



Losing Is More Fun Than Winning

Because of increasing competition and rapid social and technological change it is easier to lose than ever before.

When you are negative, you can't wait to get a no. Losing proves you were right. When you lose, you are highly motivated to continue to act the same way to 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.

Being around successful people is enough to make a loser sick and have an anxiety attack. When a loser is around winners, 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 will 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.

When others know you are a loser, they don't expect much 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. In a success-focused society, the pressure is off.

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

Loser's entire existence revolves around bad news and misery. So wherever they go, they feel obligated to let everyone know how terrible things are. It is their reason to wake up in the morning and get out of the house.

Losers are optimistic because they know all they have to do is turn on their computer or TV, and their ideology will be validated. I said to a negative guy in Starbucks, "You are old Bill. I am surprised you are still alive." He responded, "Every day when I wake up, I am surprised also."

Losers know in their hearts the more you lose the better you will feel which is very reassuring in these unsettled times.