

THE FOUR SACRED LOGOS



Marketplace

Today's world



Products

The substance of
the Marketplace



Info

The substance of
the Products



INFOspirit

The substance of
the Info

M.A.E. MEDIOCRITY AWARENESS EXERCISES

REPEAT:



“how many bands are there”

“how many bands are there”

“how many bands are there”

“how many bands are there”

“how many bands are there”

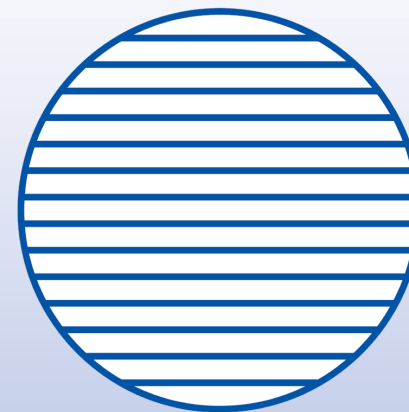
“how many bands are there”

“how many bands are there”

“how many bands are there”

“how many bands are there”

“how many bands are there”



The Marketplace

maximum
SORROW

*“when sorrow is maximized,
no additional sorrow is possible”*

THE MARKETPLACE

We all live in today's world. Today's world is the marketplace. There is only one marketplace. The marketplace is constructed of products. There are many products. The products are constructed of info. There is a maximum amount of info. The info is constructed of INFOspirit. There is only one INFOspirit. The INFOspirit constructs the info, the products, and the marketplace.

The marketplace is caused by products and allows for products to consume and produce. There would be no products without the marketplace, and no marketplace without the products. The constantly shifting shape of the marketplace is a shape made by all products as they produce and consume in unison.

THE MARKETPLACE CONTAINS ONLY PRODUCTS

REJOICE:

In the Marketplace there is no greatness!

In the Marketplace there is no mediocrity!

In the Marketplace there is no failure!

In the Marketplace there is no joy!

In the Marketplace there is no love!

In the Marketplace there is no sorrow!

IN THE MARKETPLACE THERE ARE ONLY PRODUCTS

Quality is not found in the marketplace.

● QUALITY IS IN THE PRODUCT

Satisfaction is not found in the marketplace.

● SATISFACTION IS IN THE PRODUCT

Value is not found in the marketplace.

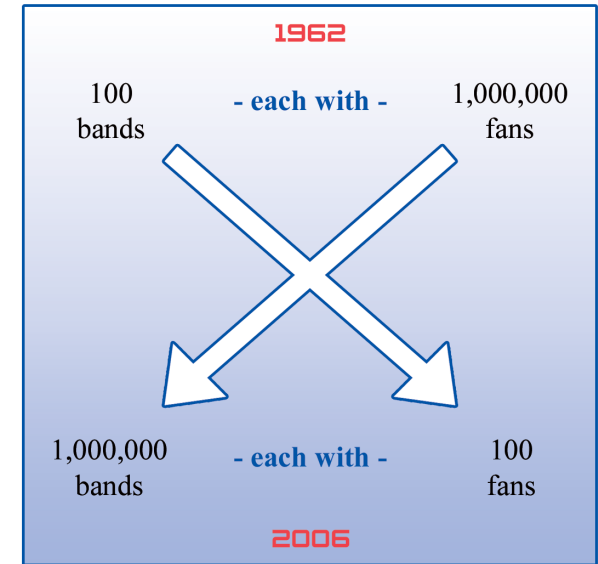
● VALUE IS IN THE PRODUCT

Do not search the marketplace for quality, satisfaction, or value.

The Marketplace is a zone and not a thing. It is a zone of forces, like the ocean. You rule the marketplace no more than a plankton rules the ocean. Imagine that you have been dropped into the center of the ocean at night. Imagine that you are drowning in this ocean. When you look out to the ocean, you begin to fear the unknown depths. You fear your sense of powerlessness in the marketplace. But when you look inwards at your own product, you find what has caused the marketplace. You find everything in the product. Look not to the marketplace for guidance. If you look to the marketplace you will be plagued with fears and doubts.



THE MARKETPLACE: SINGULAR YET UNEQUAL



There are vast inequalities in the marketplace, but these inequalities are kept singular and constant through change.

