

LET'S GET REAL

How marketed are you?

A wake up call to rescue and
recover the truth of humanity,
one person at a time!

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Ursula Laughton - written 2015

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Hi, my name is Ursula and as a Soul Coach® I have strived to empower my clients with tools and strategies that enhance their lives and lead to the most wonderful experiences ever thought possible. In the face of adversity, we have an opportunity to prove that our spirit is great.

The landscape of our internal world directly influences our experiences in the external world. Taking the time to get to know, and alter the way we think, feel, breathe and behave essentially determines how much happiness we experience.

A coach, whether Soul Coach®, Spiritual Coach, Mind Coach or Physical Fitness Coach can be just the support and encouragement you need to start on the path of your very best life.

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Introduction

On a scale of one to ten, one being 'not at all' and ten being 'thoroughly' – “How marketed are you?”

What is 'marketed' you might wonder? Is it even a word? It is now. This question is really asking how programmed, how gullible, how manipulated you are? Most of us are offended by this question, the question then is why, why are we so offended? What makes us offended by other people's questions and God forbid their opinions? Oh yes, you guessed it, we've been marketed.

The way the world has been working is a complex yet a remarkably simple framework that has been put in place to ensure we all see the same things, hear the same words and

speak the same language, this component is called marketing. Marketing surrounds us, everywhere we look we can see designed perceptions that are shoved in our face repeatedly until we eventually claim the perception as our own. This document is here to explain, in simple form, how it is that you have been marketed and how to reclaim your brain and your perceptions. How to ask questions and form YOUR OWN opinions (what a revolutionary concept!) and how to be okay with standing alone from the rest of the marketed crowd!

Let's Get Real, is about helping you get a grip on 'reality' and provide a guide to breaking free.

What is and isn't real for me, and perhaps for you too? What can you discover if you open your eyes a little wider and have hearing that is discerning? When was the last time you felt anything? I am not talking about physically touching someone or something, I am talking about feelings. That dreaded word that many fear = feelings.

Did you know that feelings are the core energy of your body? Yet how much attention do you give your feelings? Are you one of the many people who have shoved their feelings into a deep dark corner of their mind without any intention of looking at them, ever. Why? Because that is what society expects of you.

We have been led to believe that to express your feelings is to show weakness. Interestingly though, to suppress your feelings is to become weak.

Every cell of your body is powered by emotion, that is, energy in motion. If you switch off your feelings, what is driving your cells? The only way to know that something isn't working in perfect harmony with everything else, just as nature intended, is to feel the discomfort, the pain, the heaviness. Ignoring feelings keeps us stuck in a reality that we despise and crave to get away from but have no understanding of why or how. The ignored, suppressed and disconnected feelings have accumulated and need to be addressed so that decisions can be made to align with the flow of nature.

This robotic state that we have allowed ourselves to be convinced is 'normal' is destroying nature and in turn destroying the original reality that was once in harmony with everyone and everything. Some might say this is idealism but once you have experienced this harmony, this perfection, this joy, you know with absolute certainty that the true reality of nature and of humanity is more real than any artificially constructed world. And yes you, me, everyone is currently experiencing an artificially constructed world. How do I know this? Because I feel.

When you get in touch with your feelings you KNOW what is real and what is not. Being told or commanded what to feel in any given moment, such as when you should feel hungry or when you should need to go to the bathroom all through school is an unrealistic construct. We learn at an early age to disconnect from the body's way of communicating with us. We learn that we no longer have control of our body and thus our mind, which then of course leads to the lack of self-awareness needed to use our feelings constructively. Who would choose this? I wonder if you even know you have a choice. Take a moment and feel what it feels like to have a choice? Do you know what it feels like to have a choice? Is there some fear around contemplating that a choice is there to make? You might be thinking, how do you even know that there is another choice? Everyone is living the same, so why would I want to choose differently?

There are times when we turn our feelings of frustration, over being stuck, trapped, insignificant (that we don't even know we have), into a three-year-old tantrum because we don't know what to do with these feelings or even to know that these feelings are a relevant communication system used by our bodies and our minds to alert us to when something is out of balance with nature.

