Hi, Josh here. This is my website, full of stuff I've written.

Latest Essay: *In response to your AI-generated document*

Has someone sent you a document that was clearly

- *largely made by AI*
- *barely proofread*
- *unconvincingly argued*

Don't sink an hour reading that slopdoc. Instead: explain, with ease and in style, why it was a terrible idea.

In the spirit of the art form: I had AI make this, I haven't proofread it, and I have no idea if any of the arguments hold water. But why let any of that stop you?

Please enjoy glancing at, and periodically forwarding (but almost certainly do not read yourself), this bullshit:

The Definitive, Comprehensive, and Strategically Critical Treatise on the Emergent Phenomenon of AI-Assisted Document Transmission in the Modern Knowledge-Work Environment: A Rigorous, Multi-Faceted, Cross-Industry Analysis with Actionable Insights, Stakeholder Implications, and a Forward-Looking Framework for Navigating the Path Ahead

Admin / Welcome

Subscribe? If you want email notifs when there's something new, and if you wanna see my essays' side-comments (and participate with your own!), **sign up here**

Featured Essays. I bolded the essays in the Archive I find myself referencing most often. If you're new here and gonna start anywhere, start with a featured essay, like this classic

Trojan Horse is my favorite thing I've written. It's absurd fiction, longer than an essay, shorter than a novella. I wrote it in 2019-20, and the more time passes, the more right it seems to prove

About this doc, er, website

I write essays into *Google Docs*. I'm inspired by:

1. 💑 **My Village:** What do the people I care about, care about?

2. 💻 **Technology:** Where is technology trending? What's counterintuitive (or, often, absurd) about that; what should we do about it?
3. 🤔 **Purpose:** How does a modern young adult, with more options & fewer encumbrances than ever, create and derive meaning for themselves?

Dialogue (not clicks or scale) is my metric of choice: Consistently over the past decade every 1,000 words I've written has turned into over 3,000 words in comments, replies, and new ideas from a few dozen loyal readers. So entries are really more than essays; they're kindling for conversation.

I operate out of *Google Docs* instead of, say, Substack & Discord, for Docs' unrivaled feature set:

- it's intuitive for most any computer user to navigate,
- there's nice Gmail integrations,
- it offers some obfuscation from search engines to engender a sense of intimacy,
- and you probably don't need to create some new login for credentials

About me & contact

Personally: I live in Toronto; I'm a Brooklyn & St Louis expat. I listen to albums, slowly. I volunteer with Big Brothers / Big Sisters. My favorite sport is surfing; my favorite game is Berlin-style ping-pong

Professionally: I'm building a VR company and a musical theatre company. Previously I was a Director at Spotify, where I built revenue systems and led a team with the North Star mission of making music accessible & sustainable. I'm a fierce customer advocate. I'm a Harvard MBA, but don't identify with the mental image many seem to carry of that school's alums. I measure, and often rely on data to make decisions, but also know when it's time to trust my experience & instincts

Email me: josh@joshpetersel.com

Coaching

Service: I occasionally offer careers services (Resume, Search, and Interview prep) for people who aspire to work in tech, or executives who want to transition to tech. My essay Getting a job at a Blockbuster consolidates my industry observations and my most common pragmatic tactics. Working together will produce a strategy that fits uniquely to you.

Three beliefs inform my work as a coach:

1. Job hunting is a skill set which, like many others, can be practiced and improved
2. Careers are long and dream jobs often take multiple steps to build

3. You are capable of more than you think — let's work together to unlock what you're missing

I also offer coaching for first-time people managers to help navigate driving performance, difficult subordinates, hiring, and time management.

Results:

1. All job search clients have landed roles they love (Product Managers, Business Analysts, etc.) at growth startups to FAANG companies
2. Folks tend to achieve 5-20% pay increases with their moves
3. Managers achieve top scores in their reviews and find more satisfaction in their work

Pricing: $400/hr. But there's nuances, including:

- **Everyone:** First call is free
- **Employees:** If your employer will pay for coaching on your behalf, let's be sensible and charge up closer to *their* willingness to pay
- **New grads:** I keep room for two $25/hr clients to help new grads find jobs or thrive in their first job. Email me, and if a slot's available, let's help you set up for success :)

If you're still not sure, but you've read this far, that's a good signal we may be onto something. I'm happy to offer a free intro call so you can feel confident you've got the right coach in your corner — you've got nothing to lose. Schedule at josh@joshpetersel.com.

