

# I'm back.....:-)

**Post by "brett" of November 11, 2020 at 8:48 PM**

Cassius

that's a very interesting question you pose:

"What was it that attracted you back to Stoicism -- was it pretty much the call to meaningfulness, or "virtue," or what do you think. I continue to think one of our biggest challenges is communicating that "pleasure" is a lot more profound a choice than just the sex/drugs/rocknroll viewpoint, but it's a real challenge to come up with new and better ideas for explaining it so if you have any ideas...."

I have given a lot of thought to this and I think a big part is this: Stoics have cornered the market on short, simple, effective slogans and practices that serve as a short term analgesic to pain.

for example: my boss gets upset at me and tells me he thinks I should find another job. A stoic would use the notion of the dichotomy of control to conclude: I have no control over my boss so I can't worry about it.

or another person might use the premeditatio malorum to fortify themselves against bad news.

the examples could be multiplied many times over. stoicism has myriad techniques and practices that are effective in this manner. Read massimo or holiday or Robertson and they lay them out simply and convincingly.

nevermind that the aim of these techniques is to reduce pain and maximize pleasure by their use, the stoics have convinced others that living by their principles is a holistic and 'correct' approach to the vicissitudes of life by striving for 'virtue' and living in accord with our fate.

in my opinion, if we could develop/articulate simple practices that folks could use in similar fashion when faced with challenges, EP would be seen as a competitor in the search for a life philosophy.

In short, Stoics have convinced folks that it's a practical philosophy for everyday life. EP needs a similar reputation.

hope this makes some sense.

brett