When conditions are out of balance with nature, you might find

yourself ranting and raving, demanding and victimized and begin to enforce the expectations forced upon you, onto others. This entitlement is then turned into dependency. This dependency on the 'authority' becomes a demand for protection, to keep you safe and punish anyone who doesn't comply to this constructed environment that you now find yourself clinging to, mostly for reassurance that you are a good person. This doesn't end here because we are still out of balance with the natural order of things but the level of communication from our body and our mind starts to amplify and we start to feel as though we are going crazy or getting very sick.

Next thing we are diagnosed with ADHD, bi-polar or any number of mental illness – expressing that something isn't lining up with nature, and then the constructed system will prescribe medication to control the mind and body as a means to suppress these alert mechanisms and silence you even further into submission.

A complete self-implosion is taking place because the feelings weren't acknowledged, appreciated and listened to in the first place. But let me say this very clearly, it's not your fault, this is not who you are, you have been programmed by the constructed society in which you live. Yes programmed - when ideas, opinions and history are repeated often enough we are driven to accept it as truth, but the reality of the society we live

in right now is so far from the truth. This is why so many people are in turmoil, despair and hopelessness, this is nature's way of screaming to alert all of us of the danger we are in.

And yes, humanity, as a thriving species, is in grave danger of losing itself to an artificial construct.

Humanity has lost the ability to feel and so has lost the ability to interpret communication from their own mind, body and the relationships around them. Our relationships with people, animals and the natural environment are the mechanism for us to know if we are in harmony with nature or not. Are you paying attention? Are you noticing that humanity is not aligned with nature, the essence of who we are? We have disconnected from the very emotion that keeps us alive - LOVE! Do you even know what love is?

I write with the greatest of compassion, however many truths about the constructed society we live in are not easily explained without being very blunt and direct. You may at times feel it is an attack directly on you, so it is important (from this point forward) that you prepare yourself to feel. Know that there are going to be out bursts of anger, tears of grief and disbelief that rocks you to the core. I encourage you to feel and to express

in a safe constructive way. Know that every time you feel, by really listening to the motion of the emotion, the memories and the pictures that are communicated to you of times when you suppressed and were commanded to ignore a feeling, that you are being carried a step closer to your true nature.

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humanity, one person at a time.**

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#1

Five Ways to know you have been Marketed

Have you ever found yourself asking questions, like:

‘How did I get here?’,

‘What do I want?’,

‘There has to be more to life than this?’

How many nights have you lay awake feeling overwhelmed, frustrated, looking for a means of escape? The truth is these are warning signs that you have been marketed, warning signs that you are living a constructed life rather than the life that was intended for you. To be marketed is to be programmed. There is not a single human in the world who hasn't been marketed, unless you live as the Amish do or you are living in a tribe hidden deep in the jungle.

Marketing is the epitome of social engineering. It is the driving force of social opinions and behaviours, and it can turn a friend into an enemy. Do you allow external opinions to run your life and choices? Is it possible that you are a groomed social puppet? Marketing encourages limiting thoughts. It puts greatness out of reach but dangles it in front of us like a coconut on a very high and unsteady branch. Marketing encourages self-doubt and low self-esteem whilst claiming it has the answers to raise you up to a level that is acceptable by society. It leaves you feeling like you will never measure up, most especially by constantly moving the goal posts – the price rises of ‘luxury’ items, ‘upgrading’ fashion and trends and re-defining what is smiled upon and frowned upon whenever it is necessary to bring society further into a belief (a program) of separation, scarcity and limitation. Separation is a ‘divide and conquer’ mentality, it generates thoughts of hierarchy, competition, social status, superiority and influence. Scarcity is encouraged when ‘wants’ are expressed as ‘needs’, generating more problems to solve and more stress to deal with, both of which marketing uses to influence and manipulate our decisions and our morals. Limitation keeps us scared and ready to fight. Limiting beliefs about our own ability to survive and to thrive. Leading us further away from the truth of nature.

