

This works fine generally, but in the digital age, there's a new and unique intersection of technology and spirit. Specifically, the advertising on social media, through aesthetic trends and unpaid, unwitting advertisers. People with a cupboard full of jars and bugs pinned to their walls look like better witches. They might be better, but only better at getting clicks. Someone with a cupboard full of jars was talking about how they enjoyed Llewellyn's Complete Book of Ceremonial Magick and so I bought Llewellyn's Complete Book of Ceremonial Magick (BTW, it gives a very wide basis in the historical context, but contains very very little of practical value, and is still missing some pretty big areas. I liked Brandy Williams essay _The Future of Ceremonial Magick_ tho). The cupboard haver however wasn't a salesman, nor a representative of Llewellyn Publications. That is to say that despite being a private, random, person, they still ended up being advertising for a book company.

This brings us back to the rolling tray. The aesthetic of witch is something being sold to us. Less by marketing departments, but by social media. Tech companies have made websites that keep us watching videos all day. To that end, they incentivize us to create engaging aesthetics, and