

# **The Real Me**

**Aarron Walter @aarron**

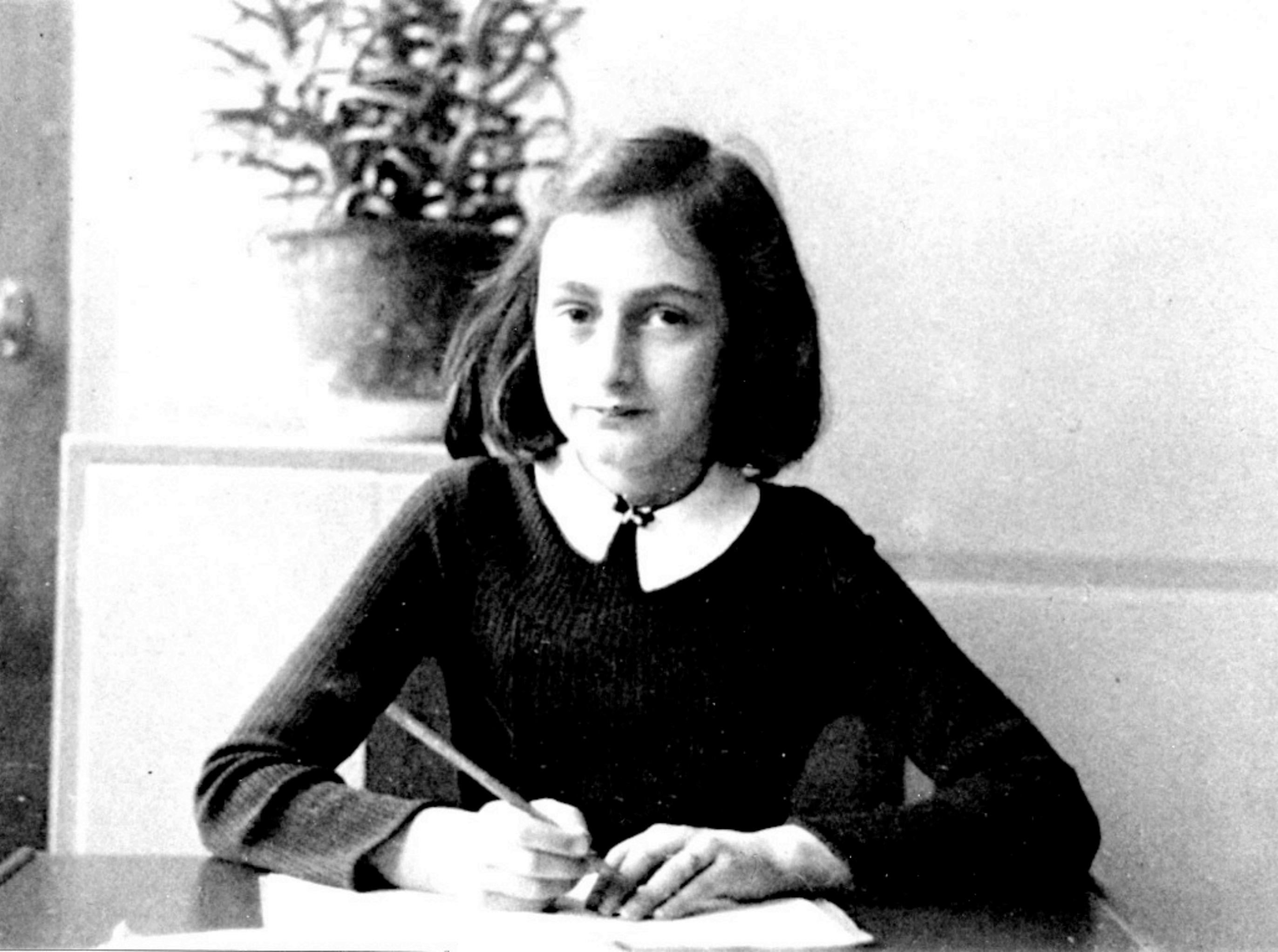
*voice*

















**“ People will forget what you said, and what you did, but they will never forget the way you made them feel.**

*Maya Angelou*

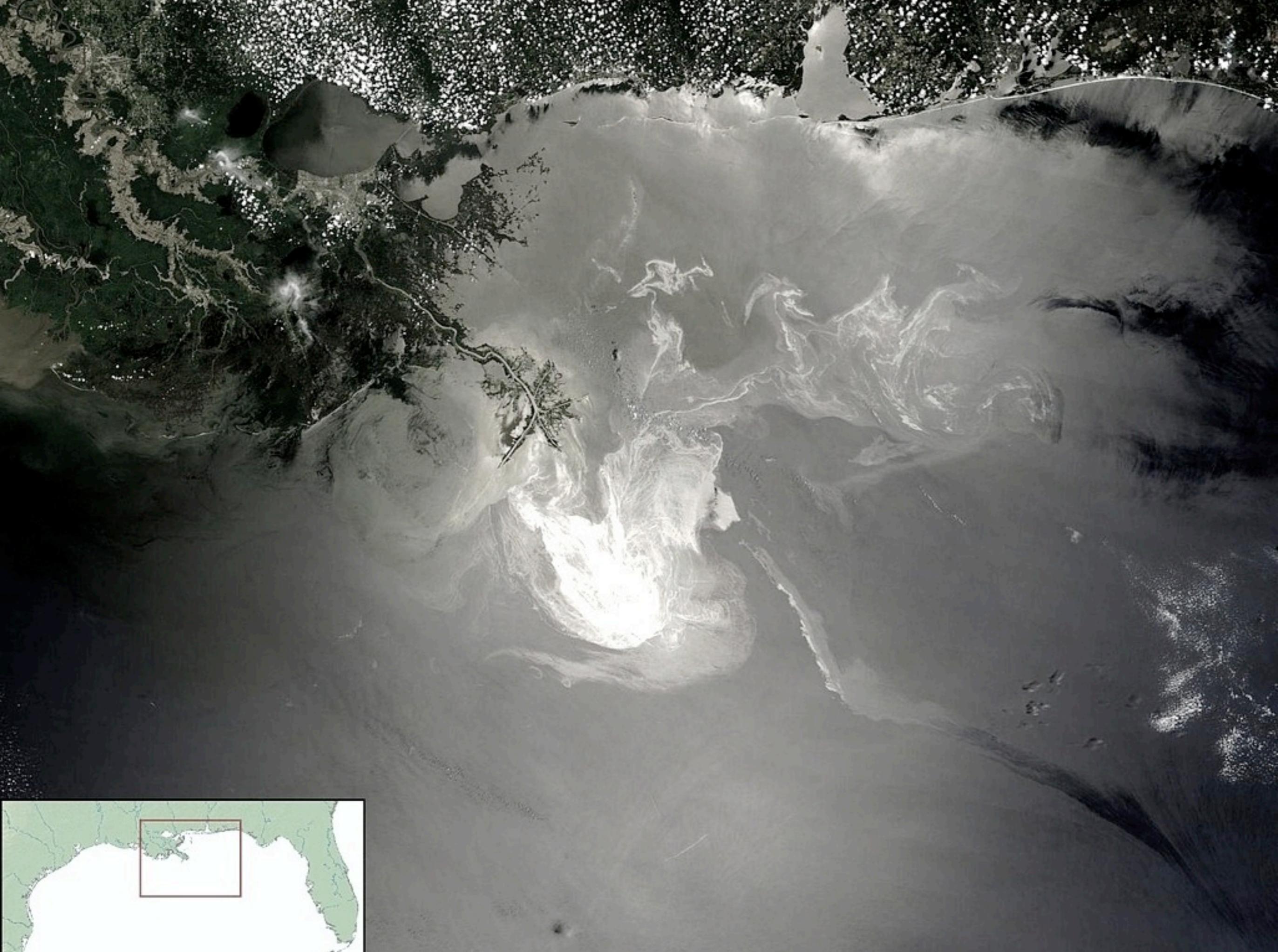
*story*

bp

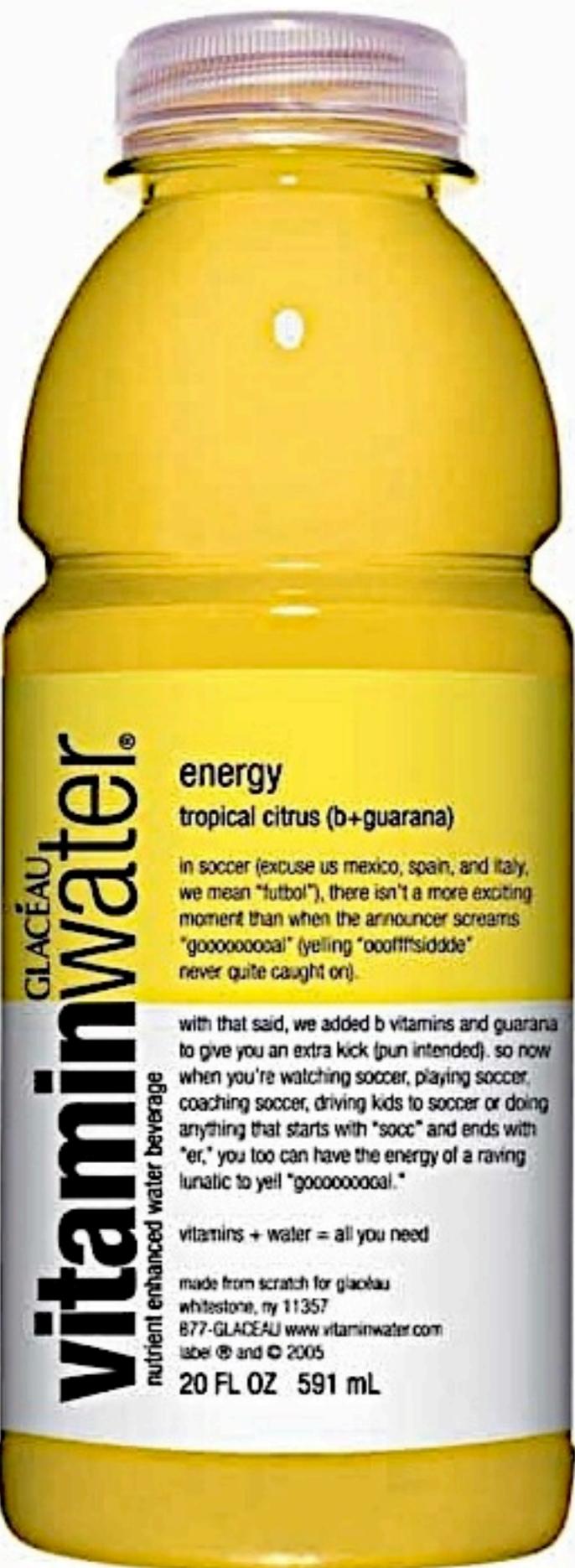












GLACEAU  
**vitaminwater**<sup>®</sup>

**energy**  
tropical citrus (b+guarana)

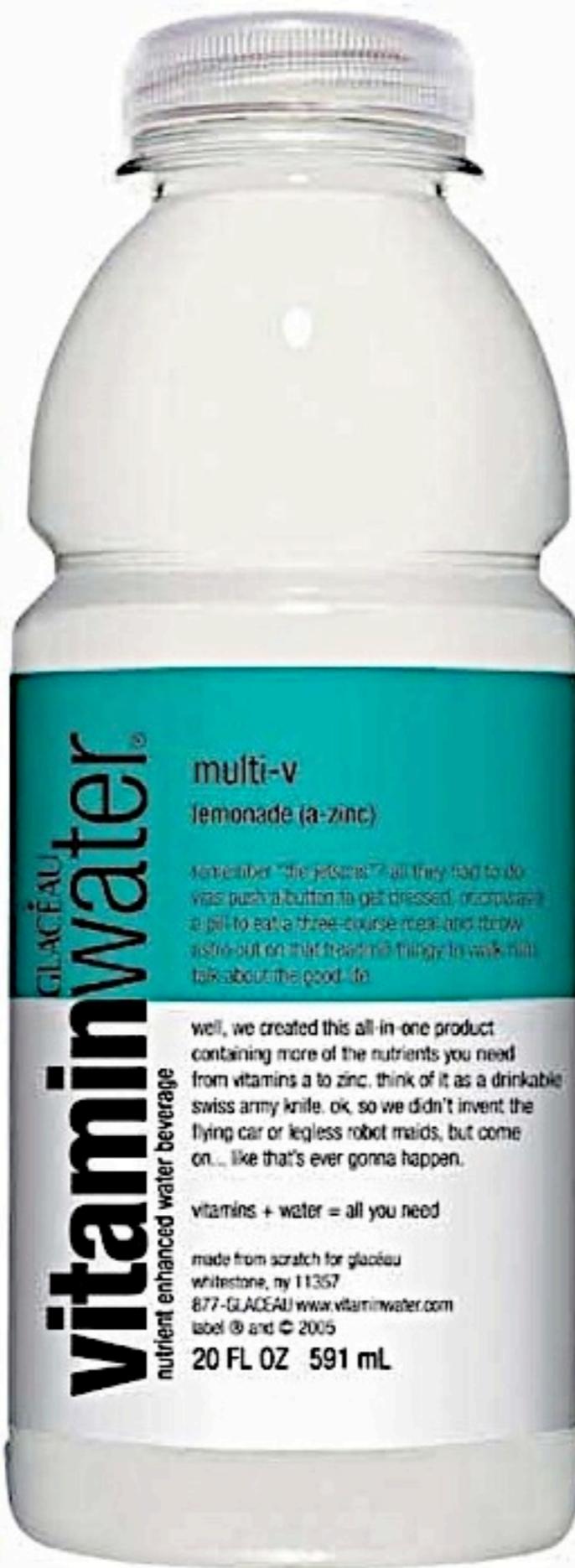
In soccer (excuse us Mexico, Spain, and Italy, we mean "futbol"), there isn't a more exciting moment than when the announcer screams "oooooooooal" (yelling "oooooooooal" never quite caught on).

