

Capitalizing on Your Insecurity

Most of the time I have observed people promoting their religion/faith, they aren't selling the virtues of the ideology. It isn't promoting scripture, showing the wisdom inherent in god's word, or anything like this. The way most advertising for religion works is merely the same exact way used by con men and cults, they are capitalizing on your insecurity.

If you are feeling alone, it is because you don't have X. If you are feeling purposelessness, it is because you don't have X. If you feel like a fraud, It is because you don't have X.

This is manipulative and horrible.

Don't get me wrong, most everyone believes that their ideas lead to a deeper sense of purpose and belonging. Many are even right. However, it is a manipulative tactic that can be used to promote any idea to insecure people.

A honest salesman will tell you the virtue of a product and do a great job appealing to your sensibilities. In religion, this might look like quoting scriptures that might address a concern someone has. However, a con man (literally meaning confidence man) will try to focus on your possible lack of worth and fill that with their projected sense of confidence.

All religious people aren't con men. Probably most of my Facebook friends are religious to some degree, and I like you people. However, many religious people have learned the techniques of con men. I find it highly distasteful.