

Let's Schmooze

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Kind Lifestyles

It's getting quite hostile out there. Every single man, woman and child is in harm's way. Every time we lift our heads up, we have to duck quickly, or we'll get hit right smack in the face! It's true, and you know it, even though you have probably lost sight of it.

Now, of course, we're not talking about Iran, or North Korea. Nor are we talking about domestic terrorism or crime in the streets of our beloved America. We're talking about a "war" far more widespread and pervasive. A war that comes right into our living rooms!

We're talking about the "marketing" wars. That's right. The marketing wars for our hard earned dollars. You and I both know that just about every time we open our eyes or ears we are literally blasted by that obscene marketing artillery. And, every blast carries the very same message ~ if we don't immediately buy the sales product of the moment, we will live either very stupid, or very miserable, or very painful, or very unhappy lives.

It's a constant, unrelenting and cruel assault on our sanity, and it's high time to see thru this offensive barrage of negative attacks on our essentially happy selves.

It's time to be kind to ourselves. It's time to be so kind to ourselves that our "kindness-to-self" will overwhelm and drown out this negative bombardment on our personal happiness.

The simple fact is, one does not need that much to be truly happy. If happiness is measured by the amount of free time that we have to pursue our personal interests, then obviously, the time spent in taking care of all the things that the marketing wars tell us we have to possess actually takes away from our enjoyment of happiness.

Think about it. True royalty and other elites have total command of their time. Slaves have no free time. The continuum is obvious. Free time is happiness, and command of free time really does mark personal power, wealth and status.

It's fine to have things that help us lead efficient and organized lives. Efficiency and organization help us maximize our personal free time. Consequently, any personal possession that does not help us maximize personal free time is a direct attack on our personal happiness.

The latest generations, the ones that came after the World War II baby boom generation, seem to grasp this. The pursuit of wealth, status and power thru the accumulation of possessions doesn't seem to interest them so much. They seem to really be after personal free time, as much of it as they can muster. And, they seem to have a thicker skin when it comes to the marketing battles.

The tired, old "fashion" argument that an object makes a statement about its owner doesn't resonate with them. The only value they see in an object is its ability to maximize their personal time. For them, fashion is a joke, and what they really want is a whopping discount price on whatever they're looking for at the moment.

Let's start leading "kind" lifestyles ~ lifestyles kind to ourselves. Let's stop being a victim of the marketing wars, and let's only purchase to maximize free time. Not only will we be much happier, but we will keep many more dollars in our pockets. And, that in itself can lead to great personal happiness

~ 'til we meet again ~