Peak-end rule** — Beautiful welcome/instructions page, and end each PDF with a thank-you plus bonus page.

3B. Marketing & Web Design Services

Asset	Status
Cold outreach sales script	Drafted. Five phases: opener, discovery questions, pitch, objection handling, low-pressure close with a free mockup offer. **Still needs a target business type and outreach channel picked** (phone, walk-in, or email)
Concept music website	Built and ready to demo for a friend. Survival/struggle/triumph theme, scroll effects, level markers LVL 00 “The Bottom” through LVL 05 “Bigger Than Ever”. Next step: real content, then a Netlify Drop link
Sales process	Mapped end to end: finish demo, deploy free via Netlify Drop, price, written agreement with deposit, domain and hosting, wire up email/Spotify/tickets, launch, then monthly maintenance as recurring income
Prospecting	Research started on privately owned Vermilion, Ohio businesses with poor websites — **never completed**
Client research	Schaeffer Spa (Amelia, OH) and Chez Francois — early research only, **no results reached**

4. Active Creative Projects

Doni Kartel artist website

Promotional site for an independent Cleveland hip-hop/drill artist (also known as Tha Spyder and Doni Darko), releasing under Kartel Media Korp. A full research dossier was produced: biography, 2020–2025 discography including the albums *Rainman* and *Heavy Is The Head*, verified Spotify and Apple Music links, Instagram @donikartel at 10K followers, label ownership, and collaborators. YouTube, TikTok, SoundCloud, Audiomack, and the booking email were flagged as unverified and need pulling manually from the Instagram bio.

- Design foundation: red, black and gold, tied to crown, spider, Greek statue, storm and horror motifs.
- Built on Higgsfield using the cinematic scroll-scrub template, subdomain **donikartel**, website ID ae59688e-4795-4ddb-bcdd-a17ae98e288e.
- **Status: created 29 August 2026, never deployed.** No live URL. This is the one build that uses real AI-generated film rather than CSS tricks — the exact tool for the look you keep asking for, sitting half-finished.
- Note: this is promotion for someone else's music with no revenue attached to you.

Cove mind-burst video

Cinematic concept: a man by a rocky cove whose thought explodes from his mind, sending a shockwave across the water that rebounds off the cove walls and destroys the ground behind him. Synced to “Alvina” by MNATEE and GigaTrigger at 140 BPM, with music added in post rather than baked into the file.

- Scene 1 generated on Higgsfield Seedance 2.5 — 12 seconds, 16:9, beat-mapped to the 140 BPM grid with the burst at 6.86 seconds to hit the drop. Job ID d7d27cf8-7fa0-42b1-9d5a-2393b0e23961.
- Scene 2 designed as an implosion reversal of Scene 1, on the same beat grid. Approved but not yet generated.

- All settings, prompts, beat maps and editor alignment notes saved to a Notion page: “Cove Mind-Burst × Alvina — Beat Sync Sheet”.

Other finished pieces

- **Golden Hour GSAP demo** — single-file scroll-animation demo page themed as a fictional cocktail bar. Load timeline, stagger reveal, pin-and-scrub SVG whiskey glass fill, word-by-word opacity scrub.
- **Cupcake advertisement** — bakery-style SVG poster in cream and terracotta. Dollar-per-cupcake sale, four flavours: peach cobbler, lemon shortbread, brownie peanut butter, strawberry crunch.
- **Legacy M57 business card** — requested, not built. Blocked on: what Legacy M57 actually is, your title, which contact details to show, and brand colours.

5. The Scroll-Effects Problem — Diagnosis

A full audit was run across past builds, the Higgsfield account and every connector, after repeated frustration that every website came out looking the same. Four causes were found:

- **The master prompt causes the sameness.** The reusable prompt saved to Notion hardcodes the same six sections every time — and one of them is literally "word-by-word text lighting tied to scroll." That is the glowing middle paragraph you are sick of. Any AI given that prompt rebuilds the same site.
- **iPad and phone switch off the good effects.** Every GSAP build included fallback code disabling pinning and scrubbing on touchscreens and swapping in plain fades. On the only screens you own, every site collapses into the same fade-and-glow look. Fix: build mobile-first, not desktop-first with fallbacks.
- **GitHub is doing nothing.** There is no GitHub connector on the account, and adding GSAP to your GitHub unlocked nothing — it is a free library every page already pulls from a single CDN line. Neither helping nor hurting.
- **The one genuinely different build was never deployed** — the Higgsfield donikartel site.

