

The Personal User Guide: Celebrate and Share What Makes You Tick

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What This Is, Why It Exists and How This Helps

We give ourselves the great gift of awareness by giving others a window into what makes us tick. Helping others learn about you also helps you learn about yourself.

What This Is

This is an organized instruction manual dedicated to *you*. Think of it as a framework for you to build what's important in your life.

Better yet, this template explains why the important things are important and how you go about getting them. Completing this will make it simple to communicate many things to others (and to yourself when you need a reminder) like:

- The belief systems you follow and the significance of certain relationships in your life
- How you want people to engage you and how you like to engage with others
- Your goals, areas of growth, and ways to generate certain feelings or actions

And once this is complete, you have a package of information to share with someone that would otherwise take *forever* for him or her to learn. Although this guide may seem long, you can complete it in thirty minutes or less if that's all you have time for.

Why This Exists

This was created to help you make sense of your world and to help others get the best experience from interacting with you. Although this is intended for everyone, it's especially useful if you struggle with communication issues, misunderstandings, or having people "get you." It's the best resource around to take the mystery out of understanding what drives you.

[See the article at JoelZaslofsky.com](http://JoelZaslofsky.com) introducing The Personal User Guide for the full context.

How This Helps

Most user guides are hard to navigate and not very helpful. This one is different.

This one gives you irreplaceable insight by viewing yourself through the eyes of others and how you want to be perceived. You'll soon see how constructing the framework to logically document what is seemingly unexplainable has some *huge* benefits.

And this guide goes way beyond explaining *what* you are. The real value comes from defining *why* you are who you are and *how* it came to be this way. When you can concisely share your personal blueprint, you and everyone else win. **Embrace this strongly and it will be an amazing resource.**

Additional Guidance

As all sections of this user guide are optional, you may not feel comfortable completing certain parts or may not want to provide detail in certain areas. That's fine, but keep in mind the more you put into this, the more you

and everyone else get out of it. It's advised to clear your calendar and remove all distractions like kids, Internet, TV or hobbies before tackling your guide. Don't feel the need to complete this in one sitting and come back to it as time allows.

A Note About Formatting

This guide was not designed to be printed and hand written. All the tables and fill in the blank sections expand automatically based on the amount of information in them. If you need to print and hand write this guide then expand the sections where you need more room by navigating to it and pressing <enter> a number of times until it's large enough.

Related Documents

If there are documents related to this guide – like a personal FAQ or an important online profile – list them here.

Document Name	Author	Description	Purpose, Comments or Notes	Location of Document (e.g. website link)
My Story	Joel Zaslofsky	My story since my personal renaissance in April 2010.	A short origin story of my personal renaissance (a.k.a. how I've radically evolved).	http://joelzaslofsky.com/mystory/

Version Details:

This guide is intended to be updated periodically. Keeping track of the versions will help you and others see how you evolve.

Version #	Date	Version Notes (e.g. what was added, modified, or deleted from the previous version)	Location of Document (e.g. website link or filing cabinet in home office)
1.0	03/19/2012	Initial version.	http://joelzaslofsky.com/wp-content/uploads/Joels-Personal-User-Guide-v1.pdf
1.1	07/01/2012	Minor updates for the Value of Simple launch.	http://joelzaslofsky.com/wp-content/uploads/Joels-Personal-User-Guide-v1.1.pdf
2.0	04/12/2013	Annual updates made and uploaded with the new design.	http://joelzaslofsky.com/wp-content/uploads/Joels-Personal-User-Guide-v2.0.pdf
3.0	03/10/2014	Annual updates made.	http://joelzaslofsky.com/wp-content/uploads/Joels-Personal-User-Guide-v3.0.pdf
4.0	02/04/2015	Annual updates made.	http://joelzaslofsky.com/wp-content/uploads/Joels-Personal-User-Guide-v4.0.pdf
5.0	02/03/2016	Annual updates made.	http://joelzaslofsky.com/wp-content/uploads/Joels-Personal-User-Guide-v5.0.pdf

How I Interact with the World

We all interact with the world in unique and seemingly unpredictable ways. Describe your preferences, the environment you thrive best, and major “don’t try this with me” items to build the framework for the rest of your user guide.