Archive

2026

1. Definitive proof that modern-day LLMs aren't conscious (Oct)
2. In response to your AI-generated document (May)
3. Antonio & Sheridan's wedding service (Apr)
4. Quantifying Trump's Attention Tax (Apr)
5. **Luigi wins by doing absolutely nothing** (Feb)
6. Jordan Peterson's Microwave (Feb)

2026 (off-site)

7. Musical Theatre Governance (Apr)
8. Green (Notl Copy) (Apr)
9. **You Will Probably Lose Your Money** (Mar)

2025

10. **Airports are Mandatory Malls** (Dec)
11. RSS (Nov)

12. “Reasonable” Cocktails, Incredible Profits (Nov)
13. **From Coaches to Cockroaches** (Aug)
14. Bits (Jun)
15. Sweat Paywall (May)
16. Green (Apr)
17. What Mutual Friend learned in 2024 (Jan)

2025 (off-site)

18. Little Critters: Tower Defense that Hits Home (Nov)
19. House of Golf: Par for the (Home) Course (Oct)
20. Wordomi: A Daily Puzzle for Your Headset (Jun)
21. Detective VR: Unraveling the Mixed Reality Mystery (Feb)

2025 (email exclusive — sign up for future ones)

22. Re: WTF is an MAU (Mar)

2024

23. **The Peter Principle** (Nov)
24. WaluigiBird (Oct)
25. **What the f*ck is a monthly active user** (Sept)
26. Unsubscribe (Aug)
27. The Next Moneyball: WAR is over (if you want it) (Jun)
28. **Give up hoping for market pay** (May)
29. RIPitchfork (Apr)
30. Two types of jobs (Feb)
31. Doordash Dine-In (Jan)
32. WaluiGPT (Jan)

2024 (off-site)

33. Shattered Hands-On: How badly do you want to get out? (Dec)
34. A Case for Pencil: Why Physical Drawing is Better in Mixed Reality (Sept)
35. Track Craft: Take this out for a drive (Aug)
36. Why you need to try MR Chess (Jun)

2024 (email exclusive — sign up for future ones)

37. Re: “Slow Jams (Aug)
38. Re: “iPhone XX (Jul)

2023

39. 2023 (Dec)
40. **Venn Puzzle: A New Social** (Aug)
41. AI Concert Posters (Jul)

42. MTA (Jul)
43. Introducing MVR (Apr)
44. Cold Plunge (Mar)
45. Andy waits for the last time (Mar)
46. Experimenting with a drug (Jan)

2022

47. B2C...4B (Dec)
48. You're the Worst: Reviewed over 8 years (Dec)
49. **On Time (Green Album)** (Nov)
50. **On Time** (Aug)
51. Four strikes, you're out (Aug)
52. Polarize (Jul)
53. **iPhone XX** (Jun)
54. A Netflix Attack Vector (May)
55. In defense of college tuition (May)
56. Table of Contents (*you're here!!*) & changes for 2022 (Jan)
57. **business advice for musicians** (Jan)

2021

58. conspiracy theory (Dec)
59. a modest Sales Pipeline primer (Nov)
60. **Hearthstone Clickables** (Sep)
61. The birthday list (Jun) (*guest post!*)
62. **After Zoom** (Jun)
63. A decade of dysthymia (April)
64. Songs to accompany you on the slopes (Feb)
65. **The Fermi Paradox** (Feb)
66. You're the Worst, pt 4 (Feb)
67. The end of the universe (Feb)
68. the inequity in equity (Feb)
69. Mandatory Fun (Jan)

2020

70. Playing with FIRE (Nov)
71. **Getting a job at a Blockbuster** (Nov)
72. Being Unaccountable Online (Aug)
73. Crossword Puzzle (Jul)
74. suffering from (Jul)
75. **Trojan Horse** (May)
76. Covid (Mar)
77. Music Festivals (Jan)

78. Stockholm Syndrome (Jan)

2019

79. Alohomora (Nov)
80. The Great Congealing (Aug)
81. **Aesthetic Fleischaker** (Jun)
82. Lifestyles of the Rich & Bored (Apr)
83. mixtape (Feb)
84. you're the worst pt 3 (Feb)

2018

85. Beating evolution & exercises (Dec)
86. There Will Be No Miracles Here (Dec)
87. perpetually (Nov)
88. Hockey (Oct)
89. The Hiring Manager's Dilemma (Oct)
90. Softball (Aug)
91. **Consider the Red Lobster** (Jun)
92. **Measuring** (Jun)
93. Think With Your Ears (Jun)
94. The Lomo Dada (Mar)
95. XFL (Feb)

Earlier

96. Global Warming
97. **My Terrible Anxiety about our Future in Self Driving Cars**
98. **Slow Jams**
99. $30,000
100. Money
101. all i really want
102. Mario Odyssey
103. Foxy shazam
104. Lewis & Artemis
105. The worst thing
106. Harry Potter & the Fear
107. Don't Sell Shovels

Even earlier (from the blog)...

- I built a calculator
- Tidal
- The worst part about sports is the sport itself
- Google X is just a marketing company