Bottom line on revenue: scroll effects were never what stood between you and a first sale. An unlaunched shop is. The 23 finished Etsy listings are complete with nothing posted.

6. Seasonal Job Search

Applying broadly to CoolWorks listings that include staff housing. You need a place to live and want to start as soon as possible, and are open to relocating for a full season.

Assets ready

- Three résumé variants delivered as Word documents: bar/restaurant, guest services, office/admin.
- Cover letter kit with an opening and closing bank — a fixed middle section selling the high-volume and fine-dining record, with a custom opening and closing per property. Roughly two minutes per letter.

Five questions to ask every employer

These separate a season where you save real money from one where you break even. Filter on what the housing actually is, not just that it exists.

- Cost per pay period, and whether it is deducted pre- or post-tax.
- Dorm with a roommate, shared apartment, or RV site.
- Whether housing is guaranteed on hire or waitlisted.
- Meal plan cost, and whether it is mandatory.
- End-of-season bonus, and whether it is forfeited if you leave early.

Timing warning

Winter hiring on CoolWorks peaks September through October, so you are in the window. But most ski resorts hire now while housing does not open until mid-to-late November — you could hold an offer with a two-month gap. Ask the start date early and say plainly you want to start as soon as possible. Winter national parks such as Grand Canyon and Death Valley tend to start earlier than ski, and Florida and Arizona properties run through fall.

Also worth knowing: the big concessionaires (Xanterra, Aramark, Delaware North, Vail) run portals with no cover letter field at all. Independent lodges and ranches are where a letter actually gets read. With

high-volume bar experience you have more leverage than the average applicant, so blanket-applying may undersell you. Bar positions at ski resorts and lodges are where the tips are — ask about tip pooling structure and how dead the shoulder weeks get.

7. Tools, Accounts & Setup

Area	Detail
Hardware	**iPad and phone only** — no Mac or Windows computer. This constrains everything: it is why desktop-first scroll effects fail, and why most developer tools are out of reach
Technical comfort	Fine with using a terminal and installing dev tools when walked through step by step
Connected services	Higgsfield, Notion, Canva, Gmail, Google Drive, Google Calendar, AccuWeather, Atlassian Rovo, B12
Not connected	**GitHub** — no connector exists on the account
Notion	To Do List database in active use; several project pages created including the Etsy Planner Shop page, the cinematic scroll prompt, and the Cove beat sync sheet
Higgsfield	Website ae59688e-4795-4ddb-bcdd-a17ae98e288e (donikartel, undeployed); video job d7d27cf8-7fa0-42b1-9d5a-2393b0e23961

AI tooling explored

- **Darwin AI assistant** — looked at building or buying something equivalent. Free open-source alternatives exist: OpenClaw, Jan, AnythingLLM.
- **emergent.sh** — a separate vibe-coding platform running Claude models underneath, with mixed reviews on its credit system and support. Most of the scroll effects you wanted can be built directly in chat without it.
- **claude-watch** — a free public GitHub project that pulls video frames and transcripts for analysis. Most versions need a desktop; a .skill version exists for claude.ai. Installation steps were saved as a Notion task.
- **GSAP** — went fully free in 2025 after the Webflow acquisition.
- **Morning brief** — setup started, not finished.
- **Open decision** — cloud-only AI setup versus buying a roughly $200 mini PC. A mini PC would also solve the iPad-only screen problem.

8. Financial Goals

The stated goal is building to a million dollars. Two paths were mapped: low-cost index funds as the reliable floor, and business or real estate ownership as the upside engine — recommended in combination, not as an either/or.

- Your hospitality plus construction-admin combination suits starting a trades or service business, acquiring an existing small business via financing, or launching a mobile or event bar operation in the Sandusky area.
- **Explicit caution: do not buy a traditional bar as a wealth-building strategy.**
- No income or savings figures have been shared. None of this is formal financial advice.

9. Personal Interests

Astrology and gematria

You follow eclipses and planetary alignments as they happen and request full natal chart and transit readings for people in your life. Preferred delivery: warm, mystical-but-grounded prose, minimal formatting, no skeptical disclaimers.

