

# Z-ISMS

INSIGHTS TO LIVE BY



MATT ZINMAN

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*"One of the finest guides to stimulate  
personal and interpersonal growth"*

Grady Harp, Top 100 Amazon Hall of Fame Reviewer

# **Z-ISMS**

**Insights to Live By**



**Matt Zinman**



ZU Publishing, Inc.

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# Introduction



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.

What life lessons would you share to benefit others? What do you wish your younger self would have known? What steps can you take toward living your best life?

These are the key questions I considered as the driving force for *Z-isms*.

The very next question almost asks itself. What is a “Z-ism?”

## **Z-ism** [Zee-iz-um] (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* can apply to anyone who possesses unique insights that they want to make known for the greater good.

*Z-isms* covers a lot of ground by offering as much practical guidance as possible. It also reflects topics I've thought about extensively and experienced over many years. After reading, you'll 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.

We'll also have some fun exploring topics like Making Coincidences Matter and the phenomenon about catching 11:11. All along the way, it will be as if we are having a personal conversation with a friend.

Together we'll walk through how to customize your Life Enrichment Action Plan (LEAP), track progress with a Self-Care Report Card and take the right steps to achieve personal growth to live your best life.

You'll find one topic builds on the next and that you may want to use a bookmark and take notes at certain points, especially in the last four chapters to allow time to reflect on what you have read.

As part of my commitment to provide you with a complete personal development tune-up, there are a few chapters that cover the essentials, including about mental health.

You'll also discover that *Z-isms* delivers on originality and advances some topics such as: the key to avoiding the wrong romantic relationship; that there are only two kinds of people in the world, one of which must be avoided or at least approached with caution; and how to amplify the Law of Attraction.

That said, the book also includes the need to share some personal stories, some of which had remained very private until now. So please accept my sincere appreciation in advance for permitting me to share those experiences with you.

Lastly, one major goal for the book is to keep it going with an exclusive and thriving forum for readers to exchange their own *Z-isms*. This also allows me to continue to interact and elaborate about certain disclosures throughout the book. In this way, *Z-isms* has no final ending.

So, if you want to share the amazing, profound wisdom and *Insights to Live By* that only you possess, I encourage and welcome you to join the Reader Forum and do just that!

Together we can inspire, support and accelerate our continuous, collective and individual personal growth.

With that in mind, if you get as much out of *Z-isms* as desired, please consider recommending the book to benefit others, so I may positively impact as many people as possible. That's my *why*.

In gratitude,



P.S. Before jumping ahead to Chapter 1 about outsmarting unnecessary worry and negativity, let's get to the bottom of "What's with Zman?" I believe you'll find that the answer foreshadows some essential parts of the book.





# What's with Zman?



It's hard to miss on the front cover. *Z-isms* is illustrated using a dotted Z with a line through it, another dot at the bottom for a left foot and a circle atop for the head. It may be less evident at first, but “Zman” appears to be running in a cheerful, energetic manner. Can you see him? Some might say that he’s “marching forth.”

Anyone who knows me knows there's a certain meaning to the likes of Zman. He's no accident. In fact, his origin dates back to 2007 in a coffee shop in Newtown, Pennsylvania. More on that in a moment.



The dotted Z originated as part of the brand logo from my first company, founded in 2002. Z Communication, Inc. was a marketing and communication firm with the tagline, *Connecting Expression with Impression*. For fellow geeks out there, that phrase represents the Shannon-Weaver Model of Communication, which is better known as the “sender-receiver feedback loop.”

The dotted Z was meant to signify the science of communication and the strategic planning process of the firm. To complete the logo, the Z symbol used the backdrop of a paintbrush stroke to represent the art of our communication practices. We even named the logo, “The Swash.”



In 2005, when I launched “Z University” to venture into the world of internships and education content, I decided to continue with the dotted Z as a brand asset for the new company. In hindsight, using that brand made the wrong impression in an academic-driven market and was quickly abandoned in favor of founding a nonprofit: The Internship Institute. *Backstory complete.*



Two years later, I’m in that coffee shop – working, wearing headphones and minding my own business – when a strange woman tapped me on the shoulder. I looked up to see someone in eccentric clothing.

Honestly, she was more like a costumed gypsy out of an old Hollywood movie. She’d either been looking over my shoulder or was passing by and noticed something that had the dotted Z on it.

Things got a little awkward. She didn’t say a word. Instead, she smiled at me in a familiar way, reached down and actually took the pen right out of my hand. She proceeded to draw a straight line through the Z, add the dot at the bottom and the circle at the top. Right away I could see that it looked like a man in motion.

