

Drug and Sex Marketeers

By Marketeering consultant Don Meinshausen

“Every business is based on secrets and intimacy, which are blared out when necessary”

When the “brotha” calls the “sista” a “ho” or whore he is making a reference to the cultural fact that the dealer is the brother of the prostitute. Working on the same illegal side of the street, either singly or in small groups, they share much in common. They have a language, flashy dress and style of the outlaw that is in your face. It is a bold vulnerability that mocks fate knowing that their career will probably be short and maybe violent. They are related archetypes or anarcho-types.

The mocking disrespect that they have for each other is a reflection of the lack of respect they receive from the world and the lack of respect they have for their professions. Strippers and gold diggers will look down on street hookers. Hookers look down on their johns or customers. Marijuana dealers look down on coke dealers. And various large dealers look down on the small. Street hustlers look down on addicts. All of those in the underground economy look up through the grate of the sewer and see up the skirts of the hypocrisy of society. Because of their vantage point and their independence these characters are respected in that they provide the archetypes of individuality in music, stories and film.

For in both the sex and the drug trade there can be an incredible intimacy, a revealing of knowledge of the soul. This is possible if the vendor is caring, knowledgeable and discreet. The power of what they sell is that it can evoke and see the most profound and disturbing aspects of existence. This private access is so great that spouses, priests, most psychologists and police alike envy this simple, direct and ancient means of release and awareness. This explains why these prostitutes and pushers are so vilified and banned. It is an intimacy of an internal driving power that can get you into trouble.

In some ancient societies there were prostitutes that were highly regarded priestesses. On an amore prosaic level they were able to teach the art of pleasing a woman. They also provided counseling in spirituality in the most intimate of circumstances. When these women first were initiated they received respect, learning and happiness from those who were able to teach it. This sacred calling may have been the beginning of the call girl. What happened then according to conjecture is that in institutionalizing this type of experience for everyone there were abuses and a general corruption of this sacred art. Making something mandatory is as dangerous as making something forbidden. This led to banning prostitution as well as priestesses altogether as is seen in Jewish and Christian history. Could sacred drug initiations that were institutionalized have had a similar story?

After thousands of years an aspect of sacred prostitution has re-emerged in the sexual surrogate. As psychology has developed as a secularization of what used to be a priestly function this is a similar development. There is also a renewed study of the ancient art and spiritual practice of the ancient Indian art of Tantra to achieve spiritual awareness rather than orgasm. In pornography or erotica (what it is depends on your point of view) there is a new field called “couples video” by former porn star actress Candida Royale. Her films

only use actors and actresses that are committed to a loving relationship to each other and are marketed to couples.

The use of psychoactive drugs, primarily psychedelics and hemp has the same parallels. All over the world for thousands of years shamans and spiritual seekers have used or distributed hemp, mushrooms, peyote and harmaline (DMT) vines in spiritual preparations. These sacraments were used with ceremony, counseling and myth. These visions would help heal psychic wounds as well as the enhancement of creativity, spirituality and sex. These traditions have continued to today in some native groups. This modality has spread to urbane artists and intellectuals in Latin America and the US.

It is amazing that this tradition survived at all despite the repressions of Christians etc. that began before the Inquisition. There are even those who say that such shamanic usage was common even under Judaism before Jeremiah. What was the reason for this repression? Were there too many unwise bad experiences because of allergies, overuse, lack of preparedness or just too much partying? Or like the loss of respect for prostitution was it due to over commercialization and compulsion of use?

Survival in ancient times was based on the readiness to do combat at a moment's notice rather than creativity as it is now. Institutionalized paranoia can cause bad trips and authoritarian structures. There was little written knowledge back then or literacy. So success was more based on a readiness to follow orders rather than creativity or an amiable trade and diplomacy.

The use of these substances may have also been reserved for one person or small group of people. These chosen few might have died off from plague, war or civil unrest and took their knowledge with them leaving their adherents bereft. There also might have been attempts to use these substances to maintain a cult and a backlash developed.

The tragedy today is that the overwhelming majority of people in the fields of commercial sex and drugs enter in ignorance, desperation and even self loathing into a potentially holy endeavor. It is a forbidden zone marked with the boundaries of scorn. They return the contempt of society rather than learn the fascinating history and lore of their chosen field. If you cannot rise in your profession then raise your profession as some have said of other lines of endeavor.

One can do this by mere good intent for one's client. One can see these fields as a calling. This kindness is noted by those who have observed some of the women who have been in prostitution for a while. The hooker with a heart of gold etc is an archetype that was noticed in frontier towns of the American West as whores would administer to the sick, poor and dying during times of calamity. Kindness has a way of returning as many women have found as they graduate to mistress, girlfriend, concubine or even wife.

Another way to raise the professions is to learn as much about it as you can. The ability to conduct an interesting and involved conversation is a way to get and keep customers as many in all types of legal sales have found out. What that means is research your chosen field and the various interests of your client and find commonalities. With the legalization of drugs and prostitution Gresham's law will be reversed and good practitioners with quality products and service will drive out the bad, mentally ill or irresponsible.

