

# Framing is Everything

There is no such thing as an isolated fact or experience or data point. They all exist in a context, interpreted through a frame.

We all know this, but it's still easy to underestimate just how important framing is. An experience can be two entirely different things with different framings. People may go from ignoring it to paying hefty sums for it, based on framing alone.

The more you dive in and try to deconstruct the phenomenon of framing, the more it feels like life is nothing but a series of frames, layered and nested in and on one another. If you get the right frame matrix, you get the right result.

The only trouble is, nobody knows what that is. Maybe it starts with reframing framing.