Communication Methods

The why, how, and what of communication. What methods do you use to communicate, how do they change based on context or the person/group, and how often is each used? Example: “I always use the phone for any important interaction with my family but never with friends or co-workers.” Get specific about your strengths and challenges.

I prefer to communicate face-to-face, even if it can't be in person (i.e. Skype). I love the spoken word and the nuance it allows, which is missing in the written word (plus I'm a slow typer and would rather not write). I enjoy using social media – Facebook for personal use and Twitter for business or random fun – but it can be exhausting.

My communication style is open, informal, and matter of fact. My most meaningful communication occurs in a one-on-one setting or in small groups. Also, I sometimes struggle with brevity, both verbally and in writing, but I'm getting better.

Authority Figures

Explain your approach to dealing with authority and how it will be received depending on the person (e.g., mom, police, boss, etc.).

I rarely rebel against authority figures for the sole purpose of giving them a hard time. I respect and take direction well from traditional authority figures like law enforcement, the government, and my parents. However, I'm skeptical of most people claiming to be experts and actually find myself valuing the contributions of non-experts more.

Handling Stress

Stress can be subtle, brutal, motivating, incapacitating, and everything in between. Think about what the triggers of your main stress points are and how you manage them. How would you like to manage them in the future?

I take criticism well and it doesn't stress me out. However, my main stressors come from interacting with inanimate objects, like formatting podcast episode show notes or trying to fix the kitchen sink, and not from people. I'm normally only angry on the inside and, unless someone helps me cool down, I can stay stressed for a while.

I best handle stress through ritual reflection (e.g., daily meditation and silent work breaks), periodic yoga, long conversations with friends or my wife (Melinda), and breathing techniques. When managed poorly, I cope with stress through sugar binging, shutting down emotionally, or getting obsessive about a specific task until it's done.

Honoring Traditions and Messing with the Status Quo

Do your values come from honoring traditions or messing with the status quo? What are your values and important traditions (individual, family, business, cultural, religious, etc.) and how do you celebrate them?

I respect people's religious traditions, but I haven't had much personal use for them since I became an atheist at twenty-five. However, I was born and raised Jewish and that's definitely shaped who I am more than I'll ever realize.

Shifting gears, doing business the traditional way doesn't interest me at all. I'd rather walk my own path, do things informally, and surround myself with people I can say "dude" and "heck yeah!" with. My values are ever-changing and can shift rapidly from one month to another. I value traditions, but often enjoy change more.

Free Time

Your general approach to free time (e.g. fast paced or slow, structured or unstructured).

I used to value unstructured free time over just about everything else. Nothing was better than time to play video games, watch TV, hang out with friends, or spend time with Melinda. I'm still comfortable with unstructured time and enjoy it, but it's become less important to me.

I currently spend my free time playing Grant and Clark, my two young sons, Melinda, talking long walks with my dog (Lucia the Samoyed), curating awesome experiences (online and offline), seeking new concept and ideas to integrate into my life, and more. Since I'm so extroverted, I normally fill free time with social interaction and I love scheduling reoccurring hangouts with friends and family to ensure too much time doesn't pass between interactions.

Preferred Learning Method(s)

How do you prefer to learn (e.g. listening and reflecting, visually, experiencing and immediately doing, etc.)?

I am highly analytical and prefer to process new information gradually. I don't have a preferred learning style (e.g., listening, watching, or doing) because all styles work well for me. My best learning is self-directed, but I do benefit from group learning as well (i.e., SimpleREV Local or Live Your Legend Local gatherings).

Belief Systems and Blueprints

There are a variety of frameworks that govern how we see the world. Talk about whatever movements or labels are important to you.