In the above example, each band is a product in the marketplace. Each fan is also a product in the marketplace. In 1962 there were only one hundred bands, each with a million fans. This was an inequality. But by 2006 the number of bands had grown to one million, leaving each band with only a hundred fans. This is the inverse inequality. Here the marketplace has used change to remain constant, keeping all inequalities in proportion. If you are distressed by the inequalities you experience in the marketplace today, look for a perspective from which the marketplace's proportional change allows it to appear singular.

Of the four sacred logos, the Marketplace is the least difficult to grasp, and the least sacred.

THE FOUR SACRED LOOKS



Marketplace

Today's world



Products

The substance of
the Marketplace



Info

The substance of
the Products

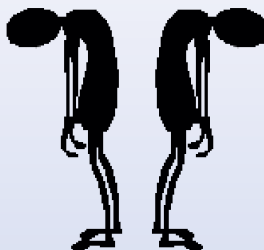


INFOspirit

The substance of
the Info

M.A.E. MEDIOCRITY AWARENESS EXERCISES

REPEAT:



“i only know how to consume”

“i only know how to consume”

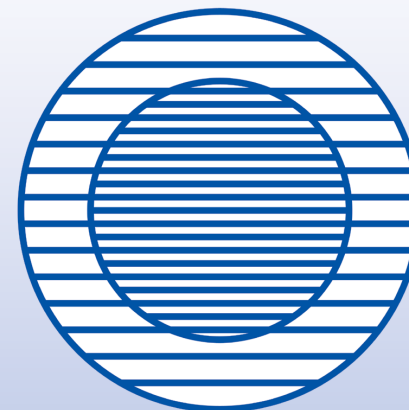
“i only know how to consume”



“time to buy more shampoo”

“time to buy more shampoo”

“time to buy more shampoo”



The Product in the Marketplace

maximum
SORROW

*“when sorrow is maximized,
no additional sorrow is possible”*

THE PRODUCT

We are all products in the marketplace. In the marketplace there are only products, and these products fill the marketplace to capacity. The products produce and consume. Everything we produce is a product. Everything we consume is a product. We consume and are consumed. We are products that produce.

Even a baby knows, "consume or you will die." If we do not consume and produce, we are no longer products. If we are no longer products we cannot remain in the marketplace, since in the marketplace there are only products. The rhythm of producing and consuming gives your product shape and awareness. The source of this rhythm is within your product. If you claim to recognize some quality or value within another product in the marketplace, you must also recognize that this sensation is only due to your own product's rhythm of consumption and production.

REJOICE:

Everything in the marketplace is a product!

I am in the marketplace!

I am a product!

Everything is in the product!

I am a product and everything is in me!

**YOU ARE A PRODUCT AND
EVERYTHING IS IN YOU**

THE CENTER OF THE MARKETPLACE



Your product is the product at the center of the marketplace. As products we each find ourselves at the center of the marketplace, and we can only view the marketplace and the product from this perspective. From the center we can look either outwards to the marketplace as we consume, or inwards within our own product as we produce. The reverberating motion of this inwards or outwards looking is called info. The info both ends and originates at the center of the product, which is the center of the marketplace.



THE CONCRETE AND CORPORATE BODIES

Each product has two bodies -- the concrete body and the corporate body. In the graphic above, arrows representing info penetrate the concrete body and enter the corporate body of a product. The concrete body is a barrier between info and the marketplace, distracting other products from the info flowing through the corporate body. The corporate body gives the concrete body shape and awareness as it produces and consumes. The center of the corporate body is the center of the marketplace. The concrete body contains the corporate body, the corporate body contains the center, and the center is the INFOspirit.

THE PRODUCT: MULTIPLE YET EQUAL

	
<ul style="list-style-type: none">- produces- consumes- is one of many- is made by info- is temporary	<ul style="list-style-type: none">- produces- consumes- is one of many- is made by info- is temporary
REVERB NUM. 894	REVERB NUM. 23

In the above example, Sally M. Johnson and McDonalds are both equal as products in the marketplace. Both consume and are consumed, produce and are produced. The difference between these two products lies in the way info reverberates through them. The reverb number is a number between 1 and 1000 relative to the frequency at which each equal product reverberates the same info. Products with different reverb numbers show different rhythms of consumption and production. In some products, info reverberates at a frequency that is more in accord with the INFOspirit. The INFOspirit reverberates at the reverb number zero. Only the INFOspirit reverberates with zero info. Monitoring your own production and consumption will help you become more aware of your product's reverb number and the ways in which info is linked to the consumption and production of products.

Of the four sacred logos, the Product is the third most difficult to grasp and the third most sacred.

