

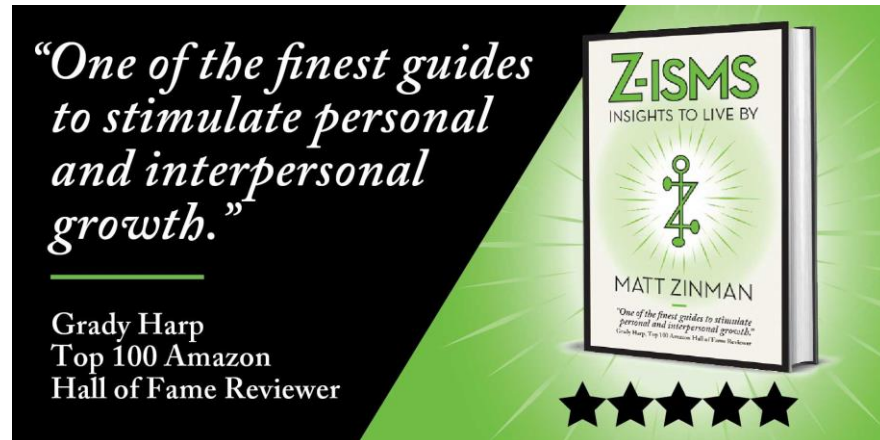
Personal Enrichment Book Delivers Insights to Live the Best Life

Exclusive Reader Forum Will Exchange Pearls of Wisdom

Philadelphia, PA – What do you wish your younger self knew? What life lessons would you share to benefit others? These are among the core questions Matt Zinman posed as inspiration to deliver an intimate and freshly optimistic personal enrichment book to provide readers with a blueprint and the practical guidance to create and live their best lives.

Richly authentic, deeply personal and highly motivating, *Z-isms: Insights to Live By* offers new ways to better ourselves, our experiences and our encounters. Matt keeps it casual with readers, as though in private conversation, freely sharing his own life experiences and the challenges he overcame as an entrepreneur, athlete, single parent, caregiver, consultant and nonprofit founder.

It's impossible to read this book and not be better for it.



Of course, the obvious question upon first impression almost asks itself: "What is a Z-ism?" Matt defines it as:

Pearls of wisdom, original wit or personal experience shared to positively impact as many people as possible; Insights to Live By.

"What matters above all else is that *Z-isms* is not exclusive," Matt says. "It's about anyone who possesses unique insights that they want to make known for the greater good.

"Not everyone has a book in them, but just about everybody has something exceptional within themselves that they've come to know. It might be a phrase of pointed advice that their parent or grandparent instilled in them. It could be what they find meaningful enough to put under their email signature or post on social media. Greater inspiration may come from a profound life event or experience over time," he explains.

As an extension of publishing *Z-isms*, Matt aims to create a thriving, exclusive Reader Forum where like-minded individuals exchange their own Z-isms to inspire, support and accelerate one another's personal growth. Accessible through Z-isms.com, readers can continue to interact with Matt. In this way, the book will remain unbounded.

“I felt it was essential to ‘put myself out there’ and disclose some very personal aspects of my life for readers to really connect and have a frame a reference for what I’m saying,” Matt explains. “There’s only so much that can go in the book. Cultivating a private community and forging greater trust among readers will also enable me to be more comfortable to expand on what’s in print.”

“A highly personal and practical primer packed with anecdotes and life lessons. It’s also well-written, easy to understand, concise and often quite funny.”

- John J. Kelly, Detroit Free Press, 5-star review

Matt’s goal is to provide as much practical guidance as possible and describes how readers will come away with:

- unique approaches to self-discovery with a certain mindset to defeat unnecessary worry, anxiety and stress; ways to find and stay in your zone; and, straightforward solutions to ease daily living;
- original concepts to improve your relationships and interactions by sizing people up, seeing things differently, saving yourself from common hassles, eliminating needless assumptions, and better managing your energy;
- techniques to heighten mindfulness, such as learning how to go with the flow, harness gratitude, achieve your *why*; and,
- actionable tools and practices to enrich your life by winning the battle within, becoming a life athlete and maintaining self-accountability.