with that said, we added b vitamins and guarana to give you an extra kick (pun intended). so now when you're watching soccer, playing soccer, coaching soccer, driving kids to soccer or doing anything that starts with "socc" and ends with "er," you too can have the energy of a raving lunatic to yell "oooooooooal."

vitamins + water = all you need

made from scratch for glaceau  
whitestone, ny 11357  
877-GLACEAU www.vitaminwater.com  
label © and © 2005

20 FL OZ 591 mL



GLACEAU  
**vitaminwater**<sup>®</sup>

**multi-v**  
lemonade (a-zinc)

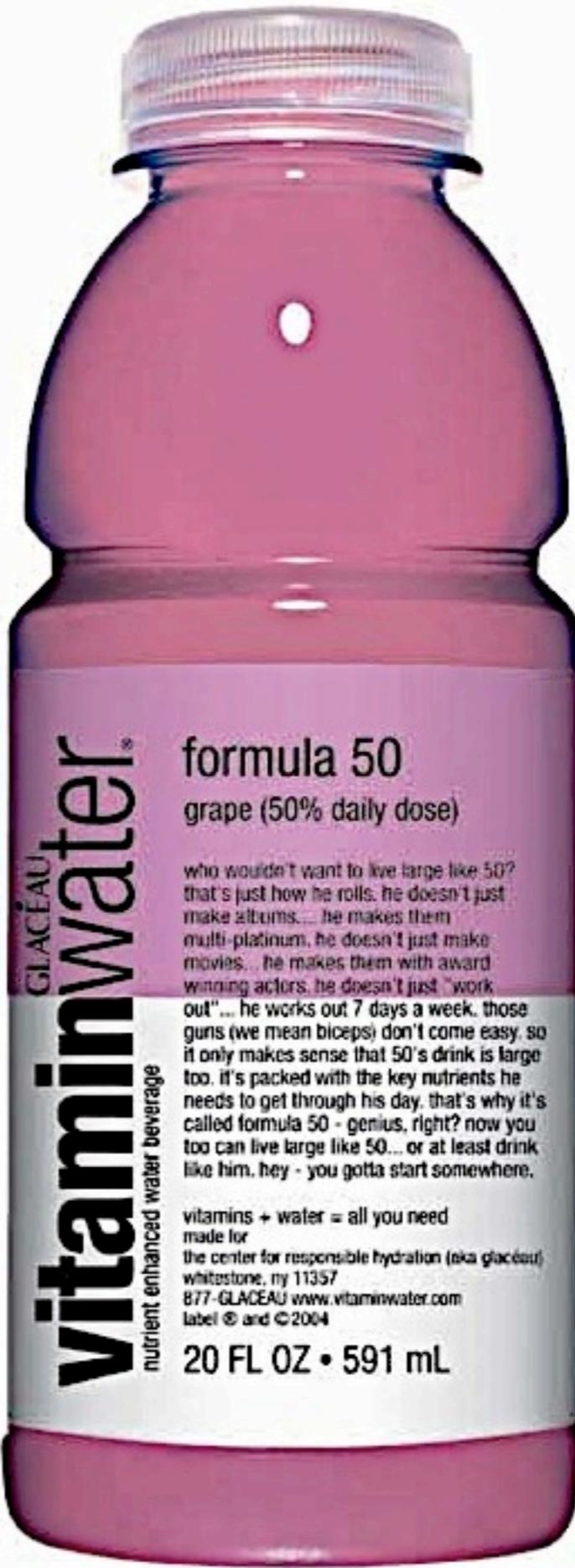
remember "the pitsaw"? all they had to do was push a button to get dressed, or push a pill to eat a three-course meal and throw a stew-out on that treadmill thingy to work with talk about the good life

well, we created this all-in-one product containing more of the nutrients you need from vitamins a to zinc. think of it as a drinkable swiss army knife. ok, so we didn't invent the flying car or legless robot maids, but come on... like that's ever gonna happen.

vitamins + water = all you need

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whitestone, ny 11357  
877-GLACEAU www.vitaminwater.com  
label © and © 2005

20 FL OZ 591 mL



GLACEAU  
**vitaminwater**<sup>®</sup>

**formula 50**  
grape (50% daily dose)

who wouldn't want to live large like 50? that's just how he rolls. he doesn't just make albums... he makes them multi-platinum. he doesn't just make movies... he makes them with award winning actors. he doesn't just "work out"... he works out 7 days a week. those guns (we mean biceps) don't come easy. so it only makes sense that 50's drink is large too. it's packed with the key nutrients he needs to get through his day. that's why it's called formula 50 - genius, right? now you too can live large like 50... or at least drink like him. hey - you gotta start somewhere.

vitamins + water = all you need

made for  
the center for responsible hydration (aka glaceau)  
whitestone, ny 11357  
877-GLACEAU www.vitaminwater.com  
label © and © 2004

20 FL OZ • 591 mL



GLACEAU  
**vitaminwater**<sup>®</sup>

**revive**  
fruit punch (b+potassium)

you wouldn't want your coffee to be a little bit like the coffee in those old irish spring soap commercials. and if you're like our boss, mike, and work up married to an elvis impersonator, you probably need a lawyer.

made for  
the center for responsible hydration (aka glaceau)  
whitestone, ny 11357  
877-GLACEAU www.vitaminwater.com  
label © and © 2005

20 FL OZ • 591 mL



*Coca-Cola*

classic

**Bank of America**





Bank of America 

**MY BANK RUINED  
THE WORLD ECONOMY  
AND ALL I GOT WAS  
THIS LOUSY  
SURCHARGE**

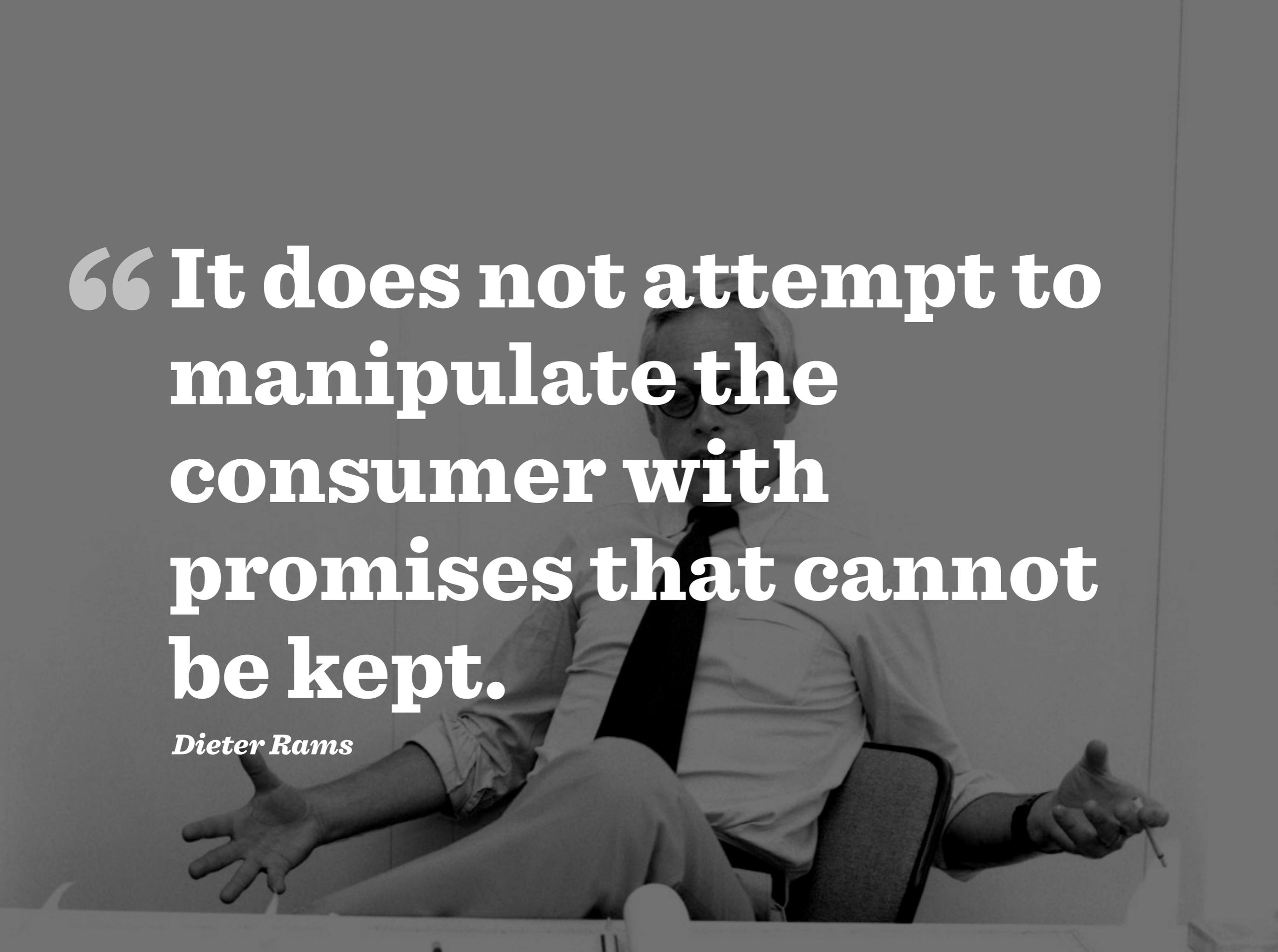
*dishonest*





**“ Good design is honest.  
It does not make a  
product seem more  
innovative, powerful  
or valuable than it  
really is.**

*Dieter Rams*



**“ It does not attempt to  
manipulate the  
consumer with  
promises that cannot  
be kept.**

*Dieter Rams*

*inhuman*



**“ Simple is not a bank.  
We replace your bank  
and provide the clarity  
and sophistication that  
you need to manage  
your finances.**

*Simple*



# Get ready to leave your bank.

Find clarity in your everyday finances.  
No surprise fees. No worries.

Now available by invitation only.

[Get Invited](#)

## 1 Features

With Simple, you can easily

Spend

Save

Pay

[Learn](#)

Search: coffee  sorted by:

TRANSACTION HISTORY

<input type="checkbox"/>	NOV 04	<b>Pearl Bakery</b> <i>#lunch</i>	Coffee & Tea	<b>9.75</b> PENDING
<input type="checkbox"/>	NOV 03	<b>Barista</b> <i>cap and Coava beans</i>	Coffee & Tea	<b>19.80</b> PENDING
<input type="checkbox"/>	NOV 02	<b>Courier Coffee</b> <i>Jarbraltar, best caffeine in PDX</i>	Coffee & Tea	<b>4.00</b>
<input type="checkbox"/>	OCT 14	<b>Ristretto Roasters LLC</b> <i>coffee with Sam</i>	Coffee & Tea	<b>4.50</b>

17 matching search

0.00 deposited  
**123.84** spent

A map of the Portland, Oregon area is shown. Two red location pins are placed on the map, one near Pearl Bakery and one near Barista. The map shows major roads like I-5 and I-205, and nearby cities like Vancouver, Beaverton, and Tigard.

# Congratulations!

We're happy to have you aboard!

Your Simple card should arrive in the mail in five to seven business days. Until then, let's set up the rest of your account.



## 1 Create your credentials

Username



Passphrase

••••••••

show passphrase

Remember, either aim for a long phrase or a short complex set of characters.

**Passphrase?** Yes. Passphrases are easier to remember and more secure than traditional passwords. For example, try a group of words with spaces in between, or a sentence you know you'll remember. `Correct horse battery staple` is a better passphrase than `r0b0tz26`.

Save username and passphrase

**\$340.17**

Safe-to-Spend™

340.17 account balance - 0.00 in pending activities - 0.00 in scheduled activities

search activities

sorted by:

Date

Size

Export

Send Money

Support

16	no memo			
AUG 16	Jittery Joe's	Tipped	Restaurants	6.95
AUG 15	Five Points Bottle Shop		Alcohol & Bars	20.95
AUG 16	Bill Payment: Georgia Natural Gas		Gas & Fuel	27.35
AUG 14	Kroger		Groceries	23.10
AUG 14	Spoon	Tipped	Restaurants	11.72
AUG 13	Earth Fare		Groceries	33.24
AUG 10	Electronic Funds Transfer Null		Unknown	+0.83
AUG 10	Cafe Tazza		Fast Food	1.81
AUG 10	Au Bon Pain		Fast Food	12.83
AUG 08	Jimbo's		Gas	34.90
AUG 08	Earth Fare		Groceries	7.20
AUG 08	Electronic Funds Transfer		Unknown	+100.00

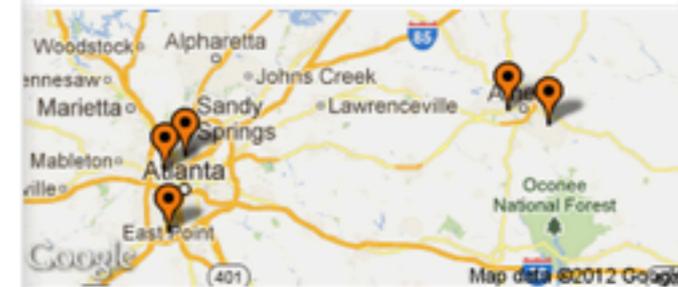
All Activity

Total Monthly Weekly Daily

601.66 deposited

-261.49 spent

= 340.17 total



Saved Searches

TOTAL

New Saved Search

**\$340.17**

Safe-to-Spend™

340.17 account balance - 0.00 in pending activities - 0.00 in scheduled activities

search activities

sorted by:

Date

Size

Export

2 Conversations

16	no memo			
AUG 16	Jittery Joe's	Tipped	Restaurants	6.95
AUG 15	Five Points Bottle Shop		Alcohol & Bars	20.95
AUG 16	Bill Payment: Georgia Natural Gas		Gas & Fuel	27.35
AUG 14	Kroger		Groceries	23.10
AUG 14	Spoon	Tipped	Restaurants	11.72
AUG 13	Earth Fare		Groceries	33.24
AUG 10	Electronic Funds Transfer Null		Unknown	+0.83
AUG 10	Cafe Tazza		Fast Food	1.81
AUG 10	Au Bon Pain		Fast Food	12.83
AUG 08	Jimbo's		Gas	34.90
AUG 08	Earth Fare		Groceries	7.20
AUG 08	Electronic Funds Transfer		Unknown	+100.00

Call Us

Start a Conversation

Ask a question or just say hello.

