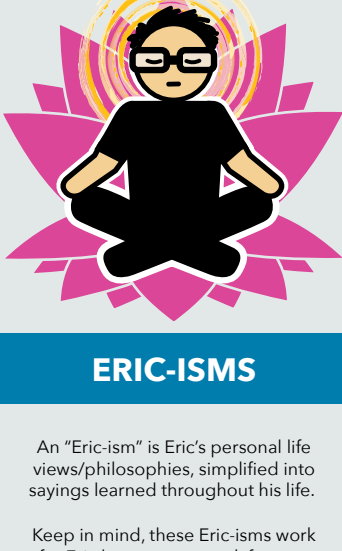


LIFESTYLE GUIDE SERIES: THE ZEN OF ERIC



ERIC-ISMS

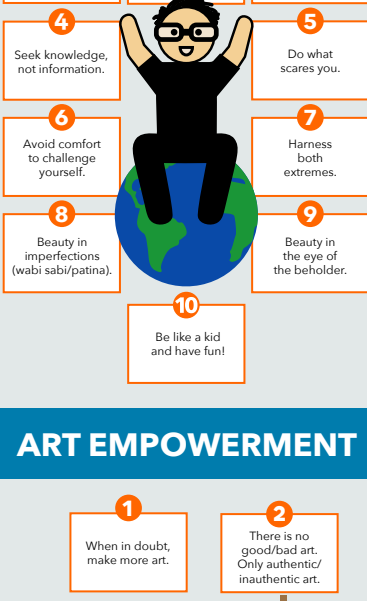
An "Eric-ism" is Eric's personal life views/philosophies, simplified into sayings learned throughout his life.

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.

CULTURAL VALUES



ART EMPOWERMENT



MINIMALISM



PHOTOGRAPHY



WORK AS PLAY



LESSONS FROM ERIC: FINAL THOUGHTS & TIPS



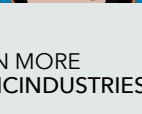
1. LISTEN TO YOUR OWN **INNER VOICE** TO DECIDE YOUR OWN -ISMS
2. KEEP IT SIMPLE, STUPID **(K.I.S.S.)**
3. MEMENTO **MORI**/MEMENTO **VIVERE**
4. BE A **HUSTLE-HOLIC**
5. TREAT YOUR **WORK AS PLAY**

VISUALIZED AND DRAWN BY

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