



1



2

13WAYS

2

**DON'T  
ATTRACT  
BUSINESSES**

3

13WAYS



3

**DON'T  
ENGAGE  
YOUTH**

4

# 4 DECEIVE YOURSELF

5



# SHOP ELSEWHERE

6



7



8



13WAYS

# 8

LIVE IN THE PAST

9

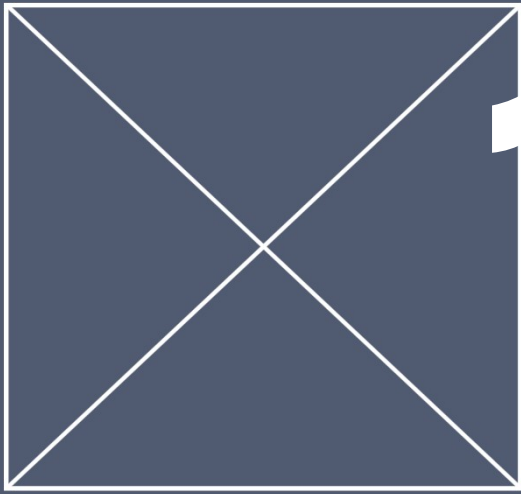


13WAYS

# 9

SHUT OUT YOUR SENIORS

10



# 10

**REJECT  
EVERYTHING NEW**

11

# 11

**IGNORE  
OUTSIDERS**



12

# 12 GROW COMPLACENT

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13

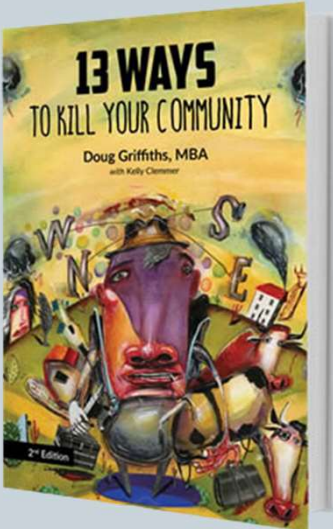
# 13



**DON'T TAKE  
RESPONSIBILITY**

14

**THERE'S  
ALWAYS A  
WAY...  
TO SUCCEED.**



[www.13ways.ca](http://www.13ways.ca)



+1 (587) 573-1313



13WaysInc



13ways.community



[info@13ways.ca](mailto:info@13ways.ca)



Doug13Ways



Griff13Ways