Weird Pending Transaction Aug 9

Fantastic. Thanks for the info and the help, Eric. — Me

3 Messages Resolved

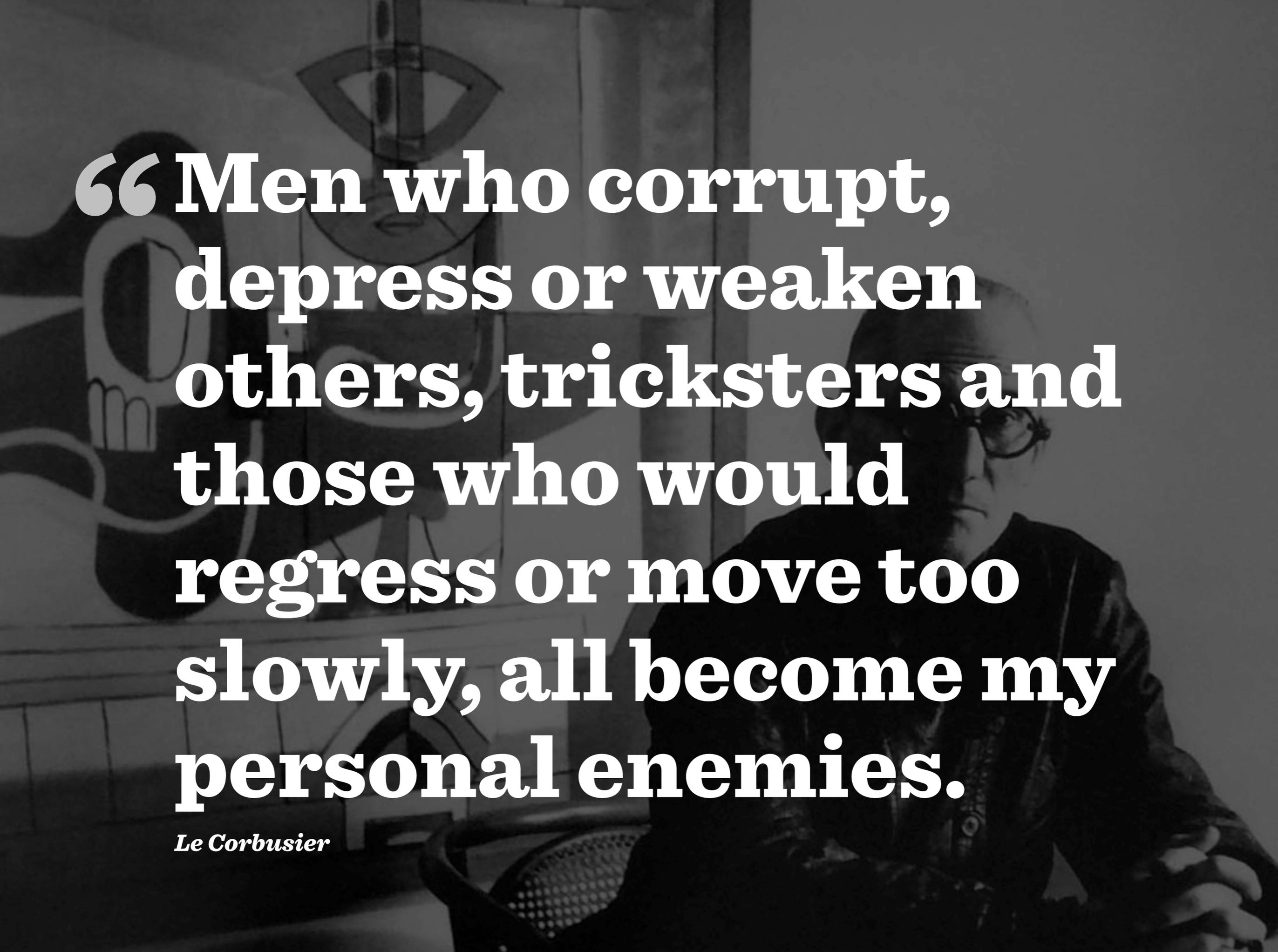
International money transfers Aug 9

Lovely. Thanks, Ryan. — Me

5 Messages Resolved

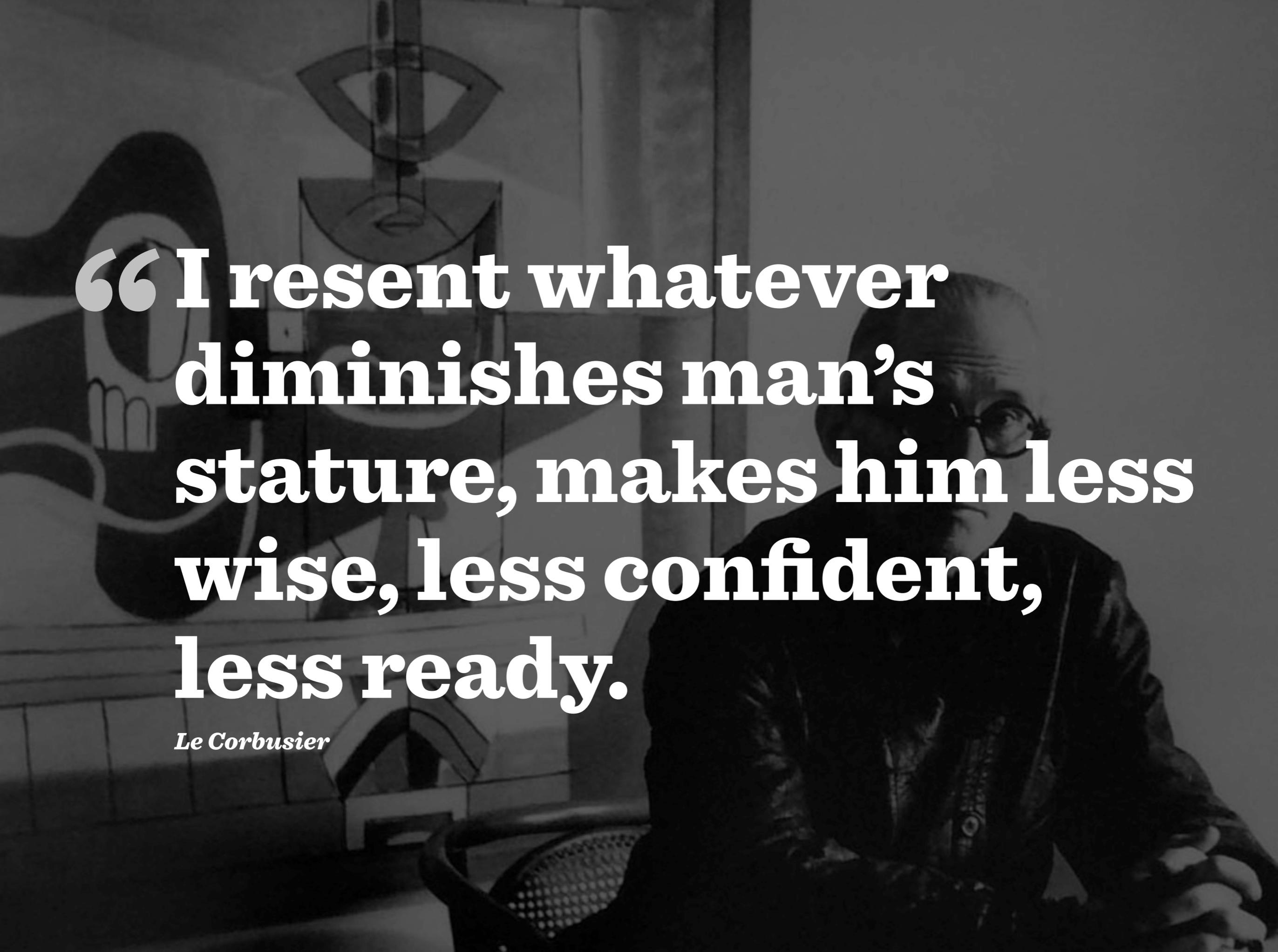
*small  
kindness*





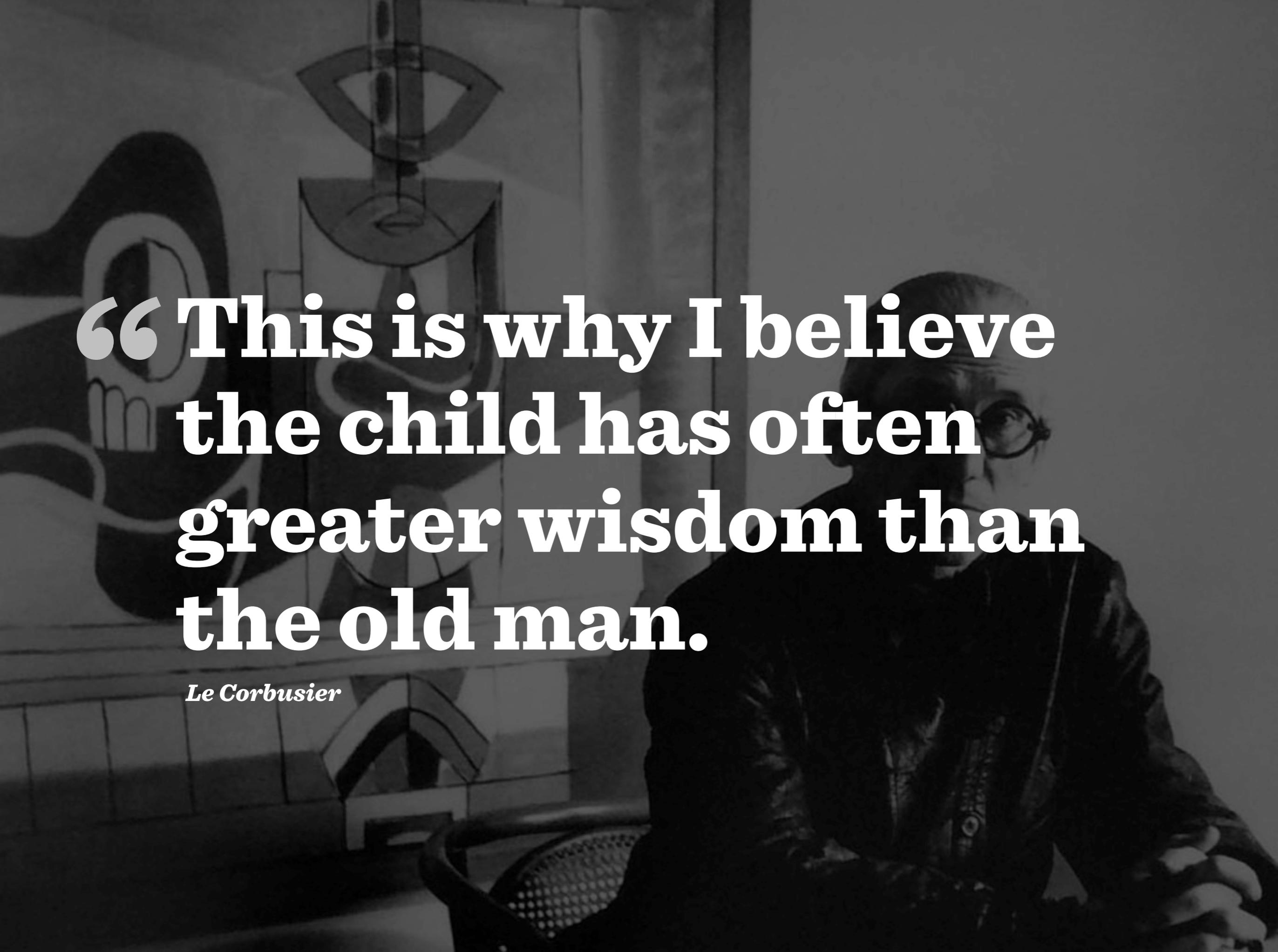
**“Men who corrupt,  
depress or weaken  
others, tricksters and  
those who would  
regress or move too  
slowly, all become my  
personal enemies.**