Labels and Phrases That Define You

If you could only use one word or a simple phrase to label yourself, what would they be? Multiple labels or phrases are encouraged (e.g. religious affiliation, how you analyze your thoughts, movements, or philosophies you believe in).

(In no order of importance): Connector, facilitator, community builder and organizer, Primal/Paleo, intentional, simple-living and slow-living enthusiast, SimpleREVer, minimalist, intensely grateful, papa, hubby, supportive friend, increasingly authentic, atheist, philosopher, multipotentialite, Experience Curator, experimenter, fanatical spreadsheet creator, extrovert, homemade card maker, project manager, World Domination Summit fan boy, podcaster, analyzer, uncertainty chaser, consumed with my legacy, and personal renaissance.

How I Express Myself

Physically	Despite not being a particularly touchy-feely person, I love giving and receiving hugs (and will settle for a high-five). I move around a lot when I'm nervous or excited. I'm quick to smile and laugh and slow to show anger or annoyance. I practice simple-living by intentionally dressing casual and keeping the articles of clothing I own to a minimum.
Emotionally	I like to express what I'm feeling in a transparent, real-time, and obvious way. Generosity, candor, vulnerability, and accountability – Keith Ferrazzi <i>Never Eat Alone</i> style – are my default. I show positive emotions more strongly than negative emotions. This is both how I'm wired and an intentional effort to highlight that most of life is amazing.
Spiritually	I express spirituality through philosophies like simple-living, yoga, or Stoicism. For the most part, I gave up my spiritual side when I gave up Judaism. And I'm A-OK with that.
Intellectually	I was an unabashed intellectual as of 2015, but I've since withdrawn a bit from that self-identity. I enjoy few things more than deep conversations about topics like curating your existence, how to be consumed with something other than consumption, and ancestral health. I'm also normally very matter-of-fact.
Other (Specify)	N/A.

What I Care Passionately About

The ideas or causes that energize and drive you. Really dig into why you're passionate about them.

1. I care deeply about what humans consume, how much we use, and why we consume the things we do. I constantly ask myself, "How can you ensure that the world isn't a crappier place for the next

generation?” I’m happy to sacrifice in the short-term to make the long-term picture better. In other words, I want to make the simple, sustainable choice the default (and easiest) one in my life and everyone else’s.

2. Ancestral health – via the Paleo and Primal movements – totally does it for me. My optimal life comes from honoring the way humans have evolved and what my body and mind expect me to provide them. This includes the way I eat, exercise, interact with the world, and so on.
3. I’m constantly thinking about bringing order to my life and that of others. Whether it’s a physical environment (through minimalism and simplicity) or informational environment (through curating and Excel spreadsheets), I’m always seeking to organize. The world is naturally chaotic, but order helps create eustress, build efficiency, and brings me closer to harmony with nature.
4. I’m passionate about personal finance, both my family’s and anyone else who cares enough about it. I want money to have less significance in my life and I can do that, and help others, by having a strong grasp of personal finance. I enjoy few things more than talking to friends and family – for hours and over multiple sessions if necessary – about personal finance and how I can help in this realm.

The Role of My Relationships

Some relationships are more important than others. What role does each relationship play and how significant is it?

