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# The Art of Lazy

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## **The Art of Lazy**

In the contemporary world of years in year 1960s to 2050s, the rush and advent of SMEs, entrepreneurs, solopreneurs, small business, large business conglomerates, company and organization, sectors and industries, self reliance and sustainability is the motto for economic growth and sustainability. Every sector of the economy is encouraging small scale production, entrepreneurship and self reliance and sustainability. This springs from globalization and localization of industries and conglomerates in sense; of the World Wide Web, and the internet. Before the internet and its dominance, the economic society was more public and government sector with 65 percent of economic controlled by the government and private sector was more of the conglomerates and the Big leagues. The computer and internet didn't become the savior of most people, and still remains so, although small-scale market and distribution chains still exist. In the vast distribution chain it was still governmental control in which the politics of the day is; continue working till retirement and this profitable package of retirement does not come easy, either buy a retirement service plan from a service provider, usually with huge equity and payment plan or your relation with an employer may secure a profitable or sustainable retirement package from job/work benefits. As most old trade stocks believe in import and export, exchange of good, product or services, such as agricultural produce or crops, machine and machinery, cosmetics, kitchen and cooking ware, building and construction material, raw material and natural resources, technology and mechanics, skills and arts, Talents and ability, crafts and artifacts, attire and fabrics, utility products, and few consumer goods etc, it also evolved the globalization of global trade in small scale production as this becomes wide spread and dominant in the global economy and market. Only few people and sectors in the world still know the art of luxurious trade of leisure and its business which is made for all. Many have built empires

through leisure business activities and operations; label/brand, market/marketing, sector/industry and livelihood. The main point is leisure is such a lucrative occupation and activity without so much popularity around it.

Leisure is an old art practiced in lifestyle, health and wellness; a traditional and holistic remedy in healing, wellbeing and financial sustainability. Leisure is dated back before and during inception as cultural appropriation and heritage of the African, Igbo, indigenous tribes of West Africa, Atlantis, Egyptian, Arabian, and Persian civilization and Chinese dynasty. In fact it is an art for those families and relations of rich and powerful families who were not in political, economic or sovereign positions such as royalties of gods and goddess; (Artists, Healers, Philosophers, and Herbalists etc.). Although most people see leisure as a benchmark for being lazy, pampered and lack of technological advancement as leisure perception is still idealized as squander, indecent, and self centeredness on the contrary; it is a vitalizing custom of adult practices, virility, agility, balanced, fitted and stable, endurance and daring, physical and neurological maturity (physical and psychological, mental, emotional and biological, astral and etheric, casual and a-causal, metaphysical and quantum, phenomenal, psyche-somatic, mind and body balance). Leisure is not lazy, the art is conceptualize in lazy as relaxation and recreation leisure in the real sense, encompassed in viewing and audience (viewership and audience market), participation and volunteering, exercise and meditation et cetera etc.

In the contemporary era of years in year 2020s, of major agent in global revolution and economic development in lifestyle studies bringing change in lifestyle choice, customs, culture and invention of recreational activities, parks, centers, and holistic health. Leisure practices have brought about cultural, economic and social change, and relationships and interaction, although only benefited by people, and among people relationship, interactions and activities within

groups and organization of certain sociometry, psychographic, geographic, demographic, and ethnograph of customs, ethnic and belief system at valued relaxation and recreation. Leisure is encompassed around recreation and lifestyle integrated in these cultural genres.

In celebrity culture, and adult industry leisure practices are placed as high value entertainments; travel and tourism, hospitality and wellness, culture and customs, integrated in sports, entertainment, recreation, literature and film, lifestyle and livelihood of vacation resort and hotel living, incorporated as a whole activity or partly. It is now becoming a discipline of health, wellness, recreation, entertainment and relaxation culture and custom. It is not the glorified lifestyle practice but an art itself seen in festivals, carnivals, park, retreats, and mountain and ranch resort (ranching), historical artifacts and archeology findings have flourished leisure world and global economy to become a multi net-worth profit equity industry.

In Nigeria, the popularity of hotels, resorts, spa centers, recreational centre, book and library, shopping mall and cultural centers have been marginalized as a tool for economic growth, development and stability in progressively stabling the rise of leisure industry. A historical look into leisure trade and practice in Nigeria and Africa, leisure as been the tool of the trade as culture and tourism is major source of income and revenue and ethnographical settlement of tribes and cultural heritage. In Nigeria the tourism sector is still in the rise, people want to come back home from abroad or from other continents, visit other cities in the region, know the history and customs, trade and exchange, experience other culture, benefit from traditional herbs and holistic health, as is; the secrets to the tourism sector with recent construction of mega structures and metropolitan cities, the leisure industry is also taking a centre stage and dominating the art of livelihood which is becoming an accepted norm as cultural exchange and appropriation is ongoing. But this new niche of leisure industry is really looked at and regarded as an industry for

the rich, powerful and the trophies as our culture is immerse in political and socio-economic activities of the egalitarian and sectarian societies which allows for capitalistic, socialistic and monotheistic mindset of livelihood, and ignoring the socio-cultural aspects to cultural heritage and cultural values that is gathered and immersed from leisure practice.

### **In-depth Analysis of Leisure Practice**

Have you ever heard these investment and capital bankers who sell bonds, shares with the notion of financial freedom, or those marketer trying to make hard work the scale to achieve deadlines to become rich in the marketing chain, ‘oh’, wait have you heard this advertising and marketing cliché?; “be your own boss”. Well these are not just persuasive lines but meaningful, the only problem is that it lacks the social and cultural aspect to it. It is a capitalist mindset. In leisure practices indulging with investment bankers trying or helping you grow your business, is not a totality, in fact your business concept is defined on your leisure values or self-concept of “You are your own business”, your are taking charges of pricing, price and tags, coupon and souvenir, labels and packaging, branding and publicity, unlike the investment banker who is running up the scale of 24 hours and 7 days a week has no time to relax, take a break and be the free financial freedom persuaded. This is where leisure practices come in. Not digressing into financial matters, in fact most people who practice leisure activities or in leisure industry have a good sense of financial management that is stress free, investment bankers are also hired in leisure industry, but the point here is that Leisure practices is all about individuality, individual liberty, wellness and freedom. Leisure has to do with the transcendental balance of the mind and body in relations to emotional, sensual, mental, financial, physiological wellness of the body. But what does this trade entails as a practitioner and as a benefactor.

As a practitioner it gives you the opportunity to self reliance, self employment, decent work, economic equity, wellness and financial freedom, and over all sustainability. There is little bureaucracy in leisure or the morning rush of going to work/office and beating the traffic, your work is on offer/offering, appointment bases, client and clientele, controlled by schedule and leadership of your business concept and trade.

As a benefactor you are a care giver to yourself, and others. Depending on the aspect of leisure practice received or specialize in, and benefit from, you are self-conscious, responsible and self aware of your health, wellness and your lifestyle choice in the sense, your self-view, business concept and self concept is balanced, well projected and stable, for your social-self, is as, of a sophisticated neighbor, friend, lover or a partner everyone envies for being clean, lush, healthy and well groomed.

### **Consideration for venturing in leisure practices.**

Have you considered the *no pain no gain* principles, this is also applicable in leisure practices as stated earlier, it is an old art in holistic and cultural healing. It is not for the careless but carefree, it is for people with a great sense of self care to oneself and others. Once you consider yourself as a good individual who believes in liberty, freedom and a lifestyle for relaxation and taking time to progress on your body, mind;(theatrical Mind or Mind Theatre for visual for vision and sight), chakra; chakras (Root, Sacral, Solar Plexus (Navel), Heart Throat, Third Eye and Crown), heartbeat and heart chakra and being, then leisure practices is for you. You must not necessarily be a certified expert in healing or a degree holder as long as you are willing, diligent willed, gifted, talented and quick learner grounded with personal qualities and good character with as sense of respect for self and other, patient, kind, good at listening to people then you are on the road to become a leisure practitioner.

**Firstly you need to consider the kind of leisure you want to offer;** There are various forms and practices to specialize in leisure as a higher leisure practitioner.

- You might want to be a **healer**; healers work with the body, mind and the soul. They are not really location based; you see them in wellness centre, yogi centers, spa and retreats, or that Iman, Monk, Pastor, Mystic, Priest, Shaman, Psychic, or Herbalists (Magician) studying the astrology and astronomy of stars, galaxy, moon and sun/solar system and the rotation of the sun nebula glass and looking through a hourglass and a telescope.
- **Travel and Tour guide and Socialite.** Travel and tour guides are also good form of leisure practices, you to work in person, or represent your community. Tour and travel guide are also nomad in the sense that you keep logs and become a travel journal, blog or a club where you meet other travelers like yourself and share location, pictures, videos, suggestions/recommendation and make huge money. Socialites are the contemporary celebrities of their cities, they promote the culture and livelihood of the town and cities attracting tourism and travel for an enrich cultural heritage which is valued in leisure.
- **Masseur and chiropractor:** A masseur or chiropractor is a person who is a professional in massage or sensual healing, and a chiropractor is experienced at rejuvenation of body tension and stress/strain level, or giving a sex massage or sexological body-work of the genital. Depending on the kind of massage services you render, from body, sensual and erotic massage. Remember Leisure practice is about individuality, individual freedom, choice and liberty, so there is no room to judge. If you decide to give erotic and sensual massage, or healing you can choose house call or a parlor.
- **Fine artist, Singers, Poet, Musician, Performer and Dancers;** Singing, music, poem, and artistic drawing and performance encompass popular practice in leisure industry. In

real sense, among the major player for the benefactors in leisure industry. The popularity of popular culture and art has also branded leisure. On a realistic practice, the karaoke parlor, the community singer, or church choir, the art exhibition, the book club, the street dancers and performers also make a whole of leisure practice. The principle still remains applicable to a large sector or industry.

- **Coach:** Coach is another way to be a leisure practitioner, either as a physical activity of a gym instructor, fitness coach of sport, physical exercise or an entertainment coach etc to become a life coach of personal development, counseling and mentoring, coach and coaching is an excellent leisure practice. In essence, the impact is really rewarding and humanistic to social, cultural and personal rejuvenation and sustainability.
- **Therapist:** This is becoming very common in leisure practice of applicable therapeutic techniques and practice. From being a therapist in guardian and counseling, nutritionist, dieticians, psychologist, sexologist, cosmetologist, spa therapist, medic and holistic therapist and physiotherapist. You can set up a house call, client based database or network or work in major wellness and health centers.
- **Dating and Relationship Expert:** This is becoming a multibillion net worth industry with vast need for a dating and relationship expert. This span from dating and marriage counselors, to relationship fixer, match maker etc.
- **Dating, Relationship Coach and Escort:** Very Dominant in Leisure in fact common practices most leisure practitioners are dating coach and escort. This is different from An expert, in the sense that an expert is certified and recognized and a dating coach or an escort is culturally certified and recognized. This is very lucrative as it involves personal encounters, travel and a lot of squander of wealth on you. An escort doesn't not



necessarily have emotional and sexual relationship or connection with their client, they usually more trophies dates, or someone you take out to that big party, casino, bar or the expensive holiday cruise. In fact escorts are the queens and kings of leisure travel.

- **Nurse and Mid-Wife:** Nurses and midwife are also relevant in Leisure practice, be it house rest, hospital rests, house calls, private nurse or midwife, or retirement centre. Nurses attend to medical, holistic and leisure activities in cleaning, cleansing, care and support. And midwives attend and assist women during child birth.
- **Strippers, Dancers, and Show Boy/Girl (Gigolo):** In leisure industry, it is all about relaxation. Strippers, dancers and show boy/girl offer entertainment in leisure practice. As a benefactor, the art relaxes and provides a good time, then call strippers for the weekend. This industry is worth in multi billion net worth.
- **Porn Stars, Call Boy/Girl Escort and cultural Sex healer;** Well Porn stars are very experienced in sensual aspect of relaxation and know how to give you that sexual sensation you want to experience for relaxation, same with cultural sex healer or worker. Cultural sex healer/worker have a booth, stall or online profiles and port folio, as seen in popular red light districts where you have to touch, or to have a romantic experience or relaxation. Call boy/ girl are so experienced in communication, listening and having a good time. In fact they know where to go for a good night out, bars.
- **Tattoo Artist, Piercer and Artisan.** This obeys the pleasure principles over the leisure principles as most have been integrated in leisure since leisure goes with self identification, relaxation and exploring that inner happiness. Tattoo artists, piercers and artisan and creating amazing body art and modification and aesthetics and the artisan/fixer with a handy tools or vocational skills of help of assistance.

- **BDSM Artist, Coach and Teacher;** Venturing into this ethical deviant of erotic culture of bondage, discipline and dominance and submissive as a leisure practice of the sub culture have various ways of exploring relaxation and pleasure with regards to the pain-pleasure principles, you can venture as a teacher for new initiates, a player or a date for those who want to explore the possibilities of intense erotic experience.
- **Models, Stylist, Fashion Designers, Barber and Hair Dresser;** This is an old art in relaxation in fact most women and men who want to relax go to the salon or parlor. You can choose to own or work in a salon or a parlor and attend to the beauty and leisure of men and women. Cultural and fashion shows to showcase the culture, customs and tourism is another cue in leisure. Models and stylists are the background performers in gracing such appeals the economic aspect in leisure practice.
- **Technical Engineer and Programmer, Actors/artist, Writers, advertiser/marketer, TV and Radio Broadcaster/Presenter, Public Relation Practitioner/Journalist:** Be it a journalist, TV and Radio broadcaster reporter, news anchor, presenter, promoter or Master of Ceremony(MC) and technology/internet tech engineer or an internet programmer your opportunity is ventured in leisure practice. Most of these professions are largely know as partly leisure. A reporter who travels the world, to an internet programmer working remotely, to a news anchor and broadcaster on the shift routine on that late night talk show or prime time lifestyle program, and advertiser or marketer designing constructive ideas into brand or presentation, or the journalists, photojournalist, paparazzi/public relation expert gathering and sources for news story, and news idea, pitch or news tips and tip, and the writer, producer or videographer or editing or writing on stories, screenplays, or script, or the actor or theater artist memorizing on script and

plays, your job is mainly leisure in practice, independent and individualistic in the sense that your opinion is your worth.

- **Sport and Athlete talents, Executive, Manager and Directors:** The height of leisure is surrounded in sports and athletics; in fact it is largely among the major market and producers of leisure that sustained leisure practices till date and beyond. From Sport games; football, tennis and golf, volleyball, basketball, rugby, sprint race, 100 meters sprint run, car race boxing and wrestling (sensual, sexual, erotic and martial art), music and dance festival, body-builder and body fitness model and artist. Leisure practices in sports and games have created jobs, talents, business venture and globalization.
- **Event Management (managers, hosts etc):** Events are another leisure ventures, from Concerts, Open games, rallies, carnival and festival, cultural games, trade fairs et cetera etc. Events are an open portal for leisure livelihood. Many company and individuals have branded around event from yearly to seasonal events worth at winning major endorsements, sponsorships, audience and fandom, and global recognition.

**Secondly you want to consider the environment,** location and society you belong in. The truth is leisure is an old trade and industry which has been relatively hidden from the public society, you would have to take advantage and quickly know where and who your target is. Most client are usually on chains, links, markets, referrals and only few have open and walk in policy for new client. In most case you work individually and you build your clientele. The environment of your business and its organization, and business-concept is vital, it reflect on self-concept and the objective realism of the perception and influence created for leisure. People activities, relationships and interactions in groups and within groups and organization are also valued in leisure as they make up a whole of the surrounding, organization, sector and industry . In the

leisure industry we are only concern about caring for oneself and other, therefore there is no room for hustle, bustle and fist of poaching as it posit a competitive edge to your benchmarking practices of your business concept and self concept. Therefore as, mostly working with new client day in day out and retain those who fill attached, or become a liability of conflict of interest, competition, dependency, and obsession, it is required to study the environment, the cultural norms, perceptions, influence and behavior of people who might become targeted or potential clients and essential in sending back satisfactory note, remarks, feedback, remunerations, souvenir, congratulatory and excellence service in recommendation and referrals in retainers and goodwill of segmenting the market and business spectrum is needful in aspect of Business to Business (B2B), Business to Customer (B2C), Customer to Business (C2B), and Customer/client to Customer/client (C2C), depending on the level of partnership and relationship, such terms will leverage, and provide an easy flow of interaction when dealing with various subsidiary, market, sector, industry and public and mark you an excellent relationship manager. The society influence of people precept of leisure practices and occupation are still regard leisure as trophy, double standard and not culturally respected in the society, so you want to work on your individuality, sense of worth and your freedom neglecting the perception and influence. In case of illegal sanction, study the ethical ground in which you can operate despite the illegal sanctions, know how to cover. *I mean it is no crime to date someone under contract, or have multiple clients as lovers and date, (even your district attorney or Chief Judge is your potential client) that is not regarded as prostitution or a crime to become a stripper or a belle dancer.* In the real sense know how to define your contracts, terms and condition so that you are not labeled criminal. Also for certified therapist, properly conduct your ambivalence process and self label and in ethical manner. It is vital to define terms before engaging in any activities.

**Thirdly, you want to check your security, safety:** Security is vital and safety is important. You need to understand that, in any sense scared of your client; whether a stranger or an old client. Understand, they have recommended your services for their emotional, sensual and physical concerns and need for your care and attend to them, most times expect clients to act out of control, remain calm especially for non certified experts in the list, if you are an escort, call boy/girl BDSM, dating, masseurs etc, know how to lock the client down. Remember you are not the criminal at this point but the client. They may **use the law to threaten you**, or **might take away that happiness they cannot get which you have/possess in abundance**, you have right to express the “I know right! Duh whatever” view, and shut every process and operation in leaving the scene. ***Or call the relevant authorities.*** In other sense it is proper to have a background check or profile this client before meeting, check the records are they on **any list or history of abuse, hate etc.** This now call to the point make sure you always pick a location you know, secured, even at house call, make sure the neighborhood is really safe as they might frame, molest, rape or physically abuse use under the **pretext of the law which doesn't not really protect most of the leisure practices.**

**Lastly Your health and Happiness is your priority;** In whatever you do, congratulatory, you still remain in business, it boils down to your personal happiness, what most clients want is to watch you experience happiness or improve on a sense of self, that it boost social and lifestyle immunity, because these clients are already on the verge of depression, isolation and need inclusion, so your happiness is a pill for escape of their daily realities.

To conclude you now know and have an aware glimpse of what leisure practices entails; the ethical and the deviant aspects in leisure. In any case it is a door way to everlasting bliss, happiness and prosperity. You are in control of your life, choice and actions. You can chose to

partner in group, have an empire or work individually and fulfill the reality of wellness, health and happiness.