A reason that so many people are attracted to bad behaviors as either customer or vendor is that involvement is an escape from hypocrisy. This is one of the bases for the popularity of S&M though being legal it is safe and very controlled. Entry into voluntary, illegal marketeering is also an escape from the powerlessness of and boredom of the strictures of

racism, sexism and class lines. Exit from these positions becomes problematic as criminal records, community sanctions or just gossip provides a barrier to re-entry to normal society. This is greatly exasperated by the internet. Even those who repent of their past are more stigmatized than accepted.

Another attraction is the opportunity to provide favors to wealthy, powerful and attractive people to get their attention. It's not just that they can help you but it also makes life more interesting. I met many authors, experts and creative types; some were even non-users, who were curious about my underground life style. Such fascinations and networking and bonding are a threat to a system that is based on fear and subservience. This repression backfires when those involved in non-coercive, friendly marketeering react in bold, creative ways such as writing books like "The Happy Hooker" or exposes like "Rush" and "Pimp".

When viewing or reading depictions of these lifestyles watch out for sensationalism. An emphasis on wealth and violence can lead to distortion of the facts, both pro and con. In my view of the genre of urban fiction, which is quite popular here, is that it's mostly bullshit. Violence and huge profits are rare events and most marketeers see these as an indication that usually a rip off or bust is coming. Dealing is a day to day business for the most part while the occasional large buy or sale is a cause for anxiety. This is largely a consequence of illegality and the cage that it imposes. The same critique is also made of the high quality dramatic series; The Sopranos. Despite its great writing and acting it is considered by many involved in organized crime to have too much violence to be real. A much more real depiction of street dealing is "Clockers" which became a Spike Lee movie.

The growth of acceptance of sex and its literature have led many to discover hidden secrets about their inner beings such as tantric sex, group sex, and sado-masochism all of which is seen as connected to spiritual disciplines! While I do not engage in such matters I find it refreshing that there are others who explore and help push out the envelope for everyone. The use of psychedelic drugs for spiritual purposes will one day lead to legalization of all drugs for most purposes. The results, like most experimentation are fascinating and there are enough positive results that prove that these are successful long term trends and are here to stay.

Of course most involvement in drugs is curiosity, hedonism and greed. It takes a Barnum to get masses of people to come to the show. But remember that the show has many rings. Relief from psychic pain and boredom can lead to a quest for identity and fulfillment. The fact is that repression has been lately counter productive fostering curiosity rather than avoidance. Now there are alternative avenues of accessing good info from popular magazines like Playboy to academic scholarship. Reading this helps puts them into a more positive frame of mind that helps produce a good experience rather than imprinting bad ones. As long as one focuses on understanding what you are looking for one can escape traps and help your search. Being on a search will help you find others who are more intelligent, kindly and helpful. The search becomes easier every day as more media get more honest and bolder on more controversial subjects. The internet with its varied chat rooms and information sites such as the knowledgeable site on drugs erowid.com on drugs and others make all types of info available even on illegal items

. Similarly there was very little in print on sex, either academically or erotically, until 50 years ago when sex researcher Kinsey published the first sex survey. At that time oral sex

was prohibited because of the anti-sodomy laws and not even known among many heterosexual couples. Having it discussed in the media led to its legalization.

The same was true about the lack of info about drugs. Now you can pick up anything, except a disease, from a newsstand or mouse click. People sometimes like to have something described as in porn or High Times, or more scientifically, before physical involvement. If you can access a hooker having sex in porn or on a computer can legalization be that far behind?

Drugs are also repressed because of their role as an aphrodisiac. It is interesting to note that the only legal recreational drug that has an effect on sex is alcohol and that effect is bad. Alcohol is associated with lack of respect and ultimately deadens the sexual experience. Alcohol's only help is that it relieves inhibitions. History is replete with stories of soldiers and mobs of men in a drunken frenzy raping and worse. This liquid courage has always been linked to bad judgment, bad temper and bad sex.

Hemp and psychedelics on the other hand enhance the sexual experience. One way that they do this is that it helps to slow down the rush for the male to have orgasm while helping allowing the female to have one so that male and female can come together. There is also an increase in sensations of taste and touch and especially intimacy over just orgasm. These drugs are safer than alcohol. This especially true as people due tend to combine drugs and combinations of psychedelics and hemp can be synergistic in good way while combinations of alcohol and other depressants can be deadly.

It was marijuana seductive effect that outraged the racist founder of the drug war; Harry Anslinger. MDMA or ecstasy is known as an empathogen or a "hug drug" after many years of effective documented therapeutic use and its use in releasing serotonin which helps bonding between people. Therefore it was banned. Is love or understanding dangerous to those who control us?

The sexual liberation advocates have nearly won all their agenda with the legalization of all types of adult sex except for prostitution. The reason may be is that we are all familiar with sex and technology but afraid of our own chemistry. While criminal penalties are still rough the fact that one can read and discuss such forbidden subjects means that things are beginning to change. That is seen in the recent change in crack laws and the adoption of medical marijuana laws by several states. We live in a chemically phobic society but one day may access any feeling that we want through electrodes called wetware. Such technology could make sex and drugs obsolete and will be impossible to ban. Stay tuned.