People

Relationship	Role
Significant Other	Melinda is the most significant person in my life. She's my memory (mine is terrible , which explains the need for curated spreadsheets), sounding board, lover, and many more things.
Friends	I rely on friends to keep me grounded, bring new personal and global awareness, and provide intellectual fulfillment. I love my good friends – and tell them straight-up that “I love you” – but I'm always looking for new ones. The only thing I can't get enough of is friends (yep, I'm a true extrovert and connector).
Parents	My mom and dad gave me the blueprint for many aspects of my life. I love personal finance because of my mom and honor the role of health and family because of my dad. I am very close to my parents and often talk to my mom about a tricky situation before almost anyone else.
Grandparents	<p>I didn't have a strong personal connection with my maternal grandparents, but my love of dogs probably comes from them.</p> <p>My paternal grandparents were both special to me, especially my grandpa who lived to 100 and passed away in July 2013. And my grandma Etta showed me how to care for the sick and overwhelmed. Her simple touch and talk is the reason I want to be “mothered” when I feel sick or discontent.</p> <p>“Big Irv,” my paternal grandpa, is the most inspiring person I've ever known. I aspire to age with grace, to put family and health first, and to value being a global citizen in large part because of him. He was a captivating storyteller and I want to emulate him even more because of it.</p>
Siblings	My older brother, Aaron, is my only sibling. Being two years younger and one grade back growing up, I was always following in his footsteps with baseball, school (he's the reason I went to college at UW-Madison), and just about everything else. I value our relationship for many reasons. Among them is that he's the person I can get the most stupid, crazy, vulgar, or careless with and not have to worry about it. For the first 20+ years of my life, I wanted what he wanted, dressed how he dressed, and let him lead the way for me. We're great friends and have more shared background than anyone else.
Co-workers	I had various co-workers at my decade-long corporate gig. For the most part, they didn't have a large role in my life, although many served as unofficial mentors. As an entrepreneur now, I don't consider anyone I do business with a “co-worker.” They are partners, Brain Trust members, Lifeline Group friends, or other things that are more meaningful to me.
Children	My first son, Grant, was the catalyst for my personal renaissance. Separate for what

Relationship	Role
	<p>he's done for me – making me more patient, silly, engaging with nature, loving of other people's kids – I do anything I can to make his days more fun and his life healthier. He's the sparkplug of every day and makes me want to be – and actually become – a better man.</p> <p>My second son, Clark, is a true gift and a wonderful little fella. He's twenty-eight-months-old as I publish this version of TPUG and nobody makes me want to be more mindful or more present than him. I missed out on some great moments in Grant's young life, so I'm grateful to have a chance at redemption with Clark.</p>
Other (Lifeline Group)	I'm in a Lifeline Group (a.k.a. mastermind group) with four other people who keep me sane and supported in my business. They rock and I bust my hump to support them however I can.
Other (SimpleREV Brain Trust Members)	My fellow SimpleREV Brain Trust member, Sarah Wehkamp, is the unofficial Board of Directors, Captain of Common Sense, and emotional heavyweight behind the movement. Even though SimpleREV is still closely tied to me, we take turns steering the ship and I'm super grateful for that.

Things

Relationship	Role
Money	I want money to have as small a role as possible in my life, so I'm constantly challenging myself to want and need less money. I would like to create passive income streams so I never have to think about making money again.
Freedom	This is hard to address because freedom takes so many forms. The freedom to change who I will be and express who I am is a big one. Besides the many freedoms allowed by law, I prize the freedom of risk taking, the freedom to travel, and the freedom to break with social norms.
Personal Possessions	I am unsentimental when it comes to personal possessions. I don't care much for design (of clothes, cars, electronics, etc.) and, if it doesn't have a practical use, I probably don't have a need for it. I actively work to reduce the number of possessions in my house (which sometimes drives Melinda crazy).
Where You Live	<p>I've lived in the Minneapolis-St. Paul, Minnesota area all my life except my four years in Madison, Wisconsin for college. My parents are here, my brother and his family are here, and many of my good friends are here.</p> <p>I love this metro area for the climate (I'm happy when it's 10 degrees F), for the friendly people, for the beauty of the lakes and natural environment, and for the rich personal history. It would take something radical and unexpected for me to permanently move to another city.</p>
Work	Work used to be somewhere I went, not something I did. It used to be all about the money. But now work is about the impact and the "thank you"s. I do what I do to fulfill a number of missions and to use my diversity of interests, skills, and passions to help others.
Technology	I love change and technological advancement. I'm comfortable with new tech and I'm

Relationship	Role
	always learning to adapt new (or old) technology to help myself and the people around me. However, I'm wary of technology's ability to enslave when it should be about empowerment (e.g., video games, Facebook, or smartphones).
Nature	Nature is where I seek silence and to spark my creative thinking. Being outside – especially outside the city – is increasingly important as I strive to spend more time slowing down or coming to a stop. Enveloping myself in nature fills me with a sense of gratitude, contentment, and abundance I can't find anywhere else.
Other (Specify)	N/A.

