

The biggest rule of being a wise consumer is to live life for what you do and think. Don't define yourself by material goods. Don't think that material goods will do something for your state of mind because they really won't. Buy what you need and what you can afford. Don't buy things because you want to get an emotional lift out of it. That's about it. Go to #640, #380 and #332 at the library to see if they got anything interesting there. Look through the issues of Consumer Reports, [consumerreports.org](http://consumerreports.org). Beyond function, what is it that makes people buy things. Off the top of my head, I'll list several things that I think make people buy things. People buy to make themselves feel good. I've harped on this subject in my free spirit books, my money and business books and even my love book. I believe we have been sold a way of life that I'll call capitalist materialism which has made us seek happiness through the possession of material things. I believe the aspiration to possess material things to a modest level of comfort is good but beyond that, it cannot compensate for an empty soul. We have a societal problem of empty souls. People don't realize they have true natures they should try to follow in order to honor their true essences as human beings and try to stay inspired about their lives by day. They buy into the illusions of the world which is to be successful according to its standards, buy a bunch of stuff in order to feel good (capitalist materialism) and buy into pop culture entertainment as the cutting edge of life which they think they should admire and try to imitate. This is the cult of consumerism, seek happiness by buying things because you weren't strong enough to find your own identity and live by it away from this brainwash. Instead, you let yourself get seduced by the corporate-capitalist agenda of the world which is to constantly buy new things in an effort to give yourself some kind of psychological boost about how cool, privileged, special and great you are. For the elitists, buying things makes them feel superior and exclusive. It's a class thing, a socioeconomic thing. Nobody really needs a BMW or a Hummer but when you buy these things, you're making a statement to the world about how big, bad, cool, powerful and rich you are. People buy things to compensate for an empty soul. My belief is that most people have empty souls. They are probably successful by capitalist societal standards with a job that earns them a decent pay cheque but they are sacrificing their free time doing something they don't really love to do and are not tapped into their own essences as human beings. As a result of this, they have a gnawing sense of emptiness all the time deep down inside but don't understand what it is so they allow themselves to get seduced by commercial advertising and publicity which is trying to sell you an emotion, namely a temporary good feeling. It doesn't matter if it's good tasting food, the feeling of you driving a sleek car, how marvelous you look with that new dress or new hair color, how chic you look sipping wine in an uppity restaurant, reading a frivolous magazine, listening to the latest pop culture CD, it's all the same, make the consumer feel good in the moment. All these things fail for me because my connection is to my soul, my life is a search to hold onto my own personal standard of how it should be lived which is a meld of inspired-sensuous-esthetic-hedonistic-loving actions to make me feel great but how many people are like this? Not too many. Most people work a dull job then want some diversion to get themselves out of their dull lives for a minute or two. They get a healthy pay cheque with disposable income but don't have the luxury of time to pursue bohemian activities like I do because I don't play homeys game and buy into that world. They then pursue the systems version of happiness.

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