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EVERYTHING IS A SUBSCRIPTION

(INCLUDING YOUR SANITY)

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AN ABSURD GUIDE TO MODERN AMERICAN LIFE

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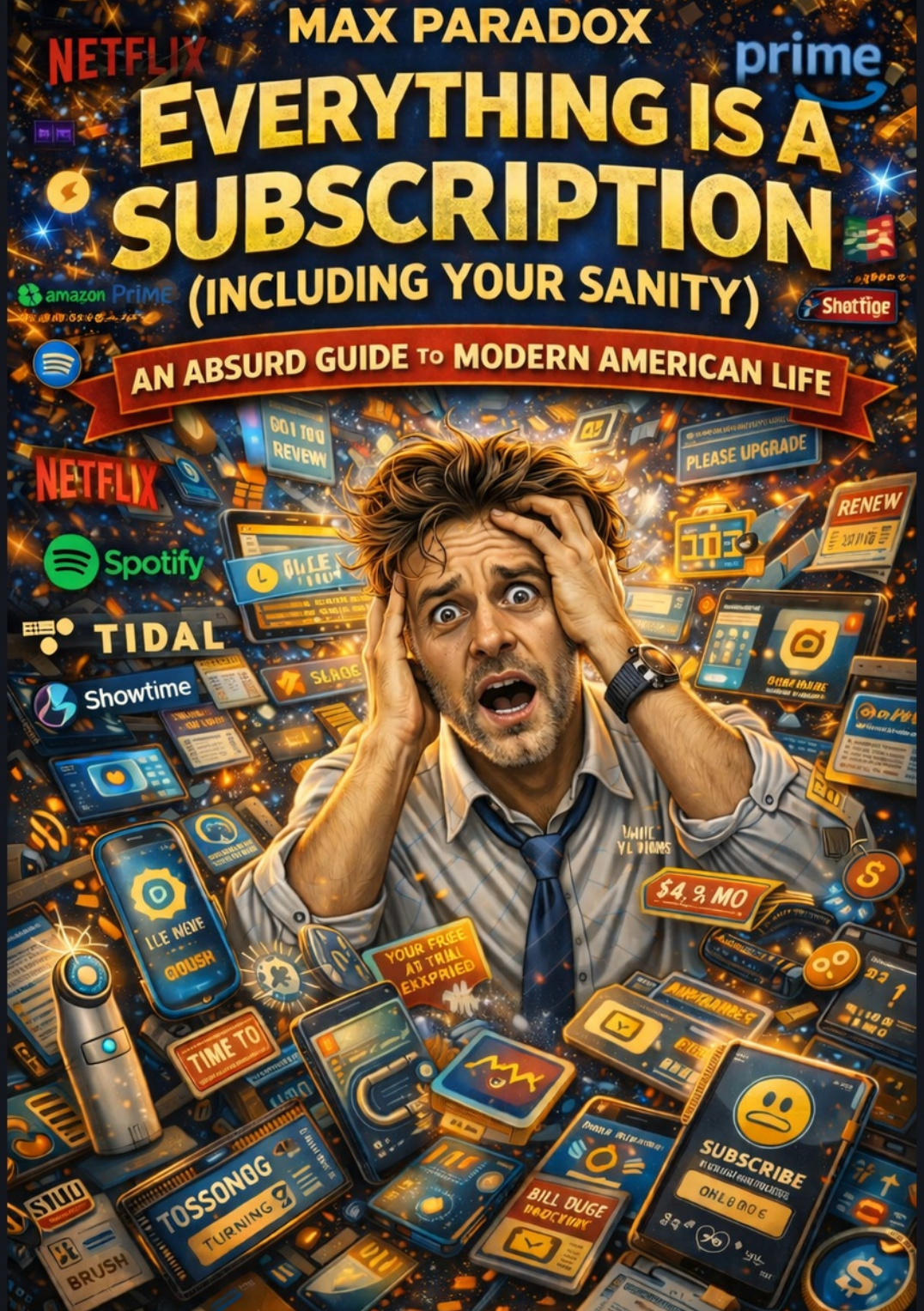
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INTRODUCTION - Everything Is a Subscription (Including Your Sanity)

You probably don't remember when it happened.

There was no announcement.

No ceremony.

No moment where someone said: *"From now on, your life will be billed monthly."*

It just... started.

Quietly.

You downloaded an app because it was "free."

You agreed to terms because nobody reads them.

You entered your card "just in case."

And somehow, years later, your bank statement looks like a list of companies that know you better than your friends.

At this point, you are not a customer.

You are a recurring revenue stream.

Modern life is no longer built around owning things.

It is built around not letting you leave.

You don't buy a product.

You enter a relationship.

A long one.

With auto-renewal.

This book exists because of a simple observation:

Everything is a subscription now.

Not just software.

Not just entertainment.

Everything.

Including parts of your personality.

Let's be clear about what this book is not.

This is not a guide on how to save money.

This is not a productivity book disguised as humor.

This is not a manifesto against technology.

This is simply a record of what happens when convenience becomes a business strategy and forgetfulness becomes a revenue model.

You Don't Own Things Anymore

Once upon a time, ownership was simple.

You bought something.

It was yours.

You forgot about it until it broke.

Now, ownership is suspicious.

If something lets you stop paying, someone in a meeting room considers that a design flaw.

So instead of owning:

- You maintain access to movies that disappear without warning, forcing you to Google whether a show still exists or if you imagined watching it in the first place.
- You license music, which means your favorite song can quietly vanish overnight because of a contract dispute you were never invited to.

- You rent software, even if you use it once a year, because owning it would imply freedom, and freedom doesn't scale well.

You don't own the thing.

You own the right to keep paying for the thing.

Convenience Was the Bait

The subscription economy didn't arrive through force.

It arrived through kindness.

It promised:

- Ease, by removing the need to make decisions, so you no longer choose—things simply happen to you every month.
- Comfort, by eliminating “big payments” and replacing them with small, harmless charges that feel too insignificant to cancel.
- Simplicity, by hiding complexity behind friendly buttons, pastel colors, and reassuring phrases like *“Cancel anytime.”*

Convenience wasn't designed to help you.

It was designed to keep you calm while you forget.

Forgetting Became a Feature

No one tells you this directly, but the system assumes one thing about you:

You will forget.

Not because you're stupid.

Not because you're irresponsible.

Because you're human.

And humans:

- Forget about free trials until they turn into paid plans.
- Forget about apps they downloaded during a phase, a breakup, or a single bad week.
- Forget about subscriptions that cost less than a coffee, which makes them emotionally invisible but financially immortal.

The business model does not rely on you loving the product.

It relies on you not thinking about it.

Your Sanity Is Not Exempt

At some point, subscriptions moved beyond things.

They moved into states of being.

You don't just pay for entertainment.

You pay for calm.

You pay for sleep.

You pay for focus.

You pay for reassurance that you are doing life correctly.

You subscribe to apps that:

- Monitor your sleep while making you anxious about sleeping wrong.
- Track your habits while reminding you that you're behind schedule.
- Promise peace of mind while sending notifications every four hours.

You are not broken.

You are simply over-serviced.

Why This Book Exists

This book does not ask you to cancel anything.

It doesn't tell you to unplug, escape, or move to a cabin in the woods.

It assumes you won't.

Because you can't.

There's probably a subscription on that cabin too.

This book exists to do one thing:

To look at modern American life and say, calmly and honestly:

"This is insane. And we all agreed to it without noticing."

If you laugh while reading this, that's good.

If you recognize yourself, that's normal.

If you suddenly remember a subscription you forgot to cancel, that's not an accident.

That means the book is already working.