

I Believe In “JKC”

I believe in JKC. The letters don't stand for anything, to you at least. However, they have a very important meaning to me and a handful of people. JKC is a brand and motto that I created, mostly for me. I made it so that it can be interpreted however you want it to be, but it has one clear meaning. It's about not sitting around waiting for life to happen, but actively chasing moments that make your heart race. It's a reminder that life is happening right now, not someday in the future. It's on my laptop, my phone case, my car, and it's in my room. I have a legal custom website domain where you can buy merchandise, I have an instagram page, and other people who have joined me in promoting this. The main theme is graffiti, because graffiti is about leaving your mark, that's what we do in our lives. I never wait for life to happen, I choose experience over comfort and moving instead of waiting. I believe that too many people just sit around waiting for life to happen, waiting for the “right time”. You don't need permission to do what you want in life, you also shouldn't care if what other people think is rational or not, I certainly don't. If we find something that makes us happy, we're going to do it. Whether it's adrenaline seeking, like jumping a 20ft ski ramp, most people would say not to do it, but if it's something that's going to make you happy, then just do it.

“We never waited for permission.”

Sometimes we break rules for the thrill of it, maybe it's unethical, but as long as you are happy and nobody is being harmed, then do it. Sometimes the things we do don't make sense on paper. For example, sticking your head out of the car window and screaming for absolutely no reason? Does it make you happy? Yes? Then do it. The only reason you aren't doing the things

you want to do is either because you're scared or because society is telling you no. First of all, JKC is about letting go of your fears, choosing experience over comfort. Secondly, it doesn't matter what society thinks. This isn't something that you can just start doing, you have to dedicate yourself to it. Life isn't promised and wasting it out of fear was the biggest mistake I've ever made in my life. When things go wrong in my life, I don't push it to the side, I actually find the joy in it. This mindset has helped me stay in control during stressful situations by focusing on the two things that I can control. One, my attitude, and two, my willingness to fully engage with life. Too many people live their lives worried about judgment, failure, or looking stupid. I eliminate the fear of what other people think and I allow myself to fully exist, but everything I do, I just make sure it doesn't get me in trouble. In order to really live life you have to take risks to get rewards and try new things.

From a psychological perspective, JKC connects closely to intrinsic motivation and resilience. Intrinsic motivation is driven by internal satisfaction rather than external rewards, and that's exactly what JKC represents. It's not about approval, success, or recognition. In fact, it's the complete opposite. Our brand doesn't tell you the meaning by looking at it, the quotes aren't very specific. JKC is an underground brand, an exclusive one. If you want to learn more about it, you have to find it yourself. It's about doing things because they make you feel alive. Emotional resilience is the ability to adapt, recover, and continue forward even when life feels chaotic or overwhelming. Instead of avoiding discomfort, we pursue it.



**“Live simple.”
The JKC Tag**

Sometimes life doesn't go as planned. I deal with a lot of stress in my life. I have a sick mom, a stressed out dad, friends to care about, family to care about, work to deal with, and life problems to solve, every...single...day. JKC doesn't ignore these feelings, but it refuses to let them control the outcome. I find the good in the bad and I move forward instead of shutting down. During hard times, we have to remind ourselves that we have control and we have free will. However, most of us don't use our free will because we are scared of what society will think of our choices and that ties into our main meaning of JKC. It doesn't matter what people think.

“Make memories instead of excuses.”

Usually our excuse is “you really shouldn't do that” or “that's not a good idea” or “what if something goes wrong?” This is something I call pervasive anxiety, it's anxiety that is keeping you from living your life and doing what you want. Sometimes it's not always society preventing us from doing what we want, sometimes it's ourselves. Personally, I don't try to fight it, I just notice that I'm anxious because of these thoughts. Then, I take a seat and I ask myself, “Would I rather be having this thought right now, or would I rather have my freedom?” Because as long as I have those thoughts, I can't have my freedom. Life is about being present, laughing hard, talking to strangers, and doing things that don't always make sense but feel meaningful.

“Happiness isn’t a choice.”

Happiness isn’t a choice; but it is in some way. If you want to be fit, you have to workout or exercise. Either way my point is, you have to work for it. Happiness is the same way. You can’t just choose to be happy, but you can choose to work for it. You can very slowly but steadily improve your happiness baseline, just like you can improve your health and fitness.

“Life isn’t meant to be quiet, it’s meant to be lived.”

JKC matters to me because it reminds me not to waste life on fear or hesitation. Choosing joy and experience isn’t always easy, but it’s always worth it. JKC is how I choose to live, and if any of this means something to you, maybe you’ll choose to live like I do.