WHY ARE BUDDHIST BELIEFS SO APPEALING?

1. THEY ARE EGALITARIAN

2. THEY EMPHASIZE PERSONAL LIBERATION

3. THEY EMPHASIZE THE MIDDLE WAY

4. THEY USE MEDITATION AS A MEANS TO PERSONAL LIBERATION AND ULTIMATELY SALVATION

   - meditation as a means to transform fate by transforming consciousness

      - transform consciousness by analyzing one's own consciousness and sensations

      - learn to control thoughts, still the mind, make it a blank, and gain presence and clarity- learn to control the body through yoga

      - transform consciousness by purifying the mind because a person sees the world through his own mind

   - meditation as a means to build up resistance to temptation and distraction

   - meditation as a direct daily experience of the sacred

   - meditation as a means to learn love for ones-self and love for others

5. THEY STRESS UNIVERSAL CONNECTEDNESS

6. THEY STRESS NON-VIOLENCE

7. THEY ARE A WAY TO MAKE SENSE OUT OF LIFE