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DOPAMINE FURNACE CREATIVE

MATCHBOOK · FRIENDS AND FAMILY

Dear friends and family of the internet,

From Aaron Berth · Milwaukee · October 2026

Inside: a letter, the Burn Brief, the Trip Brief, and how to keep up.

YOU MAY BE WONDERING

What is he doing now?

THE SHORT VERSION

I started a business. This is the one I'm sticking with.

Up front, Dopamine Furnace Creative: trips I build for you as a Fora travel advisor, and one-on-one Burn Sessions by video, designed around what you need. In the back, Boiling Point Identity Press, my self-publishing arm, with projects already under my belt.

WHY A MATCHBOOK

Every client leaves with one.

It's what a client takes home from a session: what you decided, your next moves, who to call. You get this edition first.

THE ONE ASK

Sign up. That's it.

The site changes often. Sign up and I come to you. A Christmas card this holiday, digital for all, mailed if you give me an address.

FELIPE ALREADY DID. CLEAR THE BAR.



YOUR MATCHES

READ THE LETTER.

PAGE 1

BURN ONE EXCUSE.

PAGE 2 · BURN BRIEF

PICK A PLACE TO BE.

PAGE 3 · TRIP BRIEF

SIGN UP TO KEEP UP.

BACK PAGE

YOU'VE GOT THE SPARK. I'VE GOT THE MATCHES.

Keep up with me dopaminefurnace.org/briefs

Two sites, one story: dopaminefurnace.org now, bpip.dopaminefurnace.org next. Follow both to see what ends up in bookstores.

Aaron Berth · aaron@dopaminefurnace.org · Don't let the imposter syndrome win.

WITH INTENTION

01

A LETTER · OCTOBER 2026

Here it is straight.

You may be wondering what I'm doing. This is the letter, the long way round. The two tools and the keep-up page follow.

I started a business. Dopamine Furnace Creative, a one-person creative strategy studio in Milwaukee. The site opened yesterday. It will keep changing, and you never know what you'll find there. That's the point.

You've watched me travel for years. You've cheered it, screenshotted it, told me you wished you could do it too. Now you can. I'm a Fora travel advisor: you tell me where you want to be and I build the trip, the hotels, the itinerary, the stuff you'd never find on the first page of Google. Holiday trips and late-winter escapes are on my desk right now. If you're planning one, or know someone who is, start with me.

Burn Sessions are the other lane: one on one, by video, designed your way, around what you need. Bring the thing you keep circling and leave with a plan. Behind the curtain, packages. Twenty-plus years of running rooms, kitchens, stores, brands, trips and other people's chaos, finally for hire. More soon.

The second half of the launch is the part I've kept quiet: Boiling Point Identity Press, my self-publishing arm. Essays, walks, field guides and the identity library, as real books, with a few projects already under my belt. Dopamine Furnace pays the rent. Boiling Point puts my name on a spine.

My accounts have seen a lot of ideas. This is the one I'm sticking with. I let imposter syndrome make my decisions for too many years. This is me trusting what I'm worth, with my name on it. By January 31 I'll have a clear plan based on my first quarter in business. The more of you paying attention between now and then, the easier that gets.

Family, since some of you are reading: I haven't spoken to most of you in almost two years. This is the olive branch. If you want to know what I'm doing, you're holding it. Keep track of me for a while.

WITH INTENTION,
AARON

WHAT I'M ASKING

READ THIS.

YOU'RE DOING IT

FOLLOW
@FURNACE.CREATIVE.

WHILE YOU'RE HERE

PASS IT TO
ONE PERSON
WHO'D GET IT.

THIS WEEK

PLAN THE
TRIP WITH ME.

WHEN YOU'RE READY

THE OPEN DOOR.
NO JUDGEMENT.

02

THE BURN BRIEF

Tell me what you want.

Five little questions. One sitting. Nobody's grading, except me, and I grade on a curve. Fill it out before you spend a dime, hire a soul, or rebuild the website at midnight. (I see you. I've been you.)

1 · THE GOAL

What are we doing here, really?

One sentence. If it takes three, darling, that's three projects.

2 · THE AUDIENCE

Who are you trying to impress?

