



CONTENTMENT

Being Happy with Who You Are, What You Have and Where You Are in A World Always Screaming for More

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Introduction



The 21st century's social mantra can be summarized with a single word.

More.

What you have isn't good enough. Although you may enjoy a wonderful life and feel fulfilled in many ways, society doesn't care. The marketers who want you to buy their products don't care either. Your friends, family members, coworkers, and other people you spend most of your time with have also bought into the "we need more" mentality.

These days society tells us we need more, even in the face of widespread abundance and, in some cases, luxury. Societal pressures, combined with an endless assault of advertisements and marketing messages, scream at us to desire more, chase after more, and, when we get more, want more still.

There is an idea that you can finally become content if you get more than you have right now. The reality is that the constant pursuit of more puts you in an emotional state that is the exact opposite of contentment.

The Time-Tested Definition of Contentment

You might be surprised that contentment is the same for you as it was for your earliest ancestors. Go back as far as you want to down the human timeline. The definition of contentment has never changed. It's the same for people living at different times in history, and it's the same for people of different cultures today.

Contentment is a state of mind that lets you appreciate who you are, where you are, and what you have. Though it may be far from perfect, you respect your present reality and feel happy and grateful for your life right now.

As you can see, this definition can apply to any person in any situation. Contentment is the same on a personal basis for old and young, women and men, and people from all walks of life and all cultures. It is a wonderfully fulfilling happiness with who you are, what you have, and where you are in relationship to your important values and beliefs.

Why It's Important to Be Content in Today's Society

Contentment today is extremely important if you want to get something out of your life. To experience more positive emotions and stop always yearning for something more can be a difficult reality to create these days.

That's because we live in a culture promoting a consumer-first lifestyle. Discontent is actually promoted. If you don't believe that's true, take some time to watch the next dozen commercials or advertisements on your television.

It's a safe bet to say that not one of those ads proclaimed that your life is good enough right now. You are bombarded with the message that you need more and are incomplete and not good enough. While they may not do it directly, advertisers get you thinking about what's missing from your life and how getting more of something will make you a happier, better, sexier, smarter, wealthier, and more complete person.

Why do companies promote material gratification? They do it because they understand possessions, objects, and things will never make you content. They may make you happy for a short period, but they will never lead to contentment. After your initial happiness goes away, guess what? That same company and others are there to keep you striving for more and more.

They know this is a game you can never win. It's like trying to start a fire with a bucket of water. You have no fuel and nothing to ignite. All the water in the world is not going to create a fire. And all the purchasing and striving for more in any area of your life will never lead to contentment.

By the way, product pushers are not the only people who have bought into this idea that happiness is something outside, something external that should be pursued. Your friends believe it too. So do most people these days. Sometimes without even realizing it, we accept and even promote the idea that nobody is good enough and that we should constantly chase more.

The Message of More Eats Away at Your Self-Appreciation

Why is contentment so important in the 21st century? It's vital to avoid the constant stress, low self-esteem, self-doubt, and lack of personal fulfillment that comes from trying to modify or change yourself by always seeking more.

If you accept modern society's belief that you aren't good enough right now, you put yourself on a path to become what other people want. Either consciously or unconsciously, you push your true values and beliefs away and embrace what others want and believe you should be ... a discontent cookie-cutter consumer just like