The “Do”s and “Don’t”s of Communicating with Me

Explain the strategies or tactics for communicating with you that produce the best outcomes. For example, should I engage you head-on or tactfully? Should I be formal or make heavy use of words like “dude” and “hon?”

Good Strategies or Tactics

1. Make sure you have my full attention before talking. I have a poor memory and I’ll probably forget what you said unless I’m undividedly yours.
2. Don’t rush my decisions. Let me analyze and consider information from various sources first.
3. Take responsibility for your own actions and errors.
4. I don’t need formal interaction, dress, or attitudes in any situation. Let’s keep it loose, informal, upbeat, and fun. Come as you are (unshaven and disheveled is OK).
5. Challenge me head-on and in the moment. I don’t mind conflict, don’t get defensive easily, and prefer immediate feedback.
6. Be open and honest, even brutally so. Don’t butter me up first. Just lay it on me.
7. Show me what you’re feeling and thinking. I hate guessing.
8. I need to feel helpful and of service to others. Appeal to that if you want me to take action.
9. If you don’t like interacting with me or are doing things purely out of obligation, stop. Use your time and energy with someone else, but let me know that I’m not worth your time.
10. I don’t care about personal interest stories and generally regard talking about them as a waste of time. That means you can skip sharing that cute thing you saw in the news. Let’s have fun and connect about topics of substance.
11. Ask me to explain my words or justify my actions and I’ll give you the context you need to understand (time allowing).

My Schedule

Whether it's a weekday or weekend, a national holiday, or some other meaningful time, tell us when you interact with the world. Also describe typical activities or routines you have on a given day or at a given time.

Time Zone	CST (U.S. Central)
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	Typical Weekdays	Typical Saturdays	Typical Sundays
Best Time(s) to Reach Me	Approximately 12:00 p.m. - 4:00 p.m. or 8:30 p.m. - 9:45 p.m.	Approximately 2:00 p.m. - 3:30 p.m. or 8:30 p.m. - 9:45 p.m.	Approximately 2:00 p.m. - 3:30 p.m. or 8:30 p.m. - 9:45 p.m.
Wake Up	At 5:55 a.m. sharp	At 5:55 a.m. sharp	At 5:55 a.m. sharp
Morning	Morning ritual(s) of silence and empowerment. It stays quiet until my boys wake up, then I do a morning routine with Grant and Clark from about 7:00 - 8:00. 8:00 - 11:30 is peak productivity time where distractions are limited and the most important tasks are done.	Morning ritual(s) of silence and empowerment. It stays quiet until my boys wake up, then I do a morning routine with Grant and Clark from about 7:00 - 8:00. Then music class with Clark or swimming lessons with Grant starts around 9:30. Family fun time, grocery shopping, and food prep are also common activities.	Morning ritual(s) of silence and empowerment. Activities are usually focused around the boys.
Afternoon	Reserved for running errands, walking the dogs, writing, podcasting, interacting with various people, and other non-core tasks of the day.	Varies from one week to the next and fluctuates too wildly to concisely summarize.	Varies from one week to the next and fluctuates too wildly to concisely summarize.
Evening	Dinner is between 5:45 p.m. - 7:30 p.m. Clark's in bed by 7:45 p.m. and Grant's in bed by 8:15 pm. Then I have free time between 8:30 - 9:45 p.m.	Varies from one week to the next.	Varies from one week to the next. Ideal time to catch up on the phone or Skype with family and friends.
Bedtime	Around 10:15 p.m.	Around 10:15 p.m.	Around 10:15 p.m.

Special Times of the Week/Month/Year

What are your rituals, traditions, and habits that regularly occur at certain times of the week, month, or year?