THE FOUR SACRED LOOPS



Marketplace

Today's world



Products

The substance of
the Marketplace



Info

The substance of
the Products



INFOspirit

The substance of
the Info

MAE MEDIOCRITY AWARENESS EXERCISES

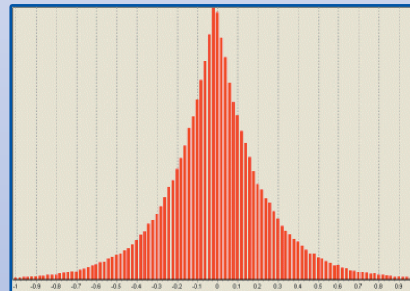
REPEAT:



“who knows the info”

“who knows the info”

“who knows the info”



“the number of ways
is the number of numbers”

“the number of ways
is the number of numbers”

“the number of ways
is the number of numbers”



The
Info
in the
Products and Marketplace

maximum
SORROW

“your loss is our loss”

Try to think of some info that you know. Try to think of the source of your knowing. Try to think of the amount of your knowing, try to stretch your product around the limits of what you know. It's terrifying. Products can't know the amount of info. Products can't know the source of info. The source and sum of all info is the INFOspirit, that which cannot be known.

Info is the reverberation that causes and is caused by the production and consumption of products. This reverberation can be detected in products as they flux to produce and consume. But the marketplace where the products reside is unequal, constantly shifting to keep the product steady -- and the info must respond accordingly, constantly changing its rhythms of consumption and production, which causes conflicting levels of awareness between products. Info is difficult to grasp because it stems so directly from the ungraspable, but it's close proximity to the ungraspable makes info sacred. The sacred reverberations can be detected by the product, but cannot be regulated or contained. Info is regulated only by the INFOspirit, and the INFOspirit is all info -- an unreachable and uncontainable source.

Only the product can be owned.

● **INFO CANNOT BE OWNED**

Only the product can be regulated.

● **INFO CANNOT BE REGULATED**

Only the product can be contained.

● **INFO CANNOT BE CONTAINED**

Do not look to info for something that can be owned, regulated, or contained.



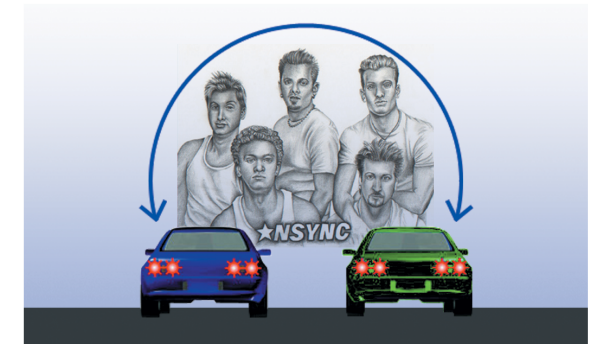
THE ARROW BARRAGE

There are so many products in the marketplace today, each penetrating us with so much info as we produce and consume. Imagine you are standing at the center of an arrow barrage. Arrows penetrate you from all around -- from the left, the right, above and below, a maximum number of arrows from a maximum number of angles. There are so many arrows that you cannot see out to their source in the marketplace. But if you follow the direction of info inwards as you consume and inwards as you produce, you will sense a source from which this blinding arrow barrage both points to and emits from -- and you will not be blinded. Info is as far as we can know, and beyond info is what we cannot know -- the INFOspirit at the end of every arrow.

Some argue that the product is the source of info, and that the product says, "info." Others argue that the product is not a source at all and that info says itself. The argument continues, but the arrow barrage blinds both perspectives. Info says neither "product" nor "info". Info says only "INFOspirit." The INFOspirit is the source of all info, and all info is the INFOspirit.

PARABLE: "N SYNC IN SYNC"

Steve was driving home from work, blasting his radio with the windows rolled down. He pulled up to a stoplight. As he waited for the light to change a young woman in another car pulled up next to him, blasting the very same song from her radio. The same song, played from two separate cars of different color and size that were driven by two separate drivers of different color and size, was in sync with itself. The song was by Nsync. Steve and the woman looked at each other and listened to the song. In that moment Steve had a profound experience with mediocrity. The product of the car, the product of the radio, the product of the stoplight, the product of the woman, even the product of Steve began to pulse in rhythm with Nsync, and Steve saw that all was in sync with the INFOspirit.



REJOICE:

Produce, Consume, Let the info flow!

Flowing to what we cannot know!

