

Why You Look Marketing 101

Have you ever bought a car and then started seeing that same car – in the same color – everywhere? Where had they been keeping all those cars that you had never seen??

Well... the truth is that they had been there all along, but you never saw them because they didn't mean anything to you. They were not on your "radar."

We think that is just an expression, but God actually created a radar system in our brains. It is called the "Reticular Activator System" (RAS) located in our brainstem. It is a bit complex, but basically it is a series of nerves "which mediate wakefulness, the autonomic nervous system and the endocrine system, leading to increased heart rate and blood pressure and a condition of sensory alertness, desire, mobility, and reactivity." (Wikipedia "Arousal")

So, what does that mean in layman's terms? It means that our RAS is constantly scanning our environment for a number of things: danger, familiar people, unusual objects, solutions to pressing problems, etc. And our brains are **HARDWIRED** to respond when our RAS is alerted. For example, when "DANGER" is alerted, our heart rate increases thereby increasing blood flow. Adrenaline is released from our endocrine system, and we go into a hyper-reactive state where we are reacting without actually thinking.

So, what determines the things we see that cause such a reaction? Some, like danger, are inherent in our nature. Some are there due to family or friends; if you see someone who resembles our spouse or children, we are hardwired to look. We cannot **NOT LOOK** to see if it is really them.

So, most of what is in our RAS are things we have put there. If we have a problem at work and have been trying to figure out a solution, then anything that crosses our path as a possible solution "grabs our attention." See how our lexicon supports this RAS concept?

Marketing professionals well know how this works inside our brains and they are paid huge money to study how to position and present products and services to "interrupt" our RAS. You see, most of our lives our brains operate in Alpha-mode. This is the repetitive running of scripts in our mind that require little, if any, conscious thought. Consider driving to work; you don't have to think about every turn you have to make, you just drive your route.

But suppose a dog darts out in front of your car. **NOW** you are in Beta-mode, actively engaged in not killing the dog, running in a ditch or hitting the oncoming cars. What happened? Your RAS kicked in and switched you from Alpha-mode to Beta-mode. So, Ralph, why are you going on and on about this RAS?

DIVINE FAVOR MINISTRIES

Proverbs 23:7 states, “As a man thinketh in his heart, so is he.” What we think about the most becomes important to us and it finds a home in our RAS. If we think on “whatsoever is true, and honest, and just, and pure, and lovely, and of good report and virtuous and praise-worthy,” then we will be virtuous will notice the good and positive. Philippians 4:8

On the other hand, if we look on sinful pictures, videos, movies, or covet materialistic goods and rob God of His tithes in the process, or make idols of sports or hobbies, we load all those thoughts in our RAS and become obsessed with materialistic things and worldly pleasures and we are attracted and drawn to those “dainties.”

Beware! Satan is very strategic and patient in grooming us to get our attention away from God. He starts slow and, like the frog in the cold water on the stove, gradually increases the heat. Consider the “spirit of addiction;” begins with a compulsion and ends in enslavement.

When President Ronald Regan was in the White House, he had Attorney General Edwin Meese commissioned a study on the effects of pornography. The final report, titled “The Meese Report,” identified four (4) stages of pornography addiction (**women not excluded**):

1. Curiosity – “Wonder what that is all about?” – seems harmless enough, Satan says.
2. Obsession – “I have to see more and More and MORE!” This is fun!, Satan says.
3. Burnout – “It all looks the same, Boring.” Try something more intense! Satan says.
4. Modeling – “My wife should look and act more like these women!” Satan says, “Or maybe the little girl next door!” Should we be shocked at the sexual abuse of children or sex trafficking with the explosion of pornography and desensitization of our culture – even among professing Christians?? Not to mention divorce!

Ralph, man! Did you have to go so dark? We are warned that we wrestle with “*the rulers of darkness of this world*” and we must be alert to the enemy’s game plan. The pattern above applies to all addictions: smoking, drugs, alcohol, gluttony, over-spending, gambling, etc.

What we think about can ultimately create strongholds in our lives and drive us into our own “Far Country.” We end up in our pig pen before we “come to ourselves.” Luke 15:11-24

If you are being controlled by some besetting sin(s), know there is demonic activity focused on keeping you there. But Romans 12:1-2 is your plan of escape! **GET OUT!! RUN!!**

Know there is hope in Christ Jesus, but you have to cooperate with Him. Stop drinking the poisonous lies Satan is offering you. Be brutally honest about where you are and be violently determined to run to the Throne Room and throw yourself on the mercy of your merciful Savior in this, your time of trouble. He will not fail you! He alone is your Deliverer!!

TAKE EVERY THOUGHT CAPTIVE!