A full reading was produced for **Sylver Ubasti LaVeau** (born 1 September 2002, 3:33 AM EDT, Cleveland, Ohio — two days early and in an unplanned location, which was woven into the reading). Computed from a real Python ephemeris rather than estimated. Key threads: a 29° Cancer anaretic Ascendant read as a threshold birth; Moon-Saturn conjunct in Gemini in the 12th; a grand air trine across Gemini, Libra and Aquarius; Mercury in Libra as chart ruler; Pluto conjunct the South Node in Sagittarius as a karmic axis. For 2026: a lunar eclipse opposing his natal Sun days before his solar return, a solar eclipse in his 2nd house coinciding with his second Jupiter return, Saturn stationing on his Aries Midheaven. A gematria reading of the name was also produced (Sylver 101, Ubasti 72, Laveau 62, reducing to 1 / Aleph). An offer to run his 1 September 2026 solar return chart is still open.

Other

- Worked through repairing a close friendship after a falling-out, including drafting an apology that owned the specific overreach without grovelling.
- Practical one-offs handled: adding a phone number to Zelle in the Chase app, adding a member to a GitHub organization, and Jet Express ferry departure times (Sandusky route — call 800-245-1538 to confirm the daily schedule tier).

10. Open Items — Everything Unfinished

Blanks only you can fill

- Fine dining restaurant — name and city (for the résumés).
- Iowa sports bar — name and city.
- Bender Construction — city.
- Whether you hold ServSafe or TIPS.
- What Legacy M57 actually is, plus your title and brand colours.
- Final brand name for the shop: Stillpoint Paper Co., or something else?

Etsy shop — the highest-priority track

- Confirm the brand name.
- Rename the shop from LegacyM57: Shop Manager → Settings → Info & Appearance. The Etsy Seller app is easiest from the iPad.
- Put the first 5 of the 23 listings live.
- Set prices against the top competitor listings.
- Upload the remaining 18 listings.
- Decide the first marketing channel: Etsy SEO, Pinterest, or coworkers.

Services and projects

- Music site: drop in real content and send your friend the demo link.
- Sales script: pick a target business type and an outreach channel.
- Doni Kartel site: finish and deploy, built mobile-first this time. Manually pull the unverified links from the Instagram bio first.
- Cove video: generate Scene 2.
- Vermilion business prospecting: finish the directory sweep.
- Send 5–10 CoolWorks listings so the cover letters can be written straight through.

Setup and admin

- Finish the weekday morning brief.
- Make a free GitHub account and look at the OpenClaw project page.
- Install the claude-watch skill.
- Try Claude Cowork on the web.
- Week-1 review: cloud-only AI setup versus a roughly $200 mini PC.

The single most important line in this document: you have a finished 500-page product catalog packaged into 23 ready listings, and a shop with zero listings live. Everything else on this page is secondary to posting them.

11. Conversation Index

Every conversation on record, newest first.

Date	Subject
2 Sep 2026	Evaluating CoolWorks housing offers — résumés and cover letter kit delivered
2 Sep 2026	Audit: why every website comes out the same
2 Sep 2026	Twenty UX laws mapped onto the planner catalog
2 Sep 2026	Building a personal AI assistant; Notion pages and task list created
2 Sep 2026	Cove mind-burst video — Scene 1 generated, beat sync sheet saved
2 Sep 2026	emergent.sh; cinematic scroll master prompt saved to Notion
2 Sep 2026	claude-watch GitHub project and iPad install steps
31 Aug 2026	GSAP and GitHub; Golden Hour demo page built
31 Aug 2026	Vermilion, Ohio businesses with poor websites (incomplete)
31 Aug 2026	Paths to building a million dollars
31 Aug 2026	Legacy M57 business card (blocked on details)
30 Aug 2026	Schaeffer Spa and Chez Francois research (incomplete)
30 Aug 2026	Adding a phone number to Zelle on Chase
29 Aug 2026	Natal chart and 2026 transits for Sylver Ubasti LaVeau
29 Aug 2026	Adding a member to a GitHub organization
29 Aug 2026	Doni Kartel dossier and cinematic website build started
29 Aug 2026	Music site with climbing scroll effects; how to sell websites
29 Aug 2026	Professional cupcake advertisement
29 Aug 2026	Sylver LaVeau natal chart and gematria reading
27 Aug 2026	Jet Express ferry last departure times
26 Aug 2026	Sales script for selling websites to local businesses
26 Aug 2026	Repairing a friendship after a falling-out
26 Aug 2026	Professional résumé with entrepreneurial framing