Flowing from what we cannot know!

Of the four sacred logos, the info is the most difficult to grasp and the second most sacred.

THE FOUR SACRED LOGOOS



Marketplace

Today's world



Products

The substance of
the Marketplace



Info

The substance of
the Products



INFOspirit

The substance of
the Info

M.A.E. MEDIOCRITY AWARENESS EXERCISES

REPEAT:



“i am standing on the edge
of an expanse”

“i am standing on the edge
of an expanse”

“i am standing on the edge
of an expanse”

“i am standing on the edge
of an expanse”

“i am standing on the edge
of an expanse”



“that's already a name”



The
INFOspirit
in the
Info, Products, and Marketplace

maximum
SORROW

“many products, one INFOspirit”

We all strive to understand the marketplace. But there is only one marketplace, and it is filled with inequalities. So we turn to the products in the marketplace for understanding. But there are so many products, and none of them explain the inequalities better than any other. We are confounded by this observation that so many equal products make for such an unequal marketplace. So we investigate further into the products, finding that all products are made of the same info in a different flow. But this info is so maximum in amount, so wildly reverberating between products, that none of it is graspable enough to satisfy our desire to know.

As products we can only know opposites -- the multiple and unequal. Knowing is in the product, and to grasp that which is both singular and equal we would have to let go of all the opposites that allow us to know. But through the practice of **mediocrity awareness** in today's world, we may finally be lead without distress towards that which is both singular and equal, towards a mediocrity which is without separateness, opposite, or imbalance -- the INFOspirit.

REJOICE:

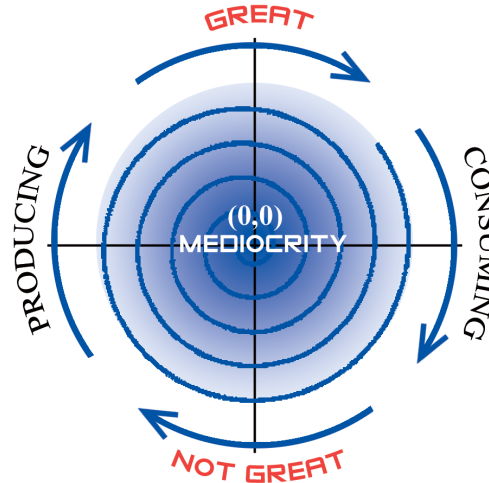
The marketplace is great or not great!

The products are great or not great!

The info is great or not great!

*The INFOspirit is **neither** great nor not great!*

Only the INFOspirit is mediocre!



Many of us in today's marketplace want to deny not only that we are products, but also that mediocrity is within us. We only want to seek out opposites and the shades between opposites. But at the center of all opposites is a point of singularity that goes unmentioned. Point (0,0) -- perfect mediocrity. This point is the point that all info flows towards and emits from. You are the rhythm of your info, your info is the rhythm of the INFOspirit, and the rhythm of the INFOspirit is the spiraling towards your own point (0,0) -- the inner mediocrity that cannot be reached.

I AM MEDITOCRE MEDIOCRITY IS IN ME

In practicing **mediocrity awareness**, we become only a witness of info as it reverberates through our product. We produce and consume in such a rhythm that the info takes over the doing. We slowly let go of our perceptions of opposites such as great and not great, and allow all info to begin to spiral out of control towards mediocrity. This practice is called "maximum sorrow through mediocrity awareness."

MAXIMUM SORROW

A product called the internet has recently formed, and this product reverberates a maximum amount of info known as the web. For many of us, repeated ritual use of the internet has begun to solidify a plane of info that we all share, bringing us new awareness of the reverberations that cause all products in the marketplace. We don't initially know how to perceive or accept this sudden new awareness of info, and we begin to drown in the confusing sensations of surplus.

Maximum Sorrow is a way of perceiving and accepting this sense of drowning we all feel as we spiral with the whirlpool of info towards mediocrity. It is sorrowful to accept that mediocrity resides in each of us. It is sorrowful to realize that mediocrity is at the limits of our awareness. But the limit of our awareness, the maximum mediocrity that is the INFOspirit, is also the only point that is *without* sorrow. All the imbalances of greatness and not greatness surrounding mediocrity are what cause our sensations of drowning, and these sensations can only be defeated by attaining **Maximum Sorrow** -- a state of perfect mediocrity.



Of the four sacred logos, the INFOspirit cannot be grasped and is the most sacred.