Weekly	Monthly	Annually
Wednesday and/or Friday	Personal finance review and	The last weekend of February is

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Weekly	Monthly	Annually
afternoon yoga.	planning with Melinda.	the Deerfield, Wisconsin Public Library Trivia Contest with college-era friends.
Annual goals review and weekly planning on Sunday nights.	Family fun time outing with the boys.	Continuous Creation Challenge (normally in April).
Lifeline Group session on Tuesday afternoons for two hours every other week.	Extended Meditation or outdoor isolation the third Friday of each month.	Thanksgiving day and extended weekend with family. This is my most important and favorite holiday by far.
Music class with Clark or swimming class with Grant on Saturday morning.	Cleaning the house the fourth Friday of each month.	The World Domination Summit in Portland, Oregon in mid-July.
Periodic coffee chats or Skype conversations with friends and family around the world.		SimpleREV event in mid-Fall.
		Northern Minnesota cabin trip to catch out of town family in mid- to late-August.

How to Make Me Feel or Act ...

List the common, uncommon, and unexpected ways to generate an emotion from you or cause an action by you.

Emotion or Action	How to Make Me Feel or Act This Way
Happy	<ol style="list-style-type: none"> 1. Take me out to a good Paleo-friendly restaurant where the dishes are cheap. 2. Curate with me. 3. Show me the gifts you want to offer your community and world and then give them freely.
Sad	<ol style="list-style-type: none"> 1. Show me someone who has everything they could ever ask and is still ungrateful.
Excited	<ol style="list-style-type: none"> 1. Tell me about this awesome book, blog, video, seminar, etc. that transformed your life and why. 2. Offer up an opportunity to help you in some way.
Motivated	<ol style="list-style-type: none"> 1. Start with why I/we should do something. Then tell me how we're going to achieve it. 2. Explain how an action will benefit more than just me (i.e., another person or something in the natural world).
Angry	<ol style="list-style-type: none"> 1. Make me try to build or fix something physical. 2. Use more than one paper towel to dry your hands. 3. Excessive water use, primarily from faucets and sprinklers.
Loved	<ol style="list-style-type: none"> 1. Say the words "I love you" with warmth or a smile. 2. Give me a big hug. I mean, a good one that lasts more than a split-second. 3. Let me know you're thinking of me on a day that I don't expect you to (e.g., something other than my birthday, Father's Day, or an anniversary).
Disrespected	<ol style="list-style-type: none"> 1. Apply your standards or judgments to how I conduct my life. 2. Take a moral or ethical high ground based on your religion (or my lack of it).
Appreciated	<ol style="list-style-type: none"> 1. Simply say a genuine "thank you," even for routine tasks. 2. Explain how something I created (a birthday card, blog post, etc.) was meaningful to you.
Annoyed	<ol style="list-style-type: none"> 1. Use acronyms that most people don't understand. 2. Try to convince me to watch a TV show or explain why I'm "missing out" if I don't watch.
Respect You	<ol style="list-style-type: none"> 1. Do things for free or selflessly. 2. Be a member in a movement that's important to me. 3. Actively work to make your community or the world a better place. 4. Be humble. 5. Have a passion for learning.
Be Responsive	<ol style="list-style-type: none"> 1. Give me all the information I need up front. 2. Let me know your deadlines and what happens if I don't make one. 3. Approach me casually and openly.
Other (Specify)	N/A.

Goals and Areas of Growth

By defining your goals – personal, professional, relationship, or other – and detailing areas of growth, you’ll better know what’s important to you. Remember: readers of this might be happy to help you achieve your goals or assist in your growth areas if they know what they are.

Goals

Goal Type (Personal, Professional, Etc.)	Goal Length (Short, Medium or Long Term)	Details
Professional	Long	Create a worldwide community of SimpleREVers who regularly connect online and offline.
Personal	Long	Overcome my sugar binging.
Professional	Medium	Make a decent income from my business.
Professional	Medium	Turn my Smart and Simple Matters podcast into a weekly show.
Professional	Medium	Learn to speed read on digital screens.
Personal	Medium	Increase the frequency and number of activities for my ritual reflection (e.g., meditation).
Personal	Short	Be calm and present at home, even when my boys are going nuts.
Personal	Short	Establish a series of morning habits that can be maintained away from home.

