



Sample Interview Questions for Matt

1. Just to pose an expected question most people might ask about the book: **What is a Z-ism?**
2. Who do you think would benefit most from reading *Z-isms*?
3. What would you say are the “take-aways” of reading *Z-isms*?
4. How would you characterize what makes *Z-isms* different?
5. One of the central focus of the book is the concept of “Earned Confidence.” Can you share more about what that’s about and how it can help people in their daily lives.
6. Another theme of the book involves the “filters” each of us have in how we experience the world around us, what do those involve? (re: Perception, Mental/Mood Health)
7. One of the unusual topics in the book involves Being Aware of Spiders, which you describe as those who manipulate and drain others. Can you explain more about that?
8. In addition to self-discovery and improvement, there seems to be a lot of emphasis in *Z-isms* about relationships and personal interactions, what sorts of topics does the book emphasis there? (re: Spiders, Elements/character traits, Managing Energy, our Tribe, Swimming with the Current)
9. Another aspect of the book gets into mindfulness and Amplifying Gratitude, how does *Z-isms* address that subject? (re: Swim with the Current, Making Coincidences Matter, 11:11. Law of Attraction)
10. There’s also a lot of emphasis on personal well-being, in what ways? (re: Mood Scale/Mental Health, Being a Life Athlete, Managing Energy, Winning the Battle Within)
11. There’s a chapter about the “Elements in Motion” and the natural characteristics and interactions involving Fire, Air, Earth and Water; can you share more about that?
12. The book seems to culminate around the topic of readers being able to pinpoint their “Why” and then how to pursue and achieve those goals. How does the book help them do that?
13. Tell us about the nonprofit you founded and how your entrepreneurial experiences influenced the book.
14. You describe Z-isms as having numerous tools, including a Perception Snapshot, Self-Care Report Card, and suggestions for readers to customize a Life Enrichment Action Plan (LEAP). Can you share more details about those take-aways?
15. Aside from the book, can you tell us more about your podcast, “Insights to Live By,” along with your other current endeavors and future plans?