In making his commitment to be comprehensive, Matt was sure to feature a few chapters with the essentials for a straightforward, total personal development tune-up. On the whole, readers will find that the book delivers on originality and advances some original topics, such as about making coincidences matter and the experience of ‘catching’ 11:11 on digital displays.

“Matt Zinman has provided each and every one of his readers with a blueprint for success, both in business, and in life.”

- Susan Keefe, Midwest Book Review, 5 star review

Additionally, there are numerous tools to customize a Life Enrichment Action Plan (LEAP), including the Self-Care Report Card, a Perception Snapshot and the Mood Scale — all for readers to take the right steps to achieve personal growth and live their best lives.

Z-isms: Insights to Live By, ISBN 978-1-7346781-0-9 (2020), ZU Publishing, Inc. paperback, \$16.95, ebook: \$8.99, 222 pages, available on [Amazon](https://www.amazon.com) and soon-to-be from Barnes & Noble and Goodreads.

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Excerpts from *Z-isms: Insights to Live By*

FROM PREFACE:

Z-isms [Zee-iz-umz]
(Noun)

Pearls of wisdom, original wit or personal experience shared to positively impact as many people as possible; Insights to Live By.

What matters above all else is that *Z-isms* is not exclusive. It's about anyone who has cultivated unique insights that they want to make known for the greater good.

Not everyone has a book in them, but just about everybody has something exceptional within themselves that they believe would help others to know.

There's no substitute for experience.

FROM CHAPTER 1: EARNED CONFIDENCE

Every one of us identifies with having been through however much in our lives. What doesn't kill us makes us stronger, right? And here we are: still standing!

Earned Confidence, among other things, enables us to apply the logic of experience to save ourselves from self-inflicted stress, worry and anxiety.

In short, if you know you have been through your share of life challenges and survived, what is the point of worrying or being anxious about what you know you're fully capable of enduring?

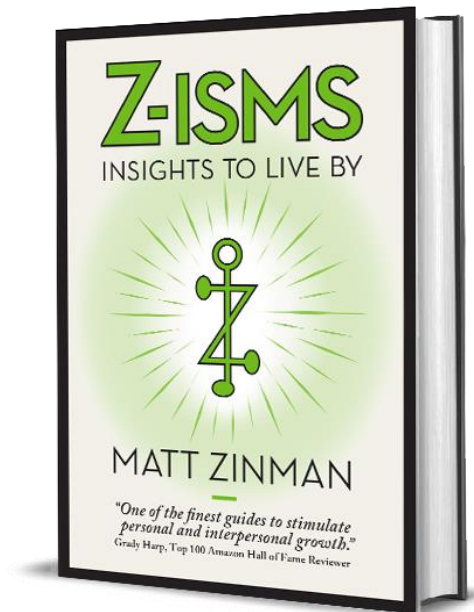
FROM CHAPTER 2: BE AWARE OF SPIDERS

There are ONLY two kinds of people in the world:

There are Spiders, and there are those who get caught in webs.

FROM CHAPTER 3: A DOSE OF PREVENTION

The very best way to manage a crisis is to prevent it from happening.



FROM CHAPTER 4: PERCEPTION IS

Just because something feels real does not make it true, and the meaning that we assign can be very subjective, judgmental and completely inaccurate.

FROM CHAPTER 5: MINDING THE MOOD SCALE

No matter how bad you feel, or how things may seem, you will feel better at some point. Things won't always be this way. It's a real life-preserver to yourself or someone close enough who you know to be clinically depressed or hypomanic.

FROM CHAPTER 6: MANAGING ENERGY

Trust your personal warning system, part of which we touched on about spidery manipulators and when stress seeps into your sleep. Again, if you wake up in the middle of the night or first thing in the morning and a certain person or situation is inflicting involuntary stress, it's time to make that a high priority to seek relief. Remember, those who mistreat others are the ones with something wrong. Healthy people don't go around destroying others.

Instead of adapting to that energy in the room, try being the one to influence it.

FROM CHAPTER 7: BEING A LIFE ATHLETE

Be the kind of person you wish you had in your life because you truly are all you've got. Instead of this being about treating others as you would wish them to treat you, it's to treat yourself in this way.

Nowhere on this planet is there someone just like you.

You are the first you there ever has been or ever will be.