Areas of Growth

Area	How Do You Want to Grow
Productivity	Systematize all my recurring business tasks.
Exercise	Go on monthly half-day hikes or walks around the Twin Cities between April and October.

Things I Like to Do and Why

What are the activities you like to do with other people or for other people? Why? What are the hobbies or actions that energize you? Are there things you love doing so much you would do them for free just for the enjoyment of it?

1. Read blog posts, books, opinion writers, listen to podcast episodes, or watch TED Talks about a variety of topics. This is my main source of new ideas to experiment with.
2. Going to the dog park, especially if there's a frozen lake I can walk on. Getting outside, having a nice walk, and potentially seeing an Irish wolfhound is groovy.
3. Working through tough personal finance issues with friends and family. I'm really good at it and it's something tangible that I can say, "See, look what you did (and I helped you to do)!"
4. Yoga and meditation. The benefits are amazing and the breathing techniques also help me in my day-to-day life.
5. Watching college basketball (specifically, the Wisconsin Badgers). It's always more enjoyable when there's someone else to chat with during the game or to exchange high-fives.
6. Curate. I love having an external memory that allows me to be a go-to resource for so many people in so many ways.

When Trouble Occurs

Problems and Possible Solutions

List the number of ways that your typical problems may be fixed. They can be as minor as fixing a sweet tooth to as major as reoccurring crises.

Problem	Possible Solution
My emotional, mental, or physical rhythm is off.	<ol style="list-style-type: none">1. Ask me what's wrong and be prepared to be a good listener.2. Get me some dark chocolate.3. Get my butt out of the house and take me for a walk.
I have an irrational craving for something sweet	<ol style="list-style-type: none">1. Help me eliminate my sugar binging.

Special Notes

If there are special notes or something in particular you want to call attention to, do it here.

Category	Notes
Eating	I eat Primal (Paleo + some dairy) 95% of the time, which means I'm probably not eating it if it's not meat, fruit, vegetable, seafood, nut, or dairy. Please don't be offended when you offer me something you made and I turn it down because it doesn't fit in the Primal framework. I do it to everyone (even my own mom).
Sleep	I'm an enormous fan of sleep and it's super important to me.
Personal Care	I've been bald since about age 19, so I've shaved my head with a clippers once every couple of weeks for the past seventeen years.
Most Meaningful Quotes and Why	<p>There are far too many meaningful quotes I've come across, so I'll only list a few that are relevant to this guide.</p> <ol style="list-style-type: none"> 1. "You either got more friends and more enemies, when you show the world your true identity." – Aceyalone from the song Junkman. This resonates with me because I try to be transparent and show everyone my true identity. It's exhausting to have different personas for different contexts. 2. "Try not to become a man of success, but rather try to become a man of value." - Albert Einstein. This gets to the core of why money should not be important but the focus of life should be on creating value in other people's lives. 3. "Life is really simple, but we insist on making it complicated." – Confucius 4. "Attachment is based on fear and insecurity... The source of wealth, of abundance, or of anything in the physical world is the Self; it is the consciousness that knows how to fulfill every need. Everything else is a symbol: cars, houses, bank notes, clothes, airplanes. Symbols are transitory; they come and go. Chasing symbols is like settling for the map instead of the territory. It creates anxiety; it ends up making you feel hollow inside." – Deepak Chopra 5. "I arise in the morning torn between a desire to improve the world and a desire to enjoy the world. This makes it hard to plan the day." – E.B. White 6. "The prizes of our society are reserved for outer, not inner, achievements. Scant are the trophies given for reconciling all the forces that compete to direct our development." – Gail Sheehy. Achievements that can't be seen or touched are more important to me than those that can. 7. "If we don't change we don't grow. If we don't grow we're not really living. Growth demands a temporary surrender of security. It may mean a giving up of familiar but limiting patterns, safe but unrewarding work, values no longer believed in, relationships that have lost their meaning." – Gail Sheehy 8. "The choice isn't between success and failure; it's between choosing risk and striving for greatness, or risking nothing and being certain of mediocrity." – Keith Ferrazzi 9. "Consumption is part of creation. You can't produce amazing stuff unless you're consuming amazing stuff." – Mark McGuinness. I can't create valuable stuff if I'm unaware of all the value other people are providing. 10. "The recipe and the ingredients we need to maximize our health and well-being are right in front of us, but modern humans seem to disrespect and disregard the

