

# The Cure Seems Scary and Unfamiliar

Selling people what they already want is easy. Selling people what they really need, when they don't yet know it, is a pain in the neck.

It's a little like trying to give a dog a flea bath. It doesn't know that it will benefit from it; it only knows that right now, it's unpleasant and uncomfortable. The dog would rather go snuggle in its comfortable, familiar, flea-infested blanket.

That's pretty much the current state of human society: people tolerating being infested with parasites, because the cure seems scary and unfamiliar.