

**Joyfulness Snack # 1:
A Note for Your Inner Rebel**

The more I study, practice, and teach joyfulness, the more I'm convinced that our whole North American culture is arrayed against real joyfulness, and that creating it for ourselves is a profoundly countercultural act.

Quite a few good folks have asked me whether this emphasis on joy isn't hedonistic and self-indulgent, and shouldn't we be saving the world instead?

My reply is that when we are joyful, we are more creative, positive, and friendly -- and it's easier to recruit others to our good causes when we're projecting delight and confidence instead of gloom and fear.

And besides, it has been demonstrated in at least one large-scale study that joyfulness is contagious – that your cheeriness can create positive ripples throughout your whole neighborhood, even among people you don't know.

To empower ourselves to create our own joy in virtually any circumstances is profoundly countercultural.

If you don't need to buy, fear, subscribe to, conquer, or compete with anything or anyone to create your own joy – well, heck, civilization as we know it might come to an end, and we might start living with sanity, harmony, sustainability, and balance at last.