There was a time when we trusted our own conscience. When

we innately knew the difference between right and wrong. While this conscience is still readily available to us, we have lost the ability to use it, to discern when something is right or wrong. Why is this the case? Why do we rely on external sources of 'information' to direct us? Why have we forgotten to use our conscience and to trust others to use their conscience too? Because we have been marketed, we have been directed to parrot the designed narrative and punished when we have listened to our own innate yearnings and communication.

Think of a new puppy, we train the puppy by rewarding it when it does what it is supposed to do, according to our desires and what works for us, we punish the puppy by scolding it and withholding the attention that it wants. Even in our own dealings with life we train people around us by withholding love.

Interestingly, your conscience is fuelled by love. Without love, first for self and then for others, we cannot understand the communication of the conscience. Someone living without love, will not know the difference between right and wrong no matter what spin they may put on their reasoning for doing horrible things. There are more examples of this in the world than I care to mention here.

I had a conversation with a person recently, who believed

people in general were incapable of knowing the difference between right and wrong, and that they needed to have an authority ruling over them, whether that be society's law, or in his opinion, a punishing God. That these people needed to know that they would go to hell if they behaved in a way that God had not approved of. Ultimately, that if they were ignorant to the teaching or chose not to believe in the writings of the bible or other religious texts, it was the reason they were bad people and did the things they did. He said that these people would still frame what they did with 'love' - like a man who beats his wife and children. The same can be said for a religious person who condemns another and then frames it with 'love'.

While it isn't hard to understand why this person feels this way (from the perspective of the constructed systems), it is a sad opinion to stand by. This person believed that the conscience was incapable of directing a person to never harm another person. He believed that a rapist would rape unless there was a consequence for not raping. While this works in a constructed society, it does not work in nature, as nature simply balances, to encourage conditions for life to thrive. The question here then is this; if a person loved himself, received love and understood the power of love within himself, would he ever feel the need to hurt another, in the first place?

To embrace this insight, we must learn to be faithful to love. The bible in and of itself is not marketing, however the interpretation that leads us to fear, is.

What does the bible say about love, in the original bible text love was referred to as Charity – to give without the thought or expectation of reciprocation, an unselfish act:

1 Corinthians 13 “Love is patient, love is kind. It does not envy, it does not boast, it is not proud. It is not rude, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, always perseveres. Love never fails.”

This excerpt is clear and concise about what love is, if you were truly feeling love for self and love for others, would you ever cause harm? My answer is absolutely not!

Faith is never faith without love, and without love the conscience is lead astray. It is a sad situation, but the truth is, we have been marketed to live with fear rather than with love. With fear comes a distrust of everything, including the powers that reside within us. I hear so many religious people refer to GOD as “My God”, like there are other gods. It is simply

another marketing tool used within religions to separate and place people into the belief of hierarchy and false status. The bible and other religious texts refer without question to all of us being a part of The One, yet these religions are indicating there are more than one – your god and my god. Separation is the ultimate marketing principle that holds us in fear and dependant on the external world to tell us what to do. It is like the puppet telling the puppeteer what to do – it is utterly insane. However, we are not victims we are willing participants until the time when we choose not to be.

How do we know if we have been marketed to fit the constructed society? Are your decisions influenced by any of these areas of life?

1. 'Mainstream Media' – The word mainstream is defined as the ideas, attitudes, or activities that are shared by (and conformed to by) most people and regarded as normal or conventional. It is also said that when you belong to or are characteristic of the mainstream, you are referred to as, accepted, conformist, common, orthodox. Mainstream media is the traditional forms of strategic mass communication (The Official Story), such as newspapers, television, radio and now the internet with all its algorithms strategically directing narratives.

2. 'Education systems' – Pre-school, prep-school, primary school, middle school, high school, university, college, tech school, any institution that uses mainstream textbooks, exam structures and marking categories.
3. 'The Experts' – Doctors, psychologists, university professors, scientists, teachers, nurses, lawyers, engineers, politicians. People who have been trained by the system for the system.
4. 'Family and Friends' – The people who have directed you and punished you for not following society's narrative.
5. 'The False Conscience' – the programmed part of your mind and our mind as a collective, that is afraid to step outside of the constructed narrative.

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