



# BITCOIN

## MAGAZINE®



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# THE **BROKE** ISSUE

# THE BANK RUN ON TRUST

*"Has there ever been a society which has died of dissent?  
Several have died of conformity in our lifetime."*

— Jacob Bronowski

Trust is the glue that holds civilization together. That trust has been betrayed. Leviathan, having devoured everything, resorts to feasting on its own flesh. Knowing no restraint, it flaunts its own shamelessness, decaying beneath the weight of a thousand accumulated deceptions. America, and the West at large, is a sinking ship.

## THERE IS A BANK RUN ON TRUST, AND OUR INSTITUTIONS WILL SOON BE INSOLVENT.

Trust is a currency that is meant to be spent; it is useless when hoarded and wasted when spent frivolously. But more and more people are part of the bank run on the trust they've invested in our classical institutions.

Our balances are in the red, the bank managers have emptied the vault and left early. In return for decades of social trust deposited, we're now getting negative returns on our investments. So, with our investments washed away, we dig through the couch cushions for morsels of trust that are more valuable than ever.

If trust is a currency that is meant to be spent, where can you spend it? You can go on the gambling dens of the internet. Trust in a Telegram channel, a Twitter account, a Substack writer, a podcaster. Potential returns can

be great, but it's as risky as a carnival game and discernment is the difference between being a sucker and a winner.

In the gray market of trust, at least we know the score. We know that some people are grifters, some honest, and many investments never pan out. Perhaps you get emotionally invested and go down with your bags. There is freedom in the act of choosing, regardless of the result.

Sincere creativity and community are everywhere, sprouting up in a tangled, rebellious chaos of weeds — if you know where to look. As progressively more people head for the lifeboats to abandon this sinking ship, something amazing is happening. Bitcoin Magazine is a perfect example of a larger trend. Writers, publishers, podcasts, artists, and independent magazines are rushing to fill the ideological vacuum that lays abandoned by traditional authorities. The dream is early. Young visions; wild passions; cloaked in a shroud of semiotic noise.

Our future begins to take shape as a decentralized digital Florence, filled with brilliant and rebellious thinkers. A future shall be birthed from coalescing friendships and brotherhood between creative, entertaining, clever, and insightful

people who no longer support this deceitful, dysfunctional status quo. Network effects will soon accelerate into a dynamic cultural force.

Today there are creative cliques, secretive cabals of writers, philosophical cadres of the digital swamp. Modernity has been a strange, brief departure from the fraternal traditions that are quietly reemerging. Digital architecture has fragmented into overlapping cultural spheres that resemble the return of the "Guild" as a unit of collective human talent and power.

**The Guild was necessary in eras where institutional trust was low or non-existent. This is not a new frontier, but a return to an old tradition.**

Success attracts imitators and parasites, from wannabes to established institutions. The gray market is no different. They'll attempt to pick the winners and losers by acquiring the winners and sabotaging the losers. What looks like a jackpot might be a Faustian bargain; tread with care. Therefore we need to be wary of institutional money. They will try to extract value from us and leave a withered husk behind.

# THE SINCERITY MARKETPLACE

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*"To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity."*

—Donald A. Adams

People want authentic things. Mankind cries out in hunger for real emotions, real art, real opinions, real people, and real life. They force-feed our minds gruel and if you abstain, you're "weird". If you complain, you're an enemy of the state.

When social pressure and implied disapproval fails, punishments relentlessly escalate — until normal people break beneath the combined pressure of incumbent power structures.

Who wants to be on their ship anymore? It's sinking and the crew are abusive psychopaths. The overlapping Trust Guilds are the only other vessels in sight to paddle towards. Eventually, the herd will figure it out.

The digital revolution is only beginning to really come into its own. The "human" mafia has a socially enforced omertà, where your word is your bond and the outcome of your actions decides if people want to spend their trust on you — collective and individualistic, simultaneously.

This future is exciting. Life on the other side of the tracks is full of turf wars, factionalism, and petty back-biting. But at least people here are making things that are *\*real\**.

**YOU CAN'T GET THAT BACK ON  
THE "MAINLAND" ANYMORE.**

**NOTHING  
TRULY HUMAN  
REMAINS THERE  
FOR ANYONE.**

Hopes and dreams of success long hinged on breaking out of the digital ghetto. On sneaking into the mainstream to win a fair competition and reclaim our old institutions. That ambition was dead on arrival. Now our ghetto has its own center of gravity, one which will soon draw us beyond the event horizon. 🏠