*Le Corbusier*



**“ I resent whatever  
diminishes man’s  
stature, makes him less  
wise, less confident,  
less ready.**

*Le Corbusier*



**“ This is why I believe  
the child has often  
greater wisdom than  
the old man.**

*Le Corbusier*

*childlike*

*honest*

*kind*

*authentic*

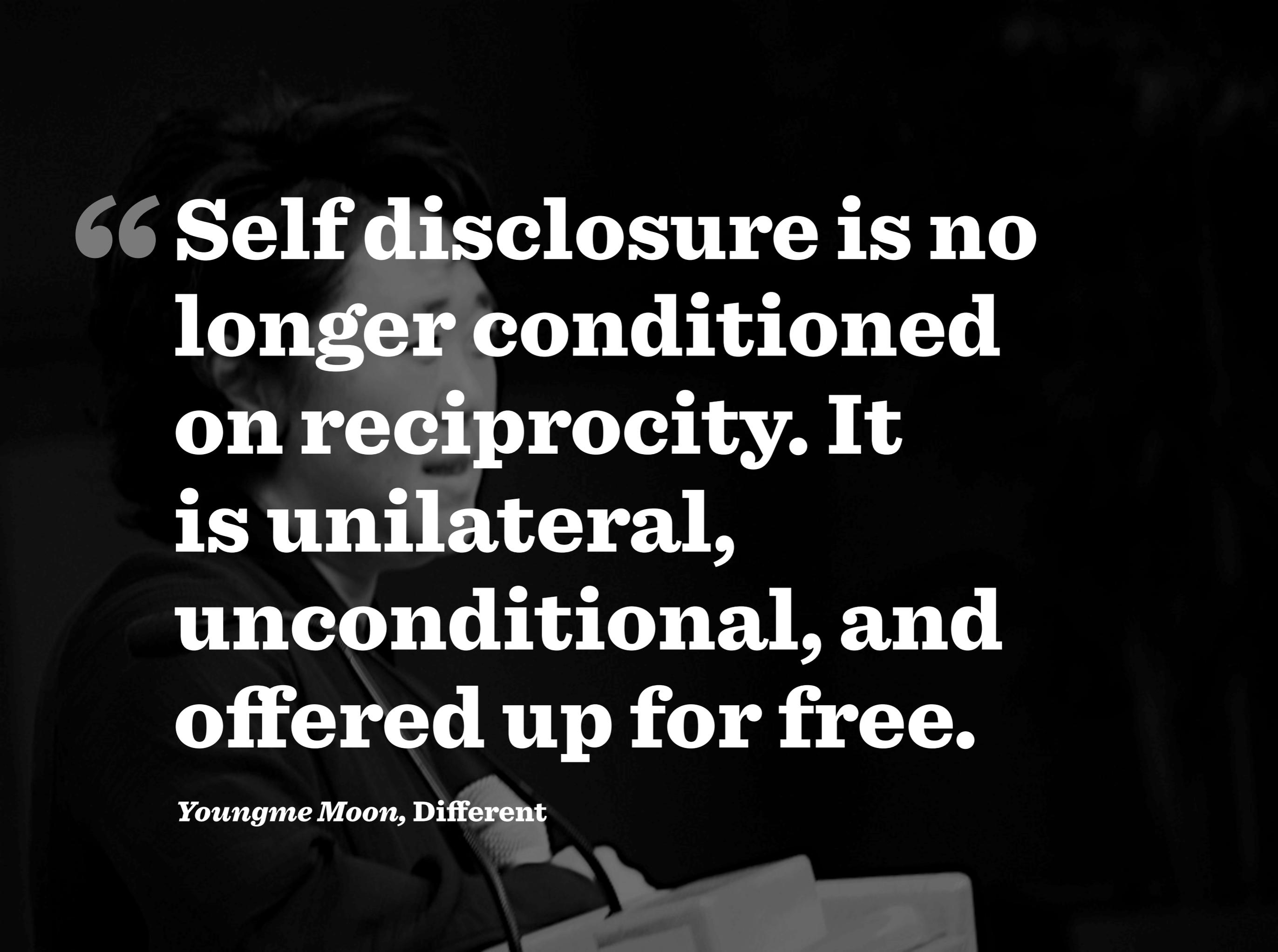
*personal*

**life**

---

**business**



A grayscale background image of a woman with dark hair, wearing a dark top, speaking into a microphone. The image is slightly blurred and serves as a backdrop for the text.

**“ Self disclosure is no longer conditioned on reciprocity. It is unilateral, unconditional, and offered up for free.**

*Youngme Moon, Different*





**“ Make better things in a  
better way.**

*Raleigh Denim*







# RALEIGH DENIM

Designed, cut + sewn in North Carolina.  
we do everything under one roof using  
locally produced raw materials, most from  
within a few hours of our workshop.

We use old machines, we take our time,  
and we're rebuilding North Carolina's rich  
denim tradition. We don't compromise  
style, craftsmanship, or sustainability.

HANDCRAFTED BY NON AUTOMATED JEANSMITHS

FIT:  
THIN

STYLE:  
LINCOLN

8 MONTH  
WASH

Cone Mills White Oak selvage denim  
Made + woven in the U.S.



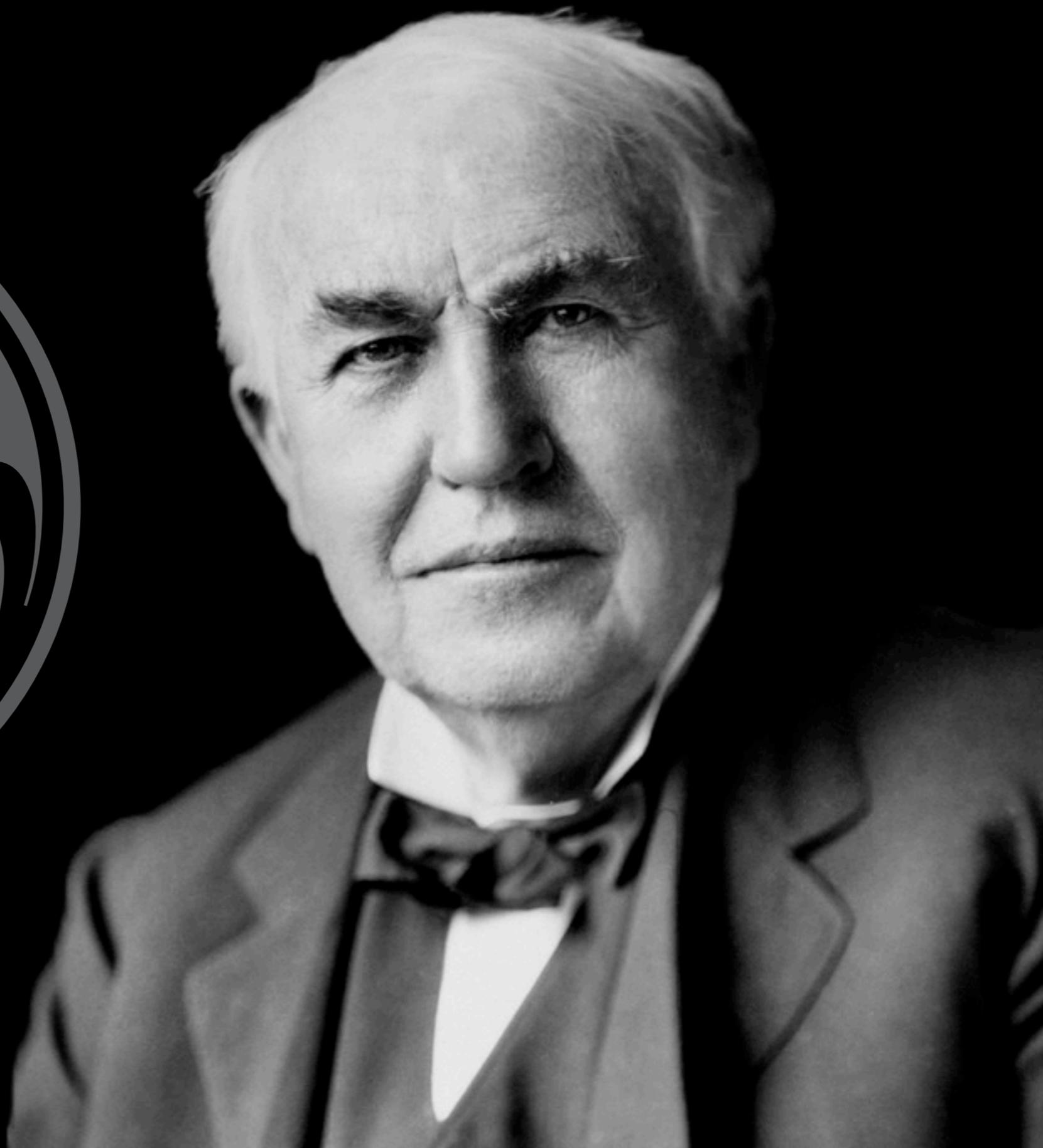
44

2011



*craft*

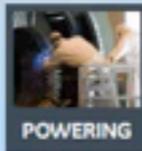
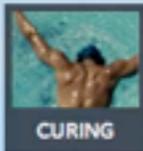
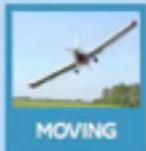
*story*





BROWSE ALL STORIES →

GE WORKS.



# IN ALBANY, GEORGIA, WE'RE PUSHING THE PERFORMANCE OF CROP DUSTERS WITH THE LATEST TURBOPROP ENGINE TECHNOLOGY.

Like 433 Tweet 40

GE has unveiled the H80 turboprop engine, delivering more power and better efficiency for aerial application and utility aircraft missions.

**073** Acres of land that a plane using an H80 engine could have seeded since opening this page.

**107** Degrees Fahrenheit in which the GE H80 engine can operate (up to 20 degrees higher than engine predecessor).

**090** PERCENT: Amount that soil erosion can be reduced on the average farm by using aerial application.



The advanced power and versatility of GE's turboprop engines allow greater precision, performance and efficiency in business and general aviation.

GENERALELECTRIC  
GENERALELECTRIC.TUMBLR.COM



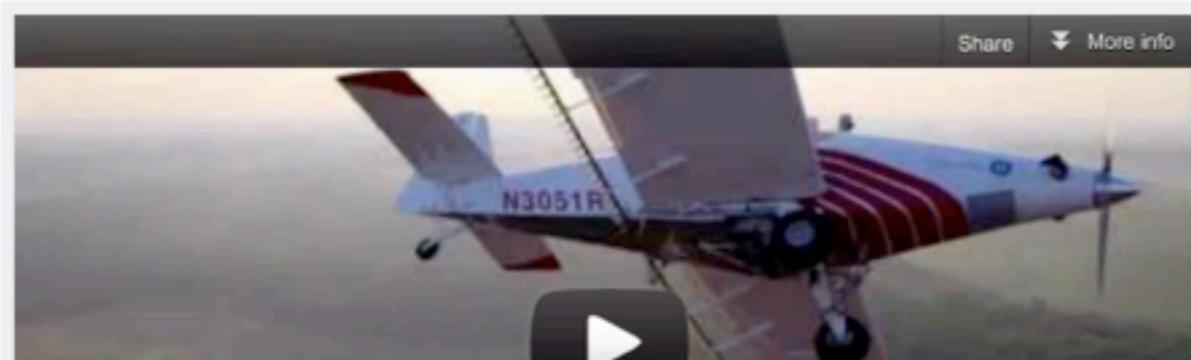
Another shot of Thrush pilot Terry Humphrey flying the GE H80-powered 510G aircraft in Georgia.

7/24/12 3:4PM



## H80 Turboprop Engine

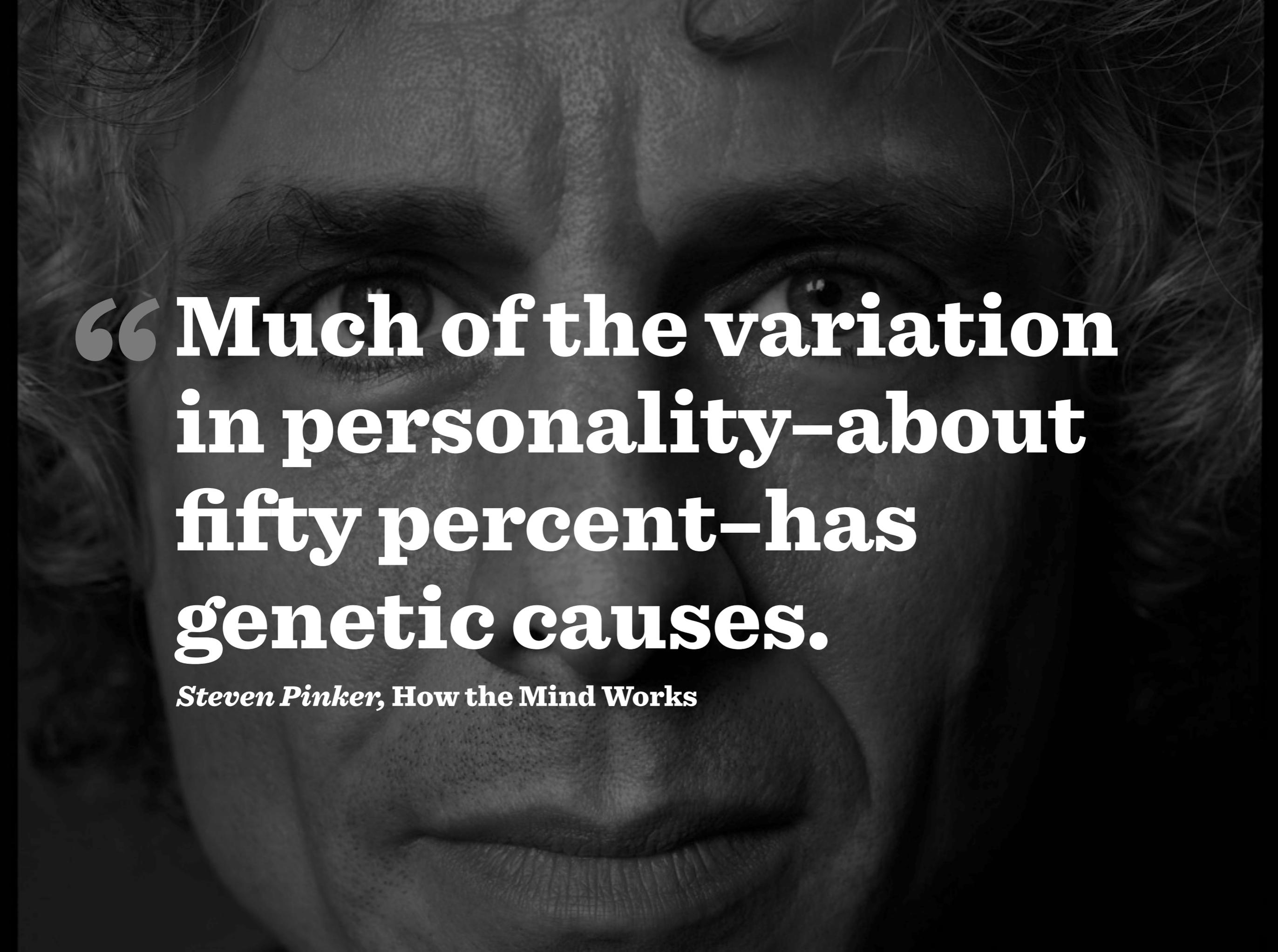
GE is incorporating sophisticated technologies like a bladed disc rotor design, improved compressor and turbine aerodynamics, and high



