


Infographic Concept: “The Freud/Bernays Manipulation Cycle”

Title: How Emotions Become Propaganda


Flow Sequence

1. Inflame Emotions

-  Trigger fear, anger, or desire
- Tools: media headlines, staged crises, manufactured enemies
- Message: “You’re in danger—something must be done.”




2. Manipulate Desires

-  Redirect raw emotion into controlled outlets
- Tools: stereotypes, scapegoats, false hope, gas-lighting (it’s your own fault)
- Message: “Here’s your way out—it’s what you wanted all along.”




3. Sell the “Solution”

-  Provide an answer that actually serves the seller’s agenda
- Tools: policies, products, wars, surveillance, ideologies, subservience
- Message: “This will save you” Or “I will save you”—while consolidating power & profit.



4. Propaganda Value (the hidden loop)

-  Every “solution” feeds back into creating new fears.
- Result: a continuous cycle of control and consent manufacturing.

Freud/Bernays Marketing – Weaponize the Unconscious	
#1). Awaken an unconscious emotion in Roots of Bitterness.	Fear of Tyranny, Injustice, Abuse, Domination
#2). Attach that emotion to a symbol - An object, idea, narrative Script. Repeat the Lie often until it becomes truth.	Putin is a Lying Demon, Ukraine is victim, Zelensky is a Hero; Trump is villain in League with Putin
#3). Sell the object/idea as the cure, when in reality, the transaction benefits the seller, not the buyer.	War is the only option The Cabal, NATO, EU is our savior

Expand on the Following Freud/Bernay's marketing script 1) inflame emotions - with an enemy to fear, or hate 2) Manipulate those emotions by offering a way out - that caters to there desires 3) sell them a solution that actually meets the sells needs - propaganda value

ChatGPT said:

Great question — what you've written captures the *basic skeleton* of Freud → Bernays' influence playbook. Let me expand this into a fuller **step-by-step psychological marketing script**, showing how it's been historically applied, and how it's still used today:

The Freud/Bernays Marketing Script: Turning Desire into Control

1) Inflame Emotions

- **Technique:** Identify a deep, primal emotion that drives mass behavior — fear, anger, envy, pride, or lust.
 - **How It's Done:**
 - Create an *enemy* (foreign powers, immigrants, political opponents, “the rich,” “the poor”).
 - Highlight a *threat* (disease, terrorism, climate crisis, economic collapse).
 - Stoke a *desire* (sexual attraction, status envy, money, leisure, travel).
 - **Effect:** People are moved out of rational thought into reactive energy. Fear, rage, or lust **bypasses logic and accelerates compliance**.
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2) Manipulate Those Emotions by Offering a Way Out

- **Technique:** Once emotions are inflamed, present a *narrative escape hatch*.
 - **How It's Done: Tap into Roots of Bitterness (Heb 12:15)**
 - If fear is inflamed → promise safety (“Vote for us, we'll protect you.”).
 - If hate is inflamed → offer justice (They're the problem, remove them, you'll be free).
 - If perