

Title: ZEN and the Art of HYPE

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Created 2022-02-13 16:03:36 UTC

Permalink: /r/GME/comments/srlx6o/zen_and_the_art_of_hype/

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WHAT'S UP APES!!! LFGOOOOOOOOOOOOO!!!!

Ahem, greetings friends! I wanted to chat today about two things I love: Zen, and hype, and specifically why they both are SUPER IMPORTANT when it comes to this whole saga.

To make it through the process, and more importantly, to make sure we actually do get through the process, I think it's important to understand when to zen and when it's ripe to hype. In short: zen for the things you can't control, and hype for those you can.

If there is anything that has become apparent to me since I came into this community, it's that we have absolutely no control over this beast, yet...strangely...we also control all of it. Mastering the approach, applying zen and hype in the right ways, will allow apes to seize the reigns and bring the power to the players, where it belongs.

A Lesson from 2008

Let's start with the "no control" part. Do y'all remember that scene from The Big Short, the one where [Christian Bale] finally gets a call from Goldman Sachs and they wanna discuss his marks to, ummm, "make sure they're fair?" Well, his response was probably one of the most influential nuggets of wisdom that really stuck with me from that flick. He said:

"*I think you mean that you've secured a net short position yourselves so you're free to mark my swaps accurately for once, because it's now in your interest to do so*."

Throughout the craziness, despite all the mortgage default rates skyrocketing, the value of the derivative contract that stood to gain from that outcome...saw no change. Not until Goldman said so. Not until it wouldn't completely devastate their business and put them in the poor house. They managed to get on the winning side before they "allowed" it to unfold.

That's what's happening again now, only instead of a play on toxic mortgage backed securities we've got one against our beloved stonk. Let me shout this a bit louder for my friends in the back:

SMART MONEY WILL NOT ALLOW THIS TO END UNTIL THEY WILL WIN.

The truth is, nothing we see happening in the market matters. We can stay zen, knowing that it doesn't matter about OBV, MACD, lines, doritos, green dildos, or after-hour runups...nothing. Nothing we see in the news matters. We live in a "sell the rumor, sell the news" world, and no announcement, *not even for the launch of the NFT marketplace* will lead to any change. We. Have. No. Control. Over. This. Stock. Price. And. Nothing. About. GameStop. Is. Normal. It will not go to the moon until the Goldmans of the world will allow it to, **which is never**.

Left unopposed, this can (and will) go on forever, and anyone who thinks otherwise is sorely mistaken and woefully naive. You can't sit there and proclaim that borrow costs are "bleeding hedgies dry" when you simultaneously claim they are literally printing money (i.e. taking yours) via naked short selling. It doesn't make sense. All they need to do is keep doing what they're doing and the game continues. Sell more

synthetics to fund any added borrow costs (which are probably waived anyway), ad nauseum. If they owe you a billion dollars, that's their problem. If they owe you a gorillion dollars, that's your problem.

Butttt... before you cry FUD on me, trust me when I say this is the opposite: mathematical certainty. **It is inevitable**. *If you care enough for it to be.*

2022 is a Bit Different

Here's the key difference: the 2008 position switcheroo against MBS had Goldman going from a net long position to a net short. A net long position has a cap on losses, and Goldman's were limited to their investment, so they just needed to amass a short position that would overcome that. More short than long. Lose some, but gain more. As we all know, you can apparently create infinite shorts out of nowhere though, so this isn't exactly an insurmountable problem – you just need the buyers which they, unfortunately, found and suckered into a losing play.

Here in 2022 though, the current bet is starting on the short side, and they'll need to get to a net long position before they "allow" it to unravel. Hedgies would need to go long on shares in order to do this. The funny thing though is that's the textbook definition of what we want them to do anyway: buy massive amounts of shares. So, from a technical standpoint, that's actually off the table because this creates a paradox where they can only prevent the run up by directly causing it. That's impossible. **They literally cannot reverse their over-shortened positions without destroying themselves.**

Put another way: *they cannot possibly win this game*, and it is therefore their strategy and intention to play forever, because it's their only option.