*human  
presence*

*personality*





**“ Much of the variation  
in personality—about  
fifty percent—has  
genetic causes.**

*Steven Pinker, How the Mind Works*

4

*benefits*

**1**

*stand out*

# hipmunk



✕ Flights Regular Multi-city Price Graph Hotels

from

to

depart  -

return  -

May 2012							June 2012						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5						1	2
6	7	8	9	10	11	12	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30

1 person

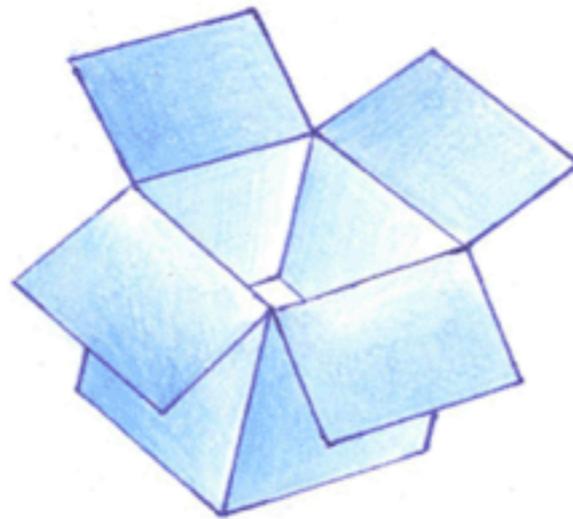
Search!

### Recent Searches

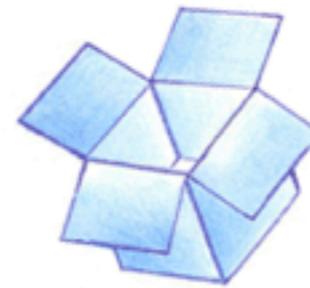
- ✕ ATL ↔ LGA  
May 30 - Jun 02
- ✕ LHR ↔ NTE  
May 30 - Jun 02
- ✕ LHR ↔ CDG  
May 30 - Jun 02
- ✕ ATL ↔ CDG  
May 30 - Jun 02
- ✕ ATL ↔ NTE  
May 23 - May 27

★ You've upgraded to a Dropbox Pro 100 account!

One day, my son,  
you too will upgrade  
to be as big as me.



Really?



Your new quota of 102.75 GB is now available, and your account has unlimited undo history. We've sent a receipt to

Please [download and install](#) the Dropbox desktop software if you haven't already done so.

If you want even more space for free, remember you can always [refer your friends](#) to Dropbox to earn bonus space.

[Continue to your Dropbox](#)

## Dropbox for mobile

[Text to my phone](#)[Email to my device](#)

Dropbox  
Install  
Mobile  
Pricing  
Teams  
Tour

Community  
Referrals  
Twitter  
Facebook  
Developers

About us  
Dropbox Blog  
Our team  
News  
Jobs

Support  
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🌐 English ▲

# Finally. All Your Mobile Content in One Place.

Box OneCloud centralizes all your mobile data, keeping you productive and accelerating your business.

[Get Started](#)

## Online File Sharing

Box lets you store all of your content online, so you can access, manage and share it from anywhere. Integrate Box with Google Apps and Salesforce and access Box on mobile devices. [Learn More](#)



## Security Leadership in the Cloud

Box pioneered a new level of content management security, with role-based access controls, 99.9% uptime guarantee, and data encryption using 256-bit SSL. Box has also been issued an SSAE 16 Type II report. [▶ Watch Video](#) • [Learn More](#)

**Enterprise Strategy Group:** Box named a leader in online file sharing and collaboration. [Get the Free Report](#)



## What our customers are saying

We're excited about what we've done with Box. We've enjoyed a very stable, high quality service that's reliable with great performance. ”

— Pandora. [Learn More](#)

Over 120,000 businesses use Box.

[View Case Studies](#)

**Personal**  
Send Files Fast  
Online Storage  
Mobile Access

**Business**  
FTP Alternative  
Project Collaboration  
Sales Portal

**Enterprise**  
Services  
Security  
Enterprise Mobility

**Customers**  
Case Studies  
Industries  
Use Case

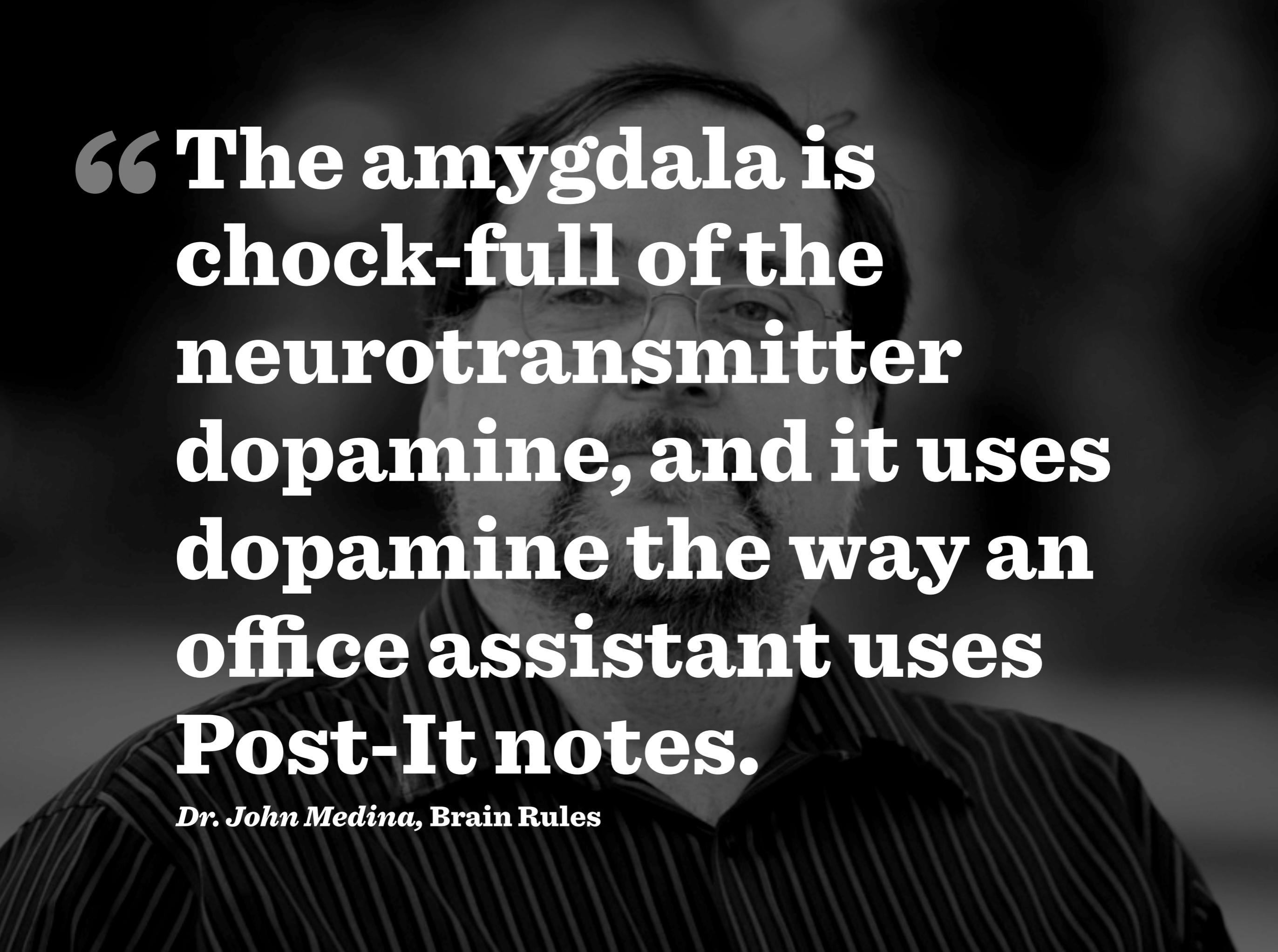
**Platform**  
Build  
Innovate  
Integrate