FROM CHAPTER 8: THE ELEMENTS IN MOTION

It's a simple concept to comprehend that fire plus fire makes more fire. Here, we explored the various manners in which we would be confronted by fire, such as by an angry person. We addressed how to overcome our own natural aggressive reaction by grounding ourselves in that moment and making a conscious decision to behave like water to douse the flames, even if and when that's not in ones' core nature.

In the case of a brewing argument, instead of letting ego get in your own way by focusing on being right about something, it becomes easier and better to diffuse a situation by making a conscious decision to not argue.

It's not about giving up the "I'm right" part as much as it is accepting that two "rights" don't make a wrong.

FROM CHAPTER 9: SWIM WITH THE CURRENT

If you are experiencing true, incessant, toxic contempt in a relationship that seems as if it's already over, turn around before you drown. So, our main point to reinforce is that whenever you experience that feeling of swimming upstream, find your flow and swim with the current!

FROM CHAPTER 10: MAKING COINCIDENCES MATTER

As mentioned, whether there's anything to it or not, I also believe that it's important to contemplate what it means to follow through on the coincidences that I encounter. It's more like trying to solve something by taking the hint to experience a life adventure. All of that could lead to some level of positive impact that is beyond ourselves. It may be as simple as it being the impetus for a conversation and the icebreaker that helps forge the bond of a valued friendship. Most often, I've found coincidences to be opportunities.

FROM CHAPTER 11: CATCHING 11:11

As it happens, I had an ice hockey game earlier today. There I was in full gear, my modern-day suit of armor. I was sitting on the bench between shifts, catching my breath, dripping sweat, and I happened to look up and notice the digital clock in the rink. There it was: 11:11. You know where this is going.

I stood up on my skates, felt gravity under-blade, which was especially cool because all my weight is concentrated in the center. It was a long one. I think I caught all remaining 59 seconds, or at least it felt that way. Then I was extra ready for my next shift on the ice.

FROM CHAPTER 12: AMPLIFYING GRATITUDE

You may also come face-to-face with your own self-defeating mindset and destructive behavior. It's essential to believe that you deserve what you want, that you can have it, that it's possible for you and that you can let it unfold.

It's also vital to remain true to yourself as you experience push-back from external forces and events. In short, be clear about how to not get knocked off your game and, if that does happen, what you must do to get back on track.

FROM CHAPTER 13: INEVITABILITY

Being in the flow and manifesting material things by experiencing them as almost effortless is something else. As we explore the topic of Inevitability, it's more about eventualities that are *effortful*.

FROM CHAPTER 14: WINNING THE BATTLE WITHIN

Now let's look at things the same way when it comes to eliminating self-complaint. I'm referring to the kind that's in your head and what you say to yourself about even the smallest things. What if, instead of being self-critical, you make a choice to coach and encourage yourself about how you'll do something better the next time?

When possible, give yourself the benefit of the doubt that you did nothing so terribly wrong in the first place. Maybe you're having a less than stellar day. That happens. Tomorrow is another day. Could this be a case of letting assumptive thinking cloud your self-perceptions?

FROM CHAPTER 15: WALKING THE TALK

There's nothing quite like not giving yourself a choice to do something to make you do something!

I'd be less than forthcoming if I said it's been easy the past few days. On the flip side, it's been working really well. The egg timer idea keeps me focused and productive. I've been crushing it! In addition, I did hit my goal weight last week and have maintained – so I'm incredibly happy and proud about that!

FROM THE SECRET POST-SCRIPT (NOT for publication)

NOTE – Spoiler Alert – *Just when the reader thinks they've reached the end, behind the Epilogue is a "Secret Post-Script" where the author further ties loose ends and opens new possibilities.*

Have you heard the one about how the vast majority of financially successful people either played a sport, served in the military or trained in the martial arts? Can you believe that? It sounds true to me, at least in terms of it being a majority. The rest comes down to purpose and grit.

When I ask myself if there's any one sentence I'd want my readers to come away with saying about the book, it's something like, "If you LIKE *The Secret*, you'll **LOVE Z-isms!**"

As surreal as it may currently seem to describe this in the same breath as that exceptional body of work, Rhonda Byrne would be the first to say that that's necessary to believe, especially because most good books gain momentum by word-of-mouth.

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