Here's where it gets spicy though: while they can create infinite synthetic shorts, there's an upside limit on how many long shares exist, or at least *should* exist. **Enter: our complete and utter control of the situation - DRS has entered the chat.**

Power to the Players

When all other market participants are aligned and teaming up against you, your best bet is to play your best game. Know the rules, formulate the strategy, and execute. Thankfully, Queen Kong and our Sugar Daddy both read the rulebook in detail and have laid out the winning strategy perfectly for us: directly register your shares. Our role: execution.

While hedgies and their ilk are creating infinite short positions, they're also creating infinite long positions as a byproduct. The only thing is...GameStop doesn't know about them. Not in a legal, provable way at least. Brokers have taken the knowledge of their existence, locked it up in a black box, weighted it, and cast it down to the depths of the ocean, intending to never allow it to see the light of day.

But the shares do exist.

With the first ever DRS disclosure in Q3, the GameStop team did all they legally could to let us know that we cracked the code, placing the power in our hands.

Butttt...as any Marvel fan knows...with great power, comes **great responsibility**. While we can be very zen, acknowledging that we do not need to worry about the stock price and that mooning is inevitable, that's not good enough. We've got to take this power that we wield and turn it into action.

Time for zen to back a back seat and let hype take the wheel.

LFGOOOOOOOOOOOOOOO

We already know that the market data means nothing. We already know the news changes nothing. No cycles will trigger anything meaningful, no indicators will indicate anything important. No announcement, no tweet, no ungagging, no product launch. Nothing. Literally one thing matters, and that is the number of shares that have been directly registered with GameStop's transfer agent, Computershare. This is the only way GameStop can say "we've done everything we legally can, conducted our due diligence, and have

uncovered a problem.”

GameStop’s fiduciary duty will take over and corporate management, AKA Matt Furlong and the executive C-level team, will be legally obligated to their governing board of directors, led by our Meme Lord and Savior Ryan Cohen and representing all the world’s shareholders, to take action. A massive share dilution impairs the value of the investment, and as stewards of investor capital, they will need to correct that to protect investor interests. This is the only catalyst for the end game that we can rely on, and it is in our power to make it happen.

So, let’s take stock of where we are now. As of this writing, the most recent high score is sitting around 123,000 accounts. That’s a lot of accounts. But it’s also embarrassing AF because we’ve got WAY MORE than that in our community alone. 65,000 in r/DDintoGME. 100,000 in r/GMEJungle. 355,000 in r/GME. 735,000 in r/Superstonk. These numbers don’t even account for all the non-redditors. The parents, aunts and uncles, book club and game night friends...the 8 BILLION people on the planet that this affects.

Sorry guys...but WHAT. THE. FUCK.

I know there are some bots in here, but I find it hard to believe that we can’t do any better than that. There’s no way that every subscriber in here has done THEIR part.

WE HAVE THE POWER TO WIN AND WE ARE NOT DOING IT!

If there is ANYTHING in this world to get hype about, it is about the IMPORTANCE of this action, and BREAKING THROUGH THE FUCKING ROOF of that scoreboard! Making GameStop run out of ink because they have to print too many fucking zeroes in their DRS disclosure! Taking this ENTIRELY LEGAL, BY-THE-BOOK action of simply owning something in your name! Stop fucking around with the side quests and go kick that final boss’s ass!

Now this is not financial advice, I’m just an ape who is fucking JACKED STRAIGHT THROUGH MY TITS AND INTO YOURS, but I’ll never be satisfied until everyone I love and care about knows how important this shit is, and fucking does something about it.

Enough is enough.

TLDR: Buy, hold, and *most importantly,* ***DRS***. Chill about hype dates because there are only 4 per year: quarterly earnings releases with DRS count updates. Stay zen on the mechanics and day-to-day happenings, but hype the fuck out of the power in these players’ hands. We can win. We just need to get off our asses and do it.