Not "everyone." Name one real person. What do they want, and what are they sick of hearing?

3 · THE FORMAT

What are we making, exactly?

A page, a menu, a plan, a party. Get specific. Vague is how things never ship.

4 · DONE WHEN

When do we pop the bubbly?

Write the finish line down so you stop moving it.

Yes, you.

5 · WHAT'S IN THE WAY

What's been playing hard to get?

Time, money, fear, or "honestly, no idea." That last one's my favorite.

WHY BOTHER

Ten minutes here beats ten weeks building the wrong thing.



THE CHEAPEST STRATEGY YOU'LL EVER BUY.

**YOU'VE GOT THE SPARK.
I'VE GOT THE MATCHES.**

Book a Burn Session

dopaminefurnace.org/burn-sessions

Still circling? Bring this to our first session. We'll skip the small talk. Start with 30 minutes, \$111.

Aaron Berth · aaron@dopaminefurnace.org · Milwaukee, WI

Burn Sessions: 15, 30 or 60 minutes by video. \$77 · \$111 · \$222. Start with 30.

**WITH
INTENTION**

03

THE TRIP BRIEF

Let's run
away together.

Forty tabs open and nothing booked? Close them. Five little questions, one sitting, and your trip stops being a someday. (I see you at 1 a.m.)

1 · WHERE

Where do you want to
wake up?

A place, or just a feeling. Warm, quiet, or a city that never sleeps, and neither will you.

2 · WHO'S GOING

Who's coming along?

Everyone on the trip, their pace and their hard nos. Nap schedules count. So does Aunt Edna.

3 · WHEN

When can you slip
away?

Exact dates, or a season and a number of nights. I'll take either.

4 · THE BUDGET

What are we spending
on you?

The real number, all in. Points count too.

I won't tell.

5 · THE POINT

What is this trip really
for?

Rest, adventure, a reset, a celebration, or "I just need out." That last one gets my full attention.

WHY BOTHER

Ten minutes here is the difference between a trip and another year of meaning to.

THE CHEAPEST
TRIP PLANNING
YOU'LL EVER DO.

INTERMODAL WHEN IT FITS.
LUXURY WHEN YOU SIT.

Start your trip request dopaminefurnace.org/trip

Want it planned? Bring this to your trip request. \$333 per trip, up to 7 nights, and I take it from there.

Aaron Berth · aaron@dopaminefurnace.org · Milwaukee, WI

WITH
INTENTION

04

KEEP UP WITH ME

One spot. Two sites.

I can't keep up with everyone across every app, so I'm doing it from one place. Sign up once and I come to you.

NOW

dopaminefurnace.org

Journeys, Burn Sessions, the Burn Quiz, the Excuse Incinerator, field guides and gift cards. It changes often. You never know what you'll find.

THE PART THAT
PAYS THE RENT.

THE CHRISTMAS CARD

Digital for everyone.

Physical if you give me a mailing address. Reply to the welcome email with it, or add it on the sign-up page.

POSTAGE IS ON ME.

NEXT

bpip.dopaminefurnace.org

Boiling Point Identity Press. The books, the walks, the essays, the identity library. Follow it to see what ends up in bookstores.

THE PART WITH MY
NAME ON A SPINE.

THE TWO LANES

**Trips from \$333.
Sessions from \$77.**

Journeys: \$333 per trip, up to 7 nights, itinerary built for you. Burn Sessions: 30 minutes is the place to start, \$111.

dopaminefurnace.org

IN YOUR INBOX

**Field Briefs from
the Furnace**

One email when something's worth it. No daily blasts. What I'm building, where I'm going, and friends-and-family pricing before anyone else sees it.

YOU'RE ALREADY
ON THE LIST.

PASS A MATCH

Send this to one person who's been wondering too. When a friend you send books a session, your next 15 minutes is on me.

ASK ME HOW.

YOU'VE GOT THE SPARK.
I'VE GOT THE MATCHES.**Keep up with me dopaminefurnace.org/briefs**

Shoutout to Felipe and Darla, signups one and two. The bar is low. Clear it.

Aaron Berth · aaron@dopaminefurnace.org · Milwaukee, WI · Don't let the imposter syndrome win.

**FIERCE
KINDNESS**