Category	Notes
	<p>profound legacy of our ancestors...With a few minor exceptions, we are indeed identical to our ancestors in how we metabolize food, respond to exercise, cycle through sleep phases each night, absorb sunlight, and deal with various other environmental influences.” – Mark Sisson. This is the core of the Primal lifestyle to me.</p> <p>11. “Action makes stuff happen. Action is the fire, not the firewood. Action is the growth of a tree and the budding of a flower, not the soil or the nutrients. Action is the wind, not the high and low–pressure systems that create it. Action is the crashing of a wave, not the water that makes it. Action is the marathoner breaking a sweat, not the marathon being run. Action is the writing of history, not the memory of history itself.” – Raam Dev. Raam reminds me that consuming without producing is meaningless.</p> <p>12. “There is nothing harsh about having to do without things for which you have ceased to have any craving.” – Seneca</p> <p>13. “If you could kick the person in the pants responsible for most of your trouble, you wouldn’t sit for a month.” – Theodore Roosevelt</p> <p>14. “If you believe that playing by your own rules is a good philosophy for your life, then it’s important to believe the same applies to others” – Tyler Tervooren. I play more and more by my own rules and need to remember to let other people do the same.</p> <p>15. “Anything can happen in life, especially nothing.” – Unknown. Left to our own devices, most people won’t do anything special with their lives. I don’t want to be one of those people.</p>
Other (Specify)	N/A.

Create Your Own Section

This template would look very different if you created it from scratch. This section is intended as a supplement for you to add as much as you like. Examples of section names could be “Random but important information,” “How I handle gossip”, “High level visual of how I operate” or “Warnings.” Get creative.

Section Name	Content
Random But Important Information About Me	<ol style="list-style-type: none"> 1. I refuse to go fishing because of an incident when I was nine with my cousins, uncle, and a severely bloody lake fish that wouldn’t come off the hook no matter how hard I tried. 2. Yes, I know I’m 6’6” – but I don’t want to be on your volleyball team. It’s not fun for me.

What Now?

Your prize for finishing this guide is a fountain of knowledge and the ability to share it. I hope it feels good to package up the essence of you and explain it in a way that would normally take people years to understand.

Now that you've invested the time to create this special resource, its value will be multiplied by the number of people who use it. And if you have the time, different versions for different groups of people could be useful. Be somewhat careful who receives this, but you may want to distribute it by:

- Emailing to friends, family, co-workers, or that cute guy/girl you've been trying to impress.
- Uploading it to your blog. You can then share it freely or control who gets access to it.
- Publishing the location of it on social media like Facebook, Twitter, Google+, Pinterest, or LinkedIn.

Reflecting on the new things you learned about yourself can also be extremely rewarding. Give it a try!

Did You Find Value In This?

I hope you enjoyed completing this as much as I enjoyed creating it for you! I always try to give away my best tools and resources and this is just one of many. I would be grateful if you helped spread the mission behind this guide and JoelZaslofsky.com.

Some Simple Ways to Show Appreciation:

- Email someone a link to the [original article](#) and explain why The Personal User Guide could be valuable to them.
- Post about this on your blog or wherever else you share your thoughts and ideas.
- [Send me an email](#) about your experience with the guide and its value to you. Direct feedback is awesome!