**2**

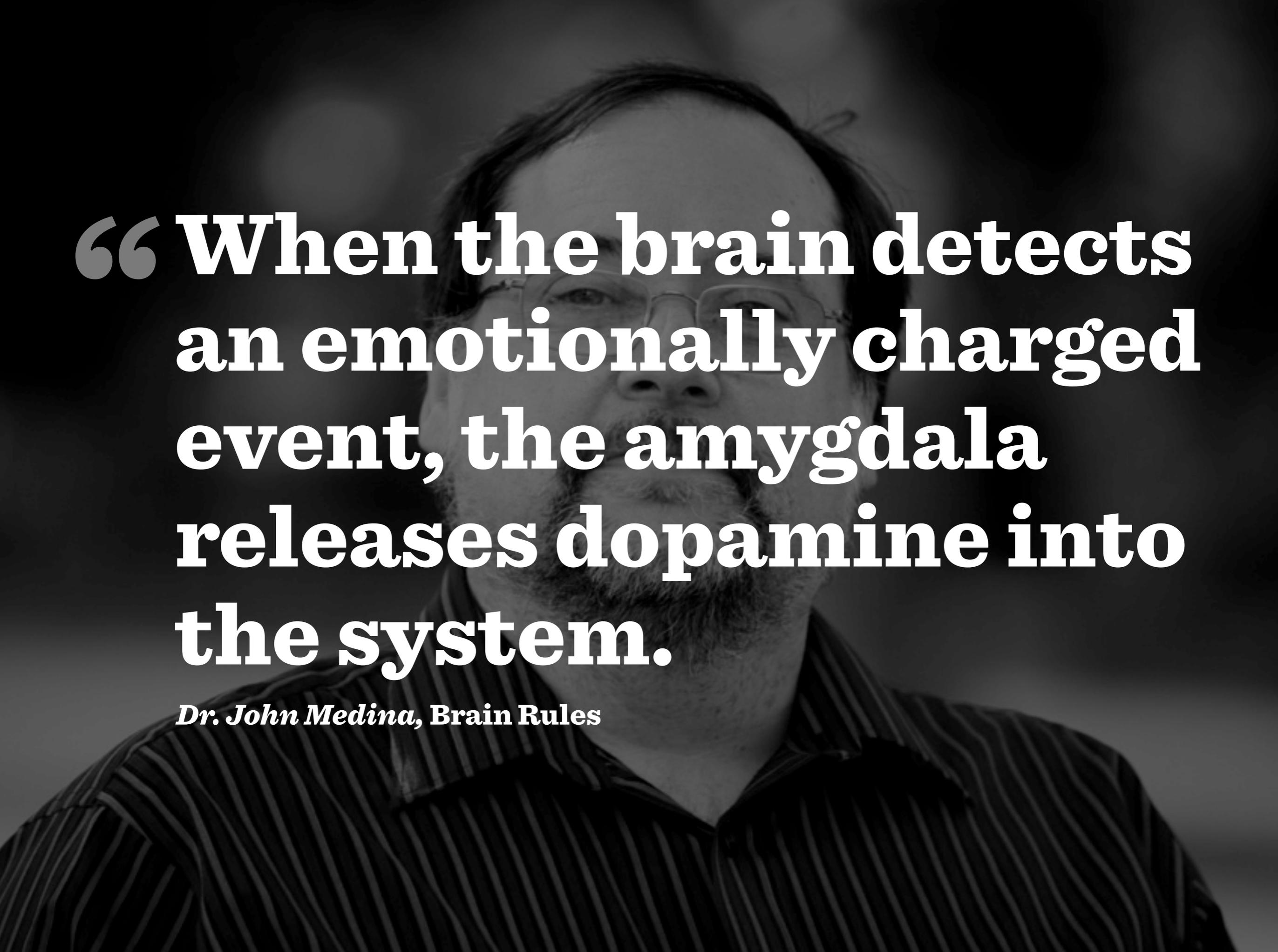
*emotion &  
memory*





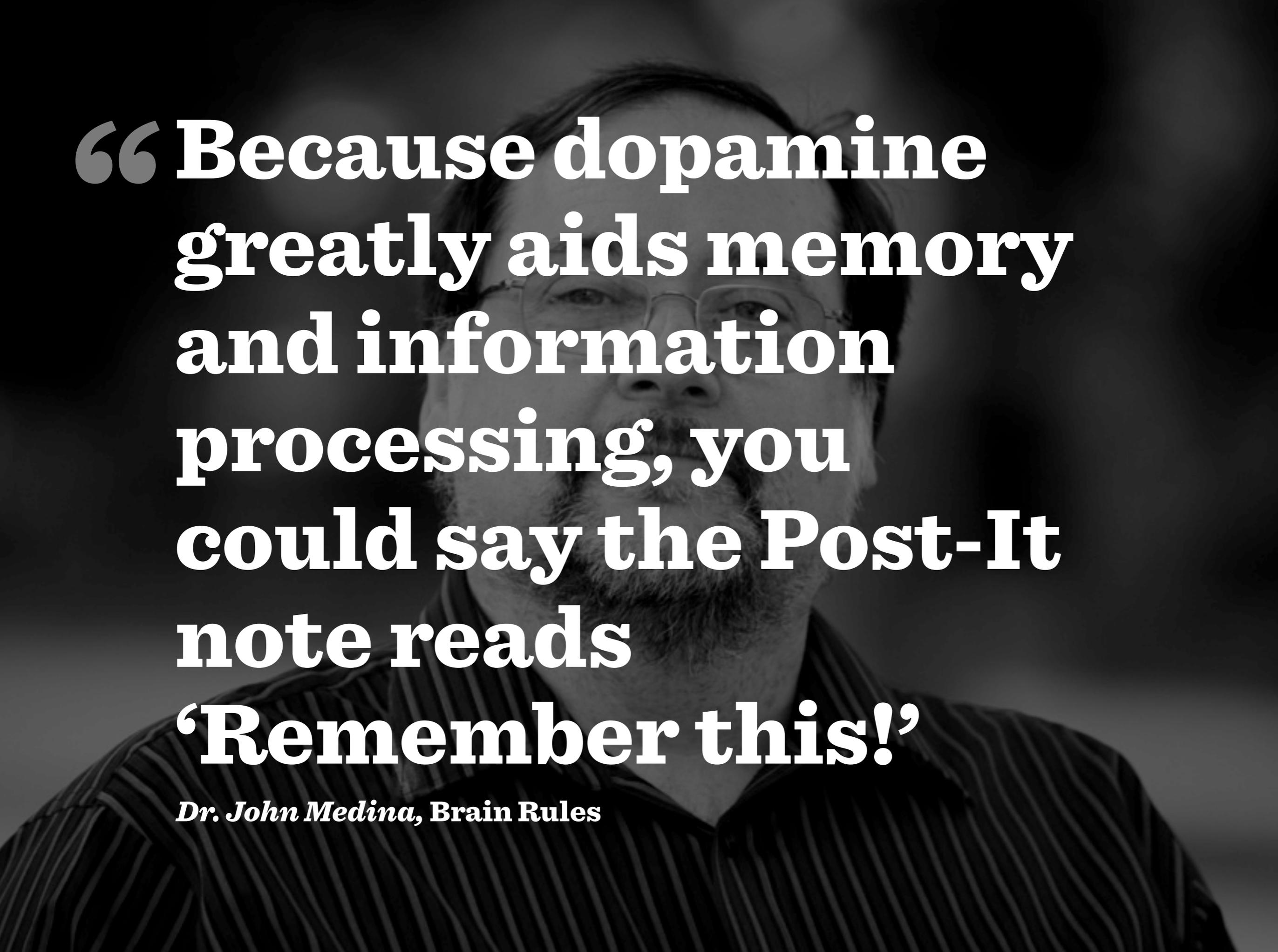
**“ The amygdala is chock-full of the neurotransmitter dopamine, and it uses dopamine the way an office assistant uses Post-It notes.**

*Dr. John Medina, Brain Rules*



**“ When the brain detects an emotionally charged event, the amygdala releases dopamine into the system.**

*Dr. John Medina, Brain Rules*



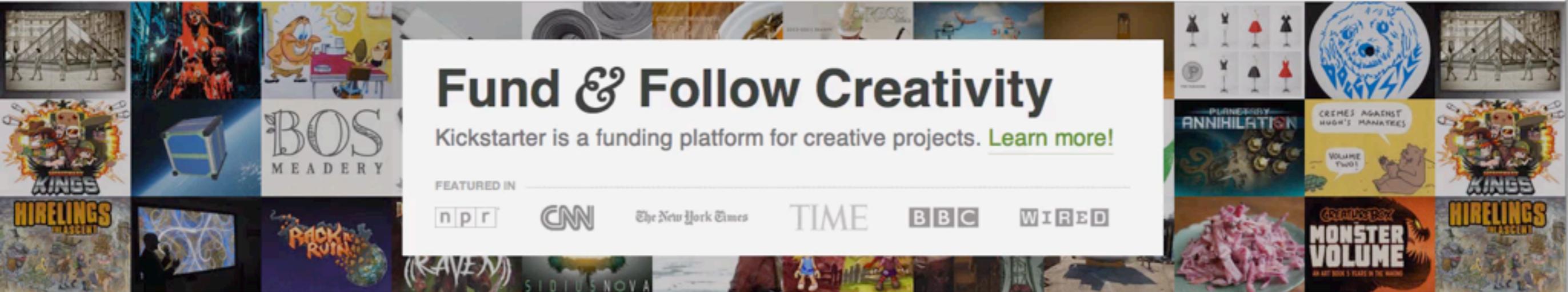
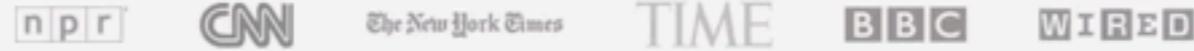
**“ Because dopamine  
greatly aids memory  
and information  
processing, you  
could say the Post-It  
note reads  
‘Remember this!’**

*Dr. John Medina, Brain Rules*

# Fund & Follow Creativity

Kickstarter is a funding platform for creative projects. [Learn more!](#)

FEATURED IN



## Staff Picks: Comics

[See all 136 Comics projects](#)



### LEAVING MEGALOPOLIS

by Gail Simone/Jim Calafiore in Somerset, NJ

When the caped heroes of the world's safest city inexplicably all turn into homicidal lunatics, no one is safe.

175% funded | \$59,506 pledged | 27 days to go

- Art
- Comics
- Dance
- Design
- Fashion
- Film & Video
- Food
- Games
- Music
- Photography
- Publishing
- Technology
- Theater

## Athens, GA [Change city](#)

[See all](#)



### With Someone Else's Money's Take Over the World Fund

by Jonathan Sparks

With Someone Else's Money needs your help to take over the world... of a cappella.



### Get Cosmic Charlie back on the ROAD!

by Cosmic Charlie

A huge tree fell on Cosmic Charlie's touring rig. Van is totaled. Summer tourdates are scheduled.



### Captain Midnight's Treasure

by Walt Langhans

Captain Midnight's Treasure is a family friendly, easy to learn, fast paced, press your luck, pirate themed, dice game.



### Superstar 9000 "Turn the Lights Off" Album Release Project

by Superstar 9000

Hot Indie Pop/Rock artist seeking to create a hit album for release!



**3**

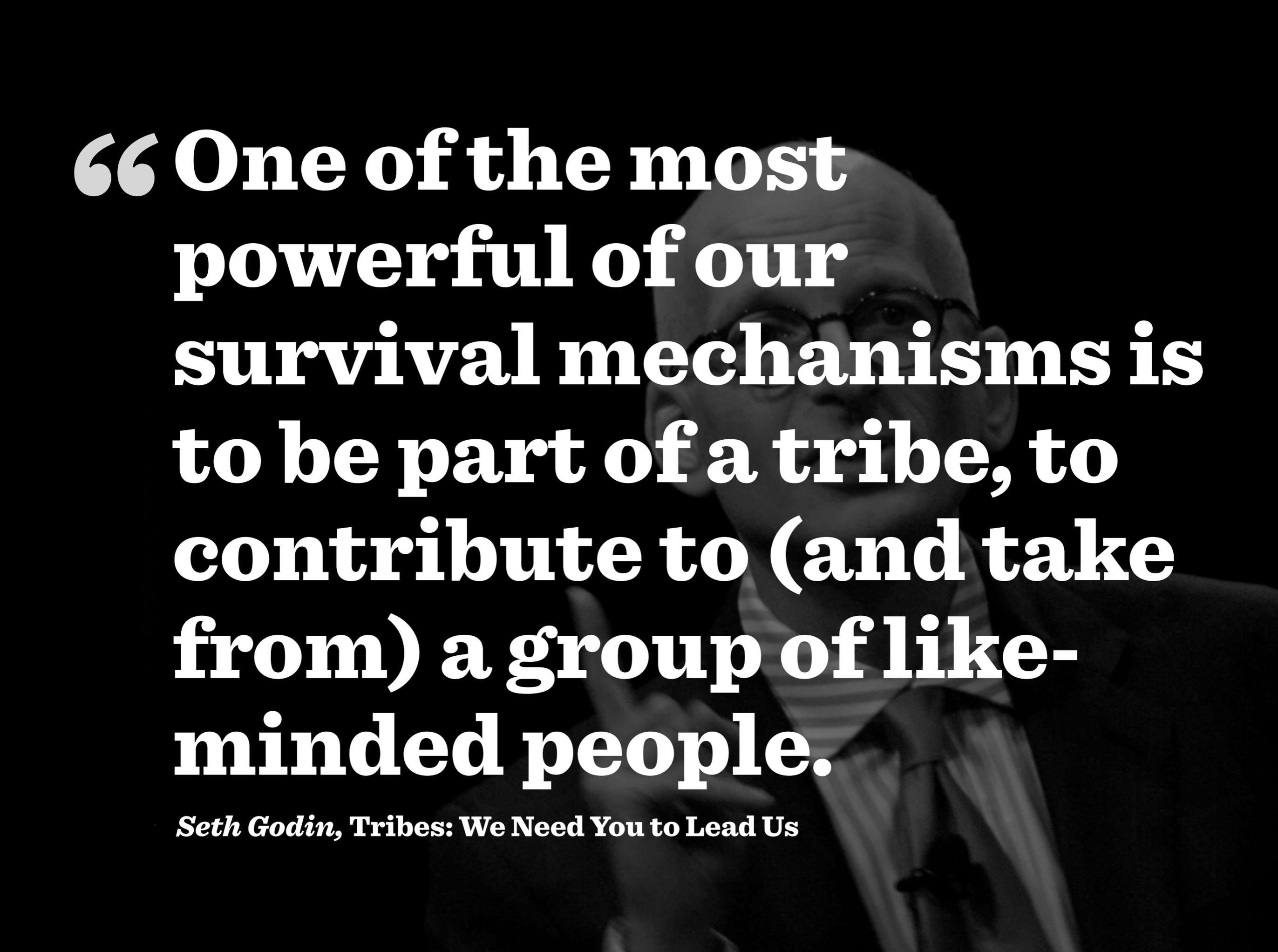
*find your tribe*





**“ Human beings can’t  
help it: we need to  
belong.”**

*Seth Godin, Tribes: We Need You to Lead Us*



**“ One of the most powerful of our survival mechanisms is to be part of a tribe, to contribute to (and take from) a group of like-minded people.**

*Seth Godin, Tribes: We Need You to Lead Us*





**HERE I AM.**  
A campaign to support the  
**National LGBT Museum**  
Washington, DC

**ABOUT  
US** >

**HERE I AM.  
MUSEUM  
& EXHIBITS  
CONCEPT** >

ENVISIONING A  
NATIONAL MUSEUM  
ABOUT GENDER AND  
SEXUAL IDENTITY



**MAKE A  
DONATION**

**08.14.2012**

**SUPPORT THE MUSEUM. VOTE FOR US!** >

The National LGBT Museum's website nominated for AWWWARDS 2012.

4

*passion*

# FINALLY, HORIZONTAL CORDUROY

Aerodynamic! Swish-free!

THIS WEEK'S INVENTION

WOMEN

OUR LATEST HIT

CORDAROUNDS

DISCOLAB

REVERSIBLE SMOKING JACKETS

SONS OF BRITCHES

BIKE TO WORK

JAPANTS

MODEL  
CITIZEN  
BE A STAR!  
GET A DEAL



## SUPER SORTER!

New Ideas, Nonstop.

NEWEST DESIGNS FAVORITES PANTS JACKETS SHIRTS HOODIES MORE WOMEN THINK TANK SALE!



