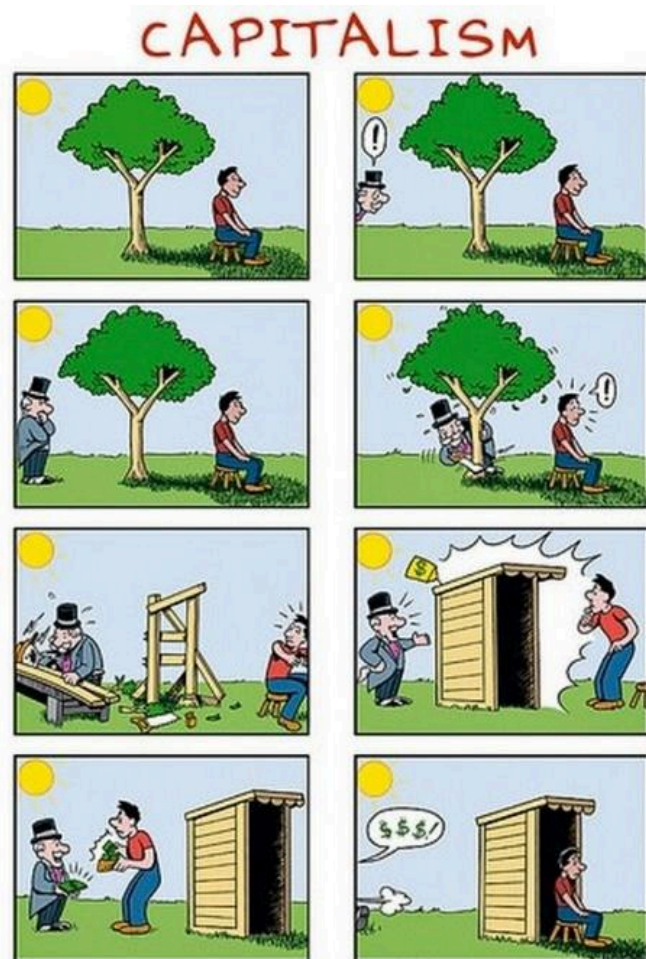


The Happiness Trade

How and why Capitalism will always fail to sell its only product, and how you can overthrow it

Leo Greenwood

Privatisation is the main 'selling point' if you will, of Capitalism. 'Capital,' from Medieval Latin *capitale* meaning "stock, property,"^[1] seems to have its roots in converting what is free and accessible to all, into the abstract realm of private ownership. This comic strip demonstrates it quite well.



It's beyond dispute that we evolved out of and from nature. We *are* nature. Capitalism however, is not a fundamental law or rule of nature, it's just an abstract idea we're employing to manage a large tribe. So what's its managerial style?

The Dangling Carrot

Ever since the corrupted leaders of various religions began driving into the future fuelled by the idea that you can promise something in the next life in exchange for your wealth in this one, capitalism has been a certain destination.

“You will be *saved from yourself* by doing x.”

In order to have power over you then, all I need to do is find a way to convince you that you are in some way incomplete and that I have the cure.

Advertising & Propaganda

The markets are *supposed* to represent the organic demand, and so the supply will be created to fit that demand (**System A**). It may be tools, technology, seeds, food, furniture, weapons, medicine, whatever it is, when there is a demand for something, the markets can begin to supply it.

However, advertising, PR, Marketing, Propaganda, whichever word you'd prefer to use to name what is effectively the same process, flips this dynamic on its head. Instead of supply matching the demand—which is also the most efficient resource-wise—now the supply is created first, then the demand is manufactured (**System B**).

System A - Motive to Buy

In System A, we are motivated to trade/buy because we have a need. It may be a collective need such as a town building a new bridge; or it may be individual, such as food.

As a supplier, your social proof and previous high quality product/service is your integrity and success as a trader. The success is in the reputation and perfection of your craft.

The goal is to benefit humanity as and when it is needed.

System B - Motive to Sell

When you have a product with no demand, your motivation is now to **convince people** that they **need** your product.

The goal is to benefit the individual seller.

I'm sure you've heard of a false flag, but if not, it's when a nation attacks itself while (metaphorically or literally) holding the flag of a foreign nation. The goal is to convince the population to go to war with the foreign nation. It's bad for every population to be at war, but as we all know, benefits those in the war trade.

This same mechanism is at work when we bring in advertising: Turn you against yourself to allow someone else to 'fix it' by benefiting themselves.

These personal civil wars are raging through ideas about nutrition, fashion, sport, spirituality, education, you name it. The 'beauty' industry for example requires you to believe on some level the idea that you're *not* beautiful. Only then can you be sold products to *make you* beautiful. Ask yourself, how many beauty companies are solely dedicated to demonstrating your *inherent* beauty?

Selling You Your Own Nature

When some of the religions decided that it's better to be rich in this life than to genuinely help humanity, they started a trend. A trend that even 2,000 years ago, was rebuked:

Jesus entered the temple courts and drove out all who were buying and selling there. He overturned the tables of the money changers and the benches of those selling doves. "It is written," he said to them, "My house will be called a house of prayer, but you are making it a den of robbers!"—Matthew 21: 12–13 (N.I.V)

I'm not a Christian, but this is a very early explanation of what is still going on. It's all very metaphorical, but what I'm seeing is the selling of doves and a recognition of the corruption of the spirit of the culture. In Christianity doves are a symbol of peace, reconciliation and the holy spirit. The **same** holy spirit Jesus states as within everyone when he said, 'the kingdom of God is within you'.