---

***Right away  
I could see that  
it looked like a  
man in motion***

---

I looked back at her. She had this look of satisfaction as if her work was done here. She handed me my pen back, smiled knowingly, and strolled off as mysteriously as she had arrived. Again, this happened without her saying a single word.

For as detailed and intense as that description may have seemed, it all happened in a matter of seconds. It was 100 percent bizarre and is 100 percent true. Yet, there he was. Zman was born!

Naturally, all these years since that unusual experience, there have been a number of opportunities for potential uses with my focus on the nonprofit. I have tried him out in various ways with programs and education campaigns. He just never seemed to belong. There's also an idea for a version of him as a tattoo. I haven't quite figured that one out yet. More recently, I gave him another chance in a handful of social media posts and memes, but it felt like a forced fit and still left Zman with nowhere to be.

Then came the opportunity and motivation to do the book along with the idea for the title. It finally seemed that he had a chance to come in from the cold. Zman's saga continued! Of course, that would be less likely without some "Z-themed" title. Seeing him on the cover just fits. I am stoked about him finally finding his home!

First and foremost, thank you for indulging me with that brief story. I admit to having a strong affinity for how those logos evolved because they symbolize my entrepreneurial experiences in conjunction with them, including with the book.

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***It has to come  
from somewhere  
and happen  
somehow!***

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Seeing how the front cover turned out, I can point to new symbolism, including the starburst around Zman, which represents the ripple effect *Z-isms* will have as he exponentially positively impacts more people. Did we just decide to make that up and assign meaning to it? It has to come from somewhere and happen somehow!

Now that Zman has come to fruition, my curiosity has returned to his point of origin and that encounter with my mysterious gypsy woman. What I find most striking is how that event and those since are analogous to the core themes in the book.

She drew him without hesitation as if he was there all along. Was that the moment he was born, or is that moment just happening now with publishing the book? Is it possible that that very instant she brought him to life became a foregone Inevitability that he'd see the light of day? Now that he's out and about, what does his future hold? Could our unusual visitor have known that answer all those years ago? Granted, it's a stretch. Is it?

In this way, the book is a perpetual work in progress just like us.

Closing out here, thank you very much for placing your confidence in me and making *Z-isms* yours. I hope that you get the most out of the experience to carry forward and that it inspires you to join our Reader Forum and share your own insights to positively impact others.

*Let's make a difference together!*

**#BeTheDifference**

# About the Author



Matt Zinman is a personal success trainer whose varied experiences as an entrepreneur, athlete, single parent, caretaker, consultant and nonprofit founder drive him to be a difference-maker and positively impact as many people as possible.

In addition to his earned insights about self-discovery, relationships, mindfulness and life enrichment, Matt is CEO of The Internship Institute, which he established in 2007 to bridge the gap between education and employment while cultivating opportunity for students, veterans, businesses, nonprofits and communities. The organization enables students to gain essential work skills and provides employers with the know-how and resources to “Make Experience Matter.”

Matt also partners with his wife Erica to help others improve their physical health and financial well-being with Isagenix nutrition and wellness solutions.

He began his career in marketing communications working for some of Philadelphia’s most prominent agencies where he assisted nearly 100 companies, including through his own firm, Z Communication, Inc., which he started in 2002.

He is a frequent lecturer at colleges, universities, professional associations and civic organizations and a published author on a number of related topics.

Matt earned his B.A. in Journalism from Temple University in 1989. He and Erica reside in Bucks County, Pennsylvania with their savvy teenagers, Jake and Greta.

**Z-ism** [Zee-iz-um] (Noun) Pearls of wisdom, original wit or personal experience shared to positively impact as many people as possible; Insights to Live By.

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 poses as inspiration to provide readers with insightful guidance to create and live their best life.

Richly authentic, deeply personal and highly motivating, **Z-isms** offers new ways to better ourselves, our experiences and our encounters. Matt keeps it casual, as though in private conversation with readers, freely sharing life experiences to help navigate and overcome the common challenges we all face.

**Z-isms** also offers practical tools like the Self-Care Report Card and an adaptable Life Enrichment Action Plan (LEAP) that deliver on its purpose.

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

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## CRITICAL ACCLAIM

"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*

"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*



**Matt Zinman** is a personal success trainer whose varied experiences as an entrepreneur, athlete, single parent, caretaker, consultant and nonprofit founder drive him to be a difference-maker. Beyond his earned insights about self-discovery, relationships, mindfulness and life enrichment, Matt is CEO of The Internship Institute which he established in 2007 to bridge the gap between education, active duty and employment by "Making Experience Matter."



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