Hoodigan



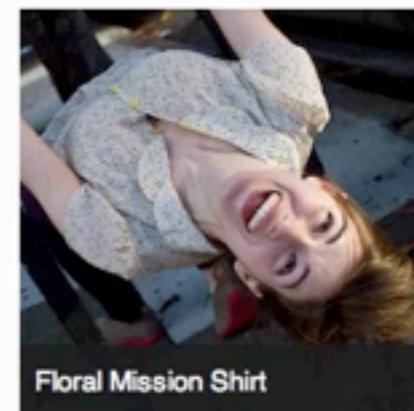
Wildflower Double-Take Skirt



Executive Pinstripe Hoodie



Gravestone Sons of Britches



Floral Mission Shirt





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**“If I could I would always work in silence and obscurity,  
and let my efforts be known by their results.”**

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EMILY BRONTE

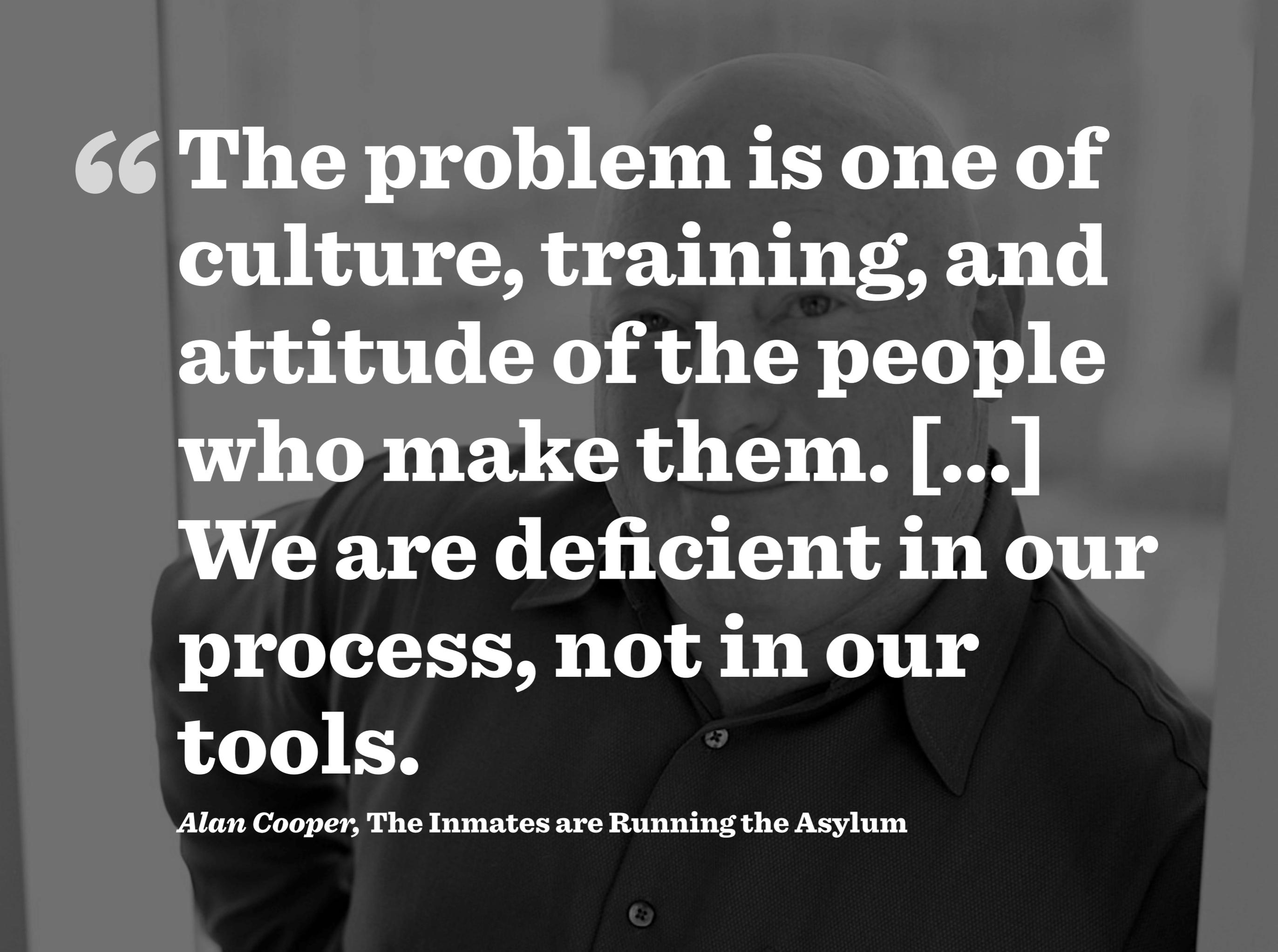
*process*





**“ There is little  
difference technically  
between a complicated,  
confusing program and  
a simple, fun, and  
powerful product.**

*Alan Cooper, The Inmates are Running the Asylum*



**“The problem is one of culture, training, and attitude of the people who make them. [...] We are deficient in our process, not in our tools.**

*Alan Cooper, The Inmates are Running the Asylum*

*who are they?*

*who are we?*

*design  
persona*

# MailChir

By Aarron Wa

## Overview



Freddie Von Chimp of MailChimp, and brand personality. Freddie communicates the brand and his always on know this brand n

Freddie always has a kit makes them feel comfort lets people know that N experience. Freddie lik situation is serious, the

MailChimp often surq a link to a goofy You but never in the way

## Brand Traits

**FUN** *but not childish*

**FUNNY** *but not goofy*

**POWERFUL** *but not complicated*

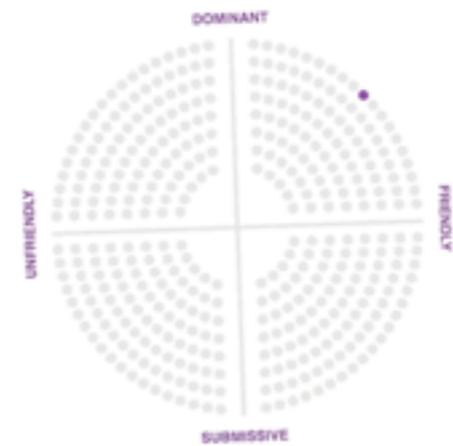
**HIP** *but not alienating*

**EASY** *but not simplistic*

**TRUSTWORTHY** *but not stodgy*

**INFORMAL** *but not sloppy*

## Personality Map



## Methods

olidays, cultural  
nor that may have  
by pop culture of  
s main page (not in  
flow  
ng campaigns

---

# MailChimp

---

By Aarron Walter

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# Overview

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Freddie Von Chimpenheimer IV is the face of MailChimp, and the embodiment of the brand personality. Freddie's stout frame communicates the power of the application, and his always on the go posture lets people know this brand means business.

Freddie always has a kind smile that welcomes users and makes them feel comfortable and at home. The cartoon style lets people know that MailChimp offers a fun, and informal experience. Freddie like to crack jokes, but when the situation is serious, the funny business is out the window.

MailChimp often surprises users with a funny easter egg, or a link to a goofy YouTube video. Fun is around every corner, but never in the way of the workflow.

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# Brand Traits

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**FUN** *but not childish*

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**FUNNY** *but not goofy*

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**POWERFUL** *but not complicated*

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**HIP** *but not alienating*

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**EASY** *but not simplistic*

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**TRUSTWORTHY** *but not stodgy*

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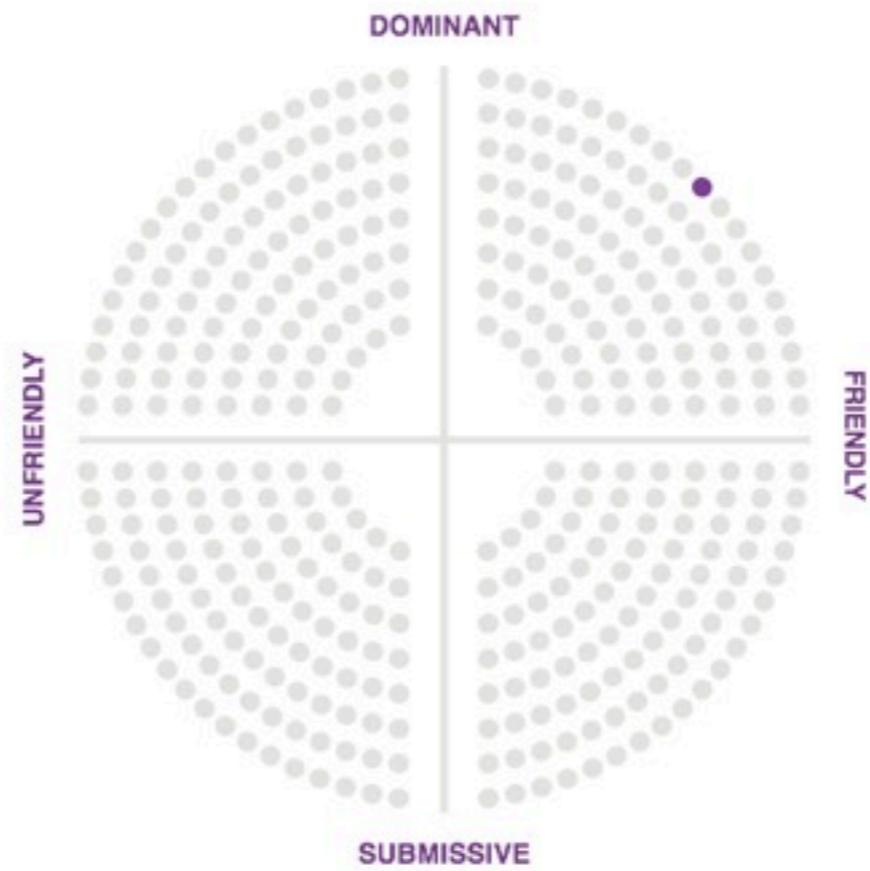
**INFORMAL** *but not sloppy*

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# Personality Map

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# Voice

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The voice of MailChimp is familiar, friendly, and above all human. The personalities of the people behind the brand shines through with honesty. The voice of MailChimp cracks jokes (ones you could share with your momma), tells stories, and communicates with the folksy tone that might be used with an old friend.

MailChimp uses contractions like "don't" instead of "do not" because that's how real humans speak to one another. MailChimp uses sound effects like, "hmmmmm..." to make it sound like you're thinking hard, or "Blech, that's awful!" to make it sound like you empathize. Or is it sympathize? Hmm, too lazy to Google it. Bah, you get the gist. Text for form and button labels are kept lowercase to reinforce the informality of the brand.

MailChimp likes to start blog posts and other longer copy blocks with a quick story, like "I remember when..." Everybody likes stories. When people get upset, or make a mistake, MailChimp is always compassionate and sympathetic, and the feedback messages reflect that.

In critical situations like when a server goes down, or a credit card is declined, MailChimp drops the humor and speaks directly.

## Voice (continued)

### COPY EXAMPLES

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#### **In App Greeting**

Hi, Bob. You could be a part-time model.

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#### **Success Feedback**

High fives! Your list has been imported.

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#### **Error Feedback**

Oops! Looks like you forgot to enter an address.

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#### **General Message**

Bummer, we don't have any info to report just yet.

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#### **Critical Failure**

One of our servers is temporarily down. One engineers are already on the case and will have it resolved shortly.

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#### **Marketing Copy**

We've got all kinds of social features that help you know your subscribers and share your newsletters. Integrate your signup form with Facebook, share your campaigns on activity on social networks, and more.

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# Visual Lexicon

## COLOR

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The bright colors in the MailChimp palette convey a sense of fun and humor, but are slightly desaturated to make them feel more refined, and not romper room. MailChimp is fun, but it's also powerful and refined. Neutral colors soften the palette and strike a healthy balance between the informal and functional sides of the MailChimp personality.

## TYPOGRAPHY

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MailChimp is easy-going, efficient, and easy to use, and its typography reflects it. Simple, sans-serif headings and body copy appropriately varied in scale, weight and color to communicate information hierarchy make MailChimp feel like a familiar, comfortable cardigan that is both functional and beloved.

## GENERAL STYLE NOTES

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Interface elements are flat and simple, keeping things easy to understand and not intimidating. Soft, subtle textures may appear in places to warm up the space and make it feel human.

Freddie should be used sparingly, and only to interject a bit of humor. Freddie does not ever give application feedback, stats, or help a user with a task.

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# Engagement Methods

## SURPRISE & DELIGHT

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Themed login screens commemorating holidays, cultural events, or a beloved individual

Easter eggs: Unexpected moments of humor that may have an overtone of nostalgia referencing kitschy pop culture of the past

## ANTICIPATION

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Random funny greetings at the top of each main page (not in workflow)

## REWARDS

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Giveaways at the end of a major task workflow  
*Example: T-shirt giveaways after completing campaigns*

*voice*

*consistent  
voice*

*varied  
tone*

## CONTENT TYPES

[Freddie's Jokes](#)

[Success message](#)

[App copy](#)

[Company newsletter](#)

[Blog](#)

[App copy 2](#)

[Public site](#)

[Webinar](#)

[Guide](#)

[Twitter, Facebook](#)

[Knowledge Base](#)

[Guide 2](#)

[Blog 2](#)

[Create Account form](#)

[Webinar 2](#)

[Public Site 2](#)

[Press Release](#)

[Public Site 3](#)

[App Copy 3](#)

[Create List Form](#)

[Twitter, Facebook 2](#)

[Knowledge Base 2](#)

[Failure Message](#)

Before you write content for MailChimp, it's important to think about our readers. Though our voice doesn't change, our tone adapts to our users' feelings. This interactive guide will show you how that works.

[Get started](#)

*empathy*

# HI THERE,

We just want to say thanks for shopping at Piperlime.  
We're so happy to have you as a customer,  
and we hope you love your new purchase.

Please know, people may express a tiny bit of envy at first.  
This is perfectly normal with Piperlime purchases.  
Simply smile and pat yourself on the back.  
After all, what can you say? You have great taste.

Enjoy,  
Your friends at Piperlime

P.S. If your purchase isn't absolutely perfect, see the instructions  
on your enclosed invoice for easy returns.

*voice*

*stand out*

THIS IS YOUR **LIFE.**  
DO WHAT YOU LOVE,  
AND DO IT OFTEN.

IF YOU DON'T LIKE SOMETHING, CHANGE IT.  
IF YOU DON'T LIKE YOUR JOB, QUIT.

IF YOU DON'T HAVE ENOUGH TIME, STOP WATCHING TV.  
IF YOU ARE LOOKING FOR THE LOVE OF YOUR LIFE, STOP;

THEY WILL BE WAITING FOR YOU WHEN YOU  
START DOING THINGS YOU LOVE.

