

McBackpack Ideas

- Video:
 - Tutorial video on something we dont know how to do (repair an air conditioner)
 - Inspo: Infomercials
- Funny meta blog post about potential ideas for mcbackpack
- McBackpack merch–Hoodie with backpack sewn into it
- Fucked up chunk/buddy/dog/cat edits
- Most iconic pictures we have of our moms
 - Oh facts thats funny
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Izze blog ideas:

- On being the luckiest person alive
- Cat shirt consciousness revised
- On knowing people–what does it mean?
 - Shifting perspectives based on environment

Montana blog ideas:

- The Pile, how it is a metaphor for my whole life
 - the status of the pile = status of my mental health
 - maintenance of the pile

Visuals:

- Constant evolution, kinda just whatever we want??
- Dude what if it was full of insane ads, we could make our own
- It could be like infinite scroll ads and never get to the recipe lol, no idea how to actually do that but i bet we could
 - Bro yeah lets do that thats hilarious
 - Such grand ideas we have
- I wanna have like one page of my blog resemble like middle aged white mom blog food post for chocolate chip cookie like visually but talk about some fuck shit
- Bird flight tracking background
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Texting

- I like that our ideas jump from deep and philosophical to like garbage shit posting lol, feels like the brand
- Its fucking perfect tho. I feel like its hella us thats what mcbackpack feels like
- Its funny because I feel way more comfortable expressing myself in a way like that which honestly mimics irl in such a funny way, like playing off serious situations y making it funny
- I watched this one video of pc music talking about like the irony of their music and just how over the top it is as a response to the like growing electronic age and the absurdity of the world we are living in its kinda like that

- Also this is like some real fucked of form of texting cause you can see every like typo and its in real time and scary
- Ya dude I keep getting self conscious about not knowing how fucking spell lol
- Grammarly tap in
- Or idk type more
- Oh ya i use that shit, i just watch myself pause on certain words, its funny
- I feel ya
- I need to finish better call saul im on the very last episode
- Text me
- Ok lol
- This entire doc should be a blog post, as is

Music:

Web:

Blog: monkey

Music: glass starfish

Shop: YOMS logo

About: faces

Scattered around

Blueish white background

Jared button

About page: text floating around image