



Losing Is More Fun Than Winning

Because of all the competition and change going on in the business world it is easier to lose than ever before. When you are really negative you can't wait to get a no. Every time you lose it proves you were right. When you win you feel like a loser. When you lose you are highly motivated to continue to act the same way so you can be assured of continuously losing.

Losers are aware of their place in the pecking order among other losers. Losing big has a certain excitement. When you lose you have no reason to push yourself because you have won. The more you lose the happier you are.

The thought of being around successful people is enough to make a loser sick and have an anxiety attack. When a loser is around successful people he can't wait to get back to his friends who are going nowhere slowly. It is reassuring to trade war stories about how terrible things are and how much worse they are going to get.

It's not popular to want to be a loser and a failure when you live in a culture that worships success and money. Losers rejoice in losing and want the world to know how smart and realistic they are. In a success focused society the pressure is off.

When others know you are a loser they don't expect much of anything from you. Losers don't have to worry about what others think, say, or do. Losers don't need to take tranquilizers, do yoga or meditate.

Losers have a constant battle on their hands trying to convince others that being negative is the way to go. Most of us can't continue to dwell on negative things without getting depressed.

Loser's entire existence revolves around bad news and misery. Wherever they go they feel a need even an obligation to let everyone know how terrible things are. It is a reason to wake up and get out of the house in the morning.

Even losers are optimistic in the sense that they know all they have to do is pick up the paper and their belief in their ideology will be validated. I said to a negative guy I know in Starbuck's, "You are old Bill. I am surprised you are still alive." He responded, "Everyday, when I wake up, I am surprised also."

The more you lose, the better you will feel.