Once, on being asked by the Pharisees when the kingdom of God would come, Jesus replied, "The coming of the kingdom of God is not something that can be observed, nor will people say, 'Here it is,' or 'There it is,' because the kingdom of God is within you.—Luke 17: 20–21 (N.I.V)

The 'Kingdom of God,' in my experience, has come to be synonymous with the Tao of Taoism, the Buddha-nature of Buddhism, and Brahman of Hinduism: **It is the self-evident peaceful nature of the self when the narratives and games of the mind are put to rest.**

What Capitalism has succeeded in doing, is exactly what Jesus protested against—convincing people that the kingdom of God is observed as an external reality to oneself, and can be bought, sold and traded.

Capitalism functions under the pretence that you are not inherently happy and peaceful, but luckily for you, these businesses will sell it to you.

Depression for Happiness: Fair Trade?

You are incomplete. You are lacking. You are not enough. You are not worthy.

These statements could be from the religious doctrine of 'original sin'—that you are born sinful—or equally from modern capitalist mass media. Perhaps any unease as to why I brought religion into this is settling a little.

You are to play your role as a serf in religion and appease the almighty church; or, change a few words, you are to play your role as a consumer in society and appease the almighty dollar. Money has become the religion, shops are the churches, and the stock market is Vatican City.

But in believing these things about ourselves, that we aren't worthy, that we aren't good enough or are lacking and incomplete, we surrender our inherent power to the external merchants so they can sell the dove back to us.

You must believe you are serf in order to be 'managed' by the ideology of capitalism. Are serfs happy? No. Serfs are depressed, miserable, powerless, weak, and they must have strength, power, love and happiness bestowed upon them from an **external** source.

It is a trade. You surrender the power of your innate, inherent, internal happiness and peace to an external source, and in exchange, you will be charged to have it drip fed to you in small doses.

The point of almost every product on the market is that it cures some feeling of lack that you're wrestling with—a feeling created by advertising in the first place—and that the product therefore, is happiness.

What's The Good News?

Is there any?

Yes. There is the best news that could possibly be delivered to your hands:

You are complete. You are enough. You are worthy of happiness and love. You have, within you, the happiness and love that you have been conditioned to seek externally.

You do not need to reach some career height, know, have, accumulate, look a certain way or accomplish anything as a precondition to being loved unconditionally.

The idea that you must do any of these things or anything at all that proposes to be a condition to your unconditional love, is a marketing strategy. Larger than any one product, it is the main narrative of capitalism itself.

The reality is that you cannot *really* be sold your own nature because you are **always** what you are, even when you believe you are not.

Although the capitalist ideology thrives on selling you happiness, in truth, what you're being sold is permission to feel the happiness you already are.

The Ground Floor of Capitalism

Often we think of capitalism as an economic structure. In a sense, yes, but capitalism is chiefly a mindset. It is a way of thinking. Capitalism is a set of beliefs about the self:

I am an individual

I am in competition with others

I am not enough

I am less-than

I need more

This 'more' mindset is clearly measured by the deified 'GDP growth' metric. If a nation has improved its GDP, it is said to be successful. It has grown. But if you are to ask *why* it has grown; *how* has it grown; *who benefited* from that growth; you will be decried as a heretic! Are you anti-growth? Do you want to go back to the dark ages? Grow, man, GROW!

Growth is not by itself a success metric because what we've seen growing more than anything else in recent times, is the inequality gap.

Overthrow the Government

The governments in capitalist nations these days, expounding neoliberalism ideals appear to have very little integrity. Jam packed full of people who want money and power, but care little about Earth and its myriad life forms and their wellbeing. In exchange for donations, policies are enacted on

behalf of corporations. Gamers hated it when EA flooded games with pay to win. Where did they get the idea from I wonder?

Remember, politicians are *representatives*, so what are their actions representing? They represent the mindset of capitalism: **Selfish gain above all else.**

Should we kick out all the politicians? We could, that's one way to change something, but without changing the ideology of the culture, they'll inevitably be replaced by people who sooner or later become the same spineless robots we have now.

We need to change **The Mindstate** if we want to change The State.

Overthrow the Narrative Within

Instead of trying to start a violent physical rebellion to enact change, begin with change from within the temple of yourself. Refuse to believe that you are unworthy of your own self-nature.

You could ask yourself these questions **and find the answer to them from within**—if you don't know where to start. Don't google them, and don't ask someone else what *they* think just yet. First, what do *you* think? Let the inquiry blossom within you and branch into any area it sees fit.

1. Do you require permission from someone else to be happy and love yourself?
 - a. If you do, is that the way you want to live? Is that the way you want others to live?
2. Do you require someone else's permission to accept yourself as you are?
 - a. If you do, who are they to judge what is acceptable? Who tells them they can accept themselves? **Do** they accept themselves, do you think?
3. Who are you really? Which narratives have you been told about yourself and by who? Do you believe them?
 - a. Is that your limit?
4. If you're living by other people's narratives about who you *should* be, is that to the benefit of *your* happiness, love and wellbeing, or theirs? Or someone else entirely?
5. If you want to love yourself freely and without condition, are you willing to love others for who *they* really are? Because: as above so below, as without so within.

Capitalism and Neoliberalism are just modes of thinking, and it doesn't take long with earnest attention to change your mind. Look for the love. Look for the helpers. Look for kindness, honesty, vulnerability and integrity. Look for what is real, not what is promised. Live from and love yourself now, don't waste time enamouring yourself with an image of who you *will be later*.

You are enough. You are the magic of life. You are love itself.