STOP OVER ANALYZING, ALL EMOTIONS ARE BEAUTIFUL.  
WHEN YOU EAT, APPRECIATE  
**LIFE IS SIMPLE. EVERY LAST BITE.**

OPEN YOUR MIND, ARMS, AND HEART TO NEW THINGS  
AND PEOPLE, WE ARE UNITED IN OUR DIFFERENCES.

ASK THE NEXT PERSON YOU SEE WHAT THEIR PASSION IS,  
AND SHARE YOUR INSPIRING DREAM WITH THEM.

**TRAVEL OFTEN;** GETTING LOST WILL  
HELP YOU FIND YOURSELF.

SOME OPPORTUNITIES ONLY COME ONCE, SEIZE THEM.

LIFE IS ABOUT THE PEOPLE YOU MEET, AND

THE THINGS YOU CREATE WITH THEM

SO GO OUT AND START CREATING.

**LIFE IS** LIVE YOUR DREAM

**SHORT.** AND SHARE

YOUR PASSION.

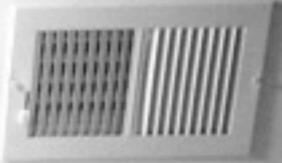


*me*

*w e*



LIFE IS AND SHARE  
SHORT. YOUR PASSION



THE **OUR LIFE.**  
 IF YOU **CHANGE IT.**  
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"THE HOLSTEE MANIFESTO" ©2009 WRITTEN BY DAVE, MIKE & FABIAN DESIGN BY RACHAEL WWW.HOLSTEE.COM/MANIFESTO

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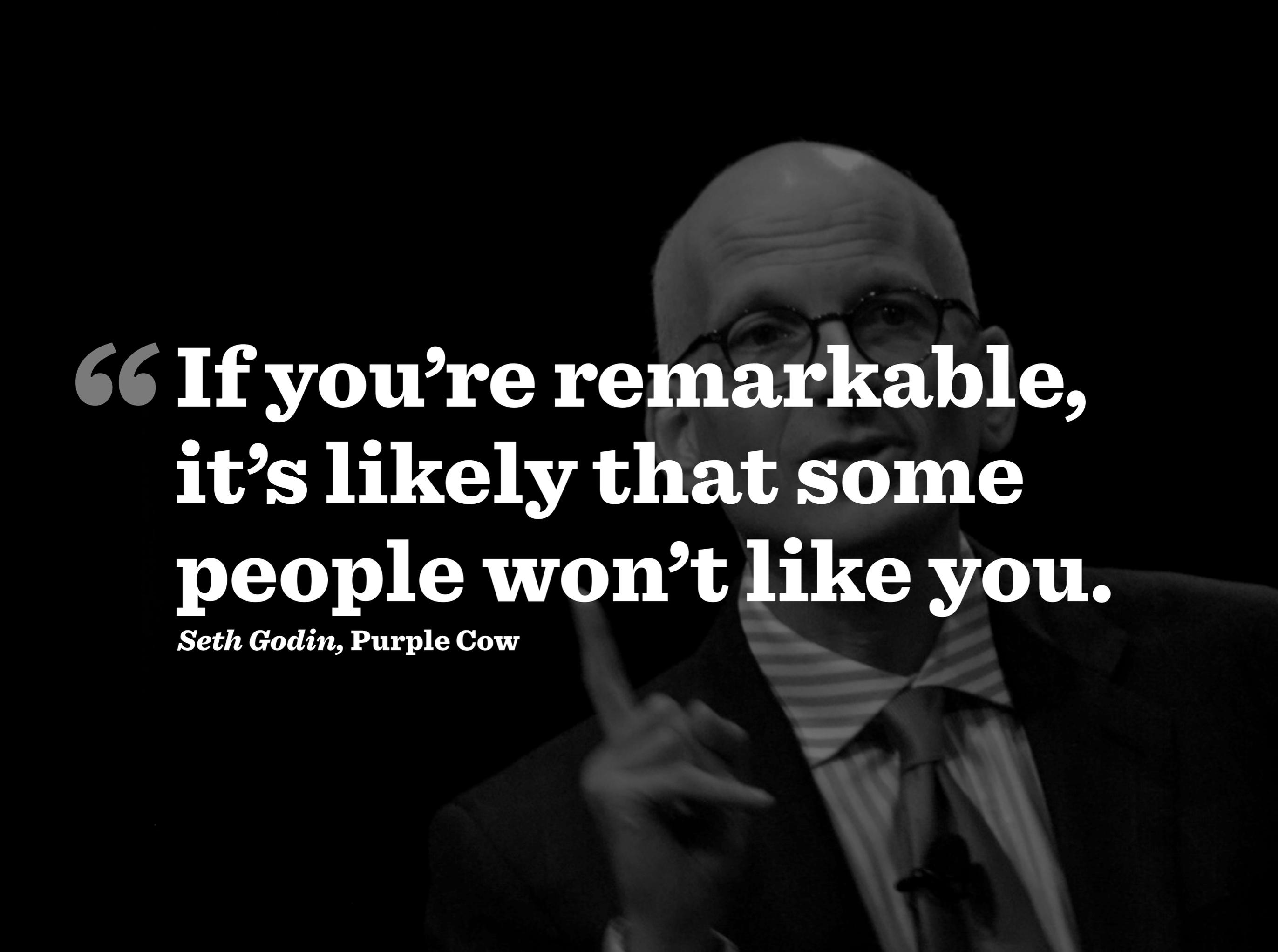
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**AND SHARE**  
**SHORT.** YOUR PASSION.

*Speak it*

*live it*

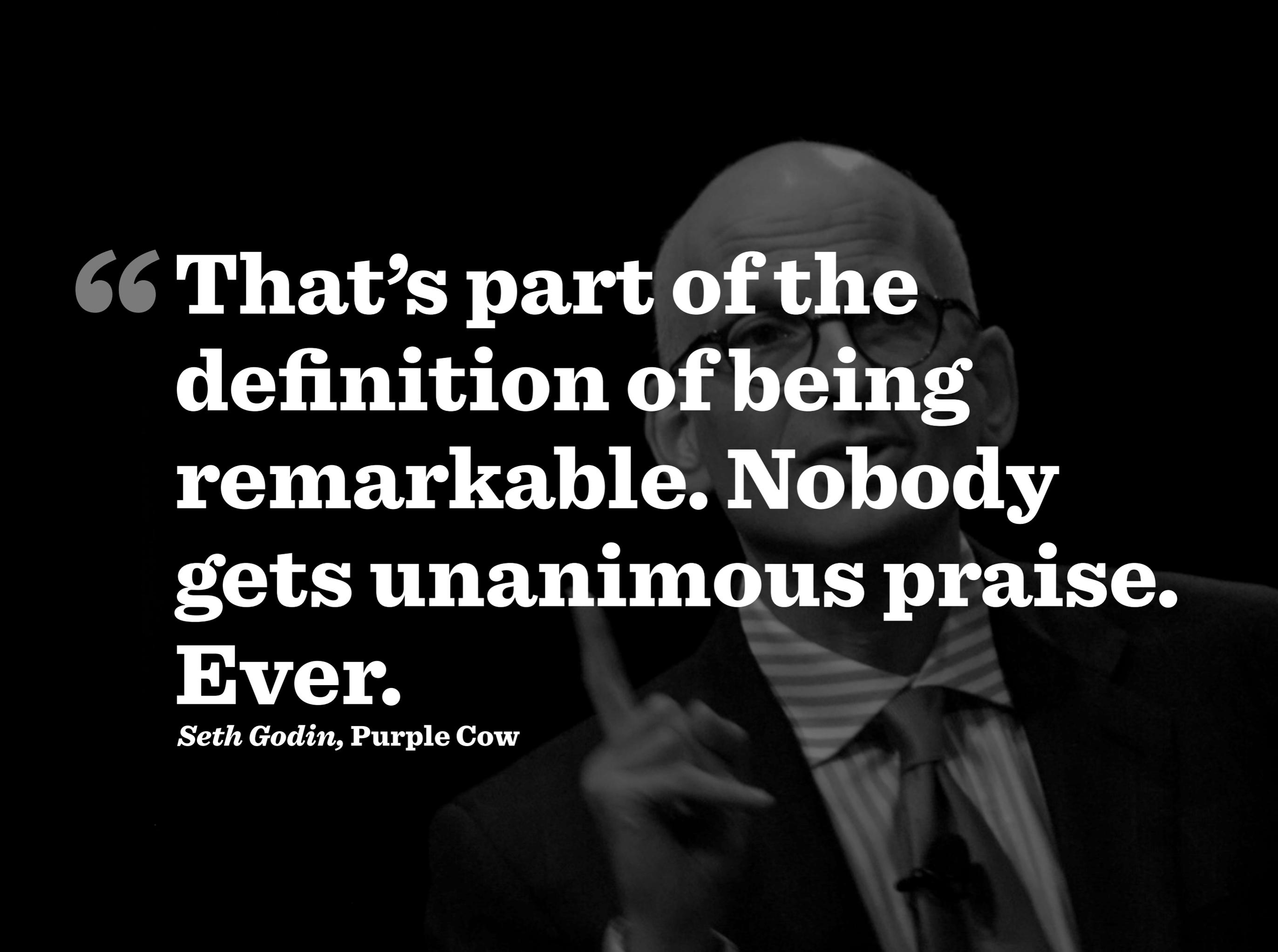
*remarkable*





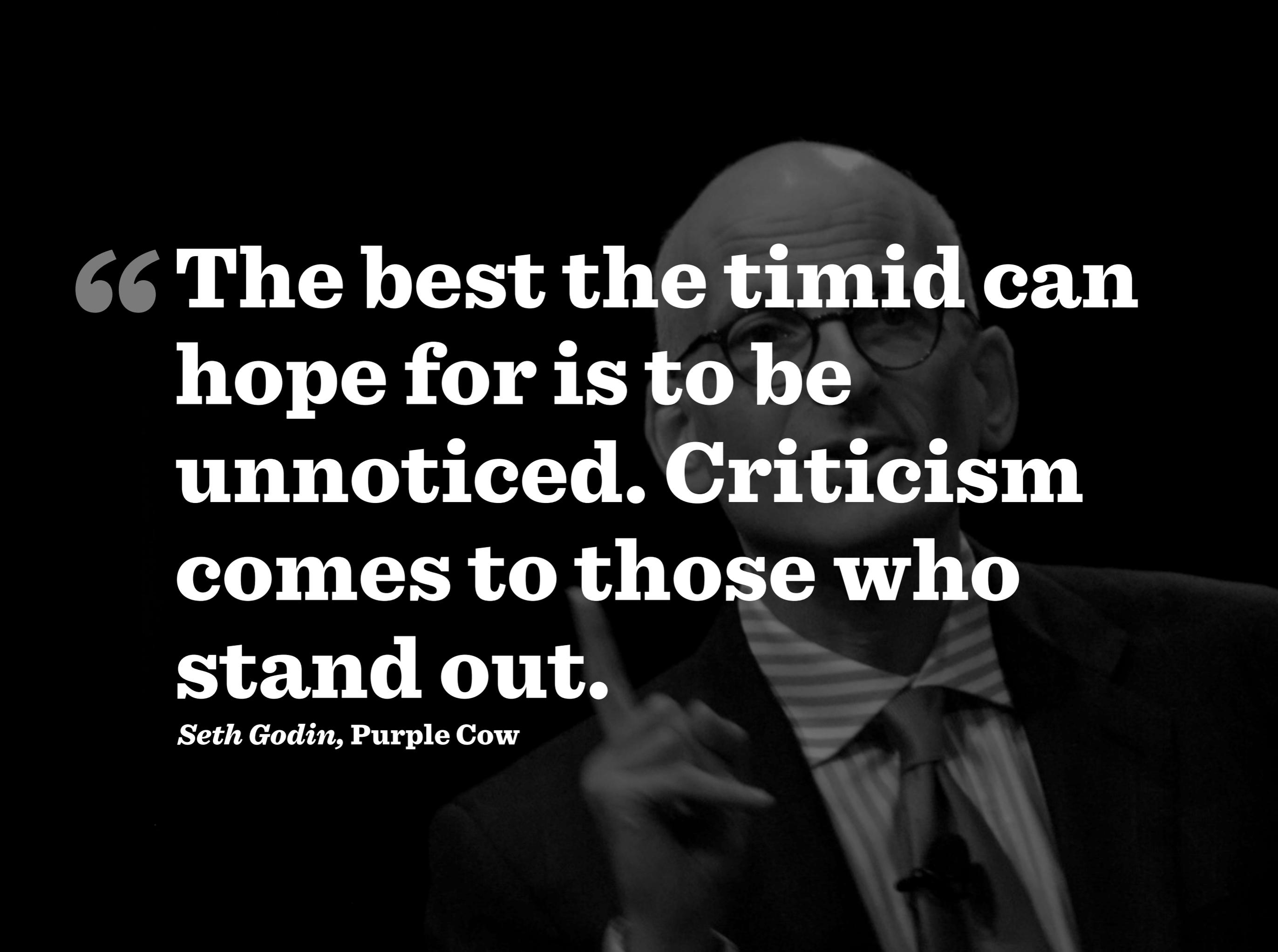
**“ If you’re remarkable,  
it’s likely that some  
people won’t like you.**

*Seth Godin, Purple Cow*



**“ That’s part of the  
definition of being  
remarkable. Nobody  
gets unanimous praise.  
Ever.**

*Seth Godin, Purple Cow*



**“ The best the timid can hope for is to be unnoticed. Criticism comes to those who stand out.**

*Seth Godin, Purple Cow*

*real you*

*best you*

**more at:**

**[aaronwalter.com/realme](http://aaronwalter.com/realme)**