An “Eric-ism” is Eric’s personal life views/philosophies, simplified into sayings learned throughout his life. Keep in mind, these Eric-isms work for Eric but may not work for you. Take what resonates with you and leave the rest. You are your own individual with your own opinions. Try to keep an open mind and see if these Eric-isms will teach you a new point of view that you would like to further explore.

**THE ZEN OF ERIC**

**LIFESTYLE GUIDE SERIES:**
- ART EMPOWERMENT
- MINIMALISM
- PHOTOGRAPHY
- WORK AS PLAY

---

**ERIC-ISMS**

**CULTURAL VALUES**

1. Listen to your own inner voice to decide your own -isms
2. Keep it simple, stupid (K.I.S.S.)
3. Memento mori/memento vivere
4. Be a hustle-holic
5. Treat your work as play

---

**ART EMPOWERMENT**

**MINIMALISM**

**PHOTOGRAPHY**

**WORK AS PLAY**

---

**LESSONS FROM ERIC:**

**FINAL THOUGHTS & TIPS**

1. **Memento mori:** Remember that you will die.
2. **Memento vivere:** Remember to live.
3. When in doubt, make more art.
4. Ask, why?
5. Share your art.
6. Have gratitude for what you have.
7. Buy books, not gear.
8. Your labor is not free.
9. There is no good/bad art. Only authentic/inauthentic art.
10. Less is more.
11. Small is beautiful.
12. Get closer.
13. When in doubt, click.
14. Produce, don’t consume.
15. Perfection does not exist. 80% is good enough.
16. Seek knowledge, not information.
17. Do what scares you.
18. Harness both extremes.
19. Photograph what you love, love what you photograph.
20. Beauty in the eye of the beholder.
22. Avoid comfort to challenge yourself.
23. Be like a kid and have fun!
24. The purpose of life is to make art!
25. Find beauty in the mundane.
27. Vividly imagine the worst case scenario.
28. You are a visual artist, not a thief.
29. Have big dreams through 10x thinking.
30. Set moonshots for yourself.
31. Simplify through via negativa (subtract instead of add).
32. King of the streets: have creative confidence in yourself.
33. Take your play very seriously.
34. Hustle hard.