In the long forgotten annals of human history, there is a being. This being is not of this existence, I doubt it exists outside our own imaginations. But that does not stop it, no more than you can stop nature. Once you learn of this being, it finds you. Not unlike a parasite, it leeches off your doubts. Not any old doubts, but your own doubts that it even exists in the first place. this would be harmless if it wasn't for the fact that, the more it leeches, the more you believe. The more you believe the stronger it becomes.

And when every fiber of your being believes...

Well, I'll leave that for you to find out.