

You're not normal

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This [morning's short video](#) has now been published. In it, I argue that you're not normal. You're unique, special, different. We all are. So why does marketing and the market try to force us all to behave as if we are part of a herd of identical people? Why can't they live with our differences?



You [can view the video here](#).

The transcript is:

You're not normal.

Nor am I.

And that's good for both of us. Because, frankly, we don't want to be normal. We want to stand out from a crowd. We want to be different. We want to be identifiable. That's called having character. And why not? Doesn't everybody want to have a little bit of themselves to display to others?

So why then is society so determined that we should be normal?

They advertise as if there are stereotypical people.

They sell us products as if we all want to look the same. Just watch fashion and you'll see what I mean.

What is it about the whole of market-based society that tries to force us into being normal, when the reality is that all of us are distinctly different in certain ways, and we feel stress because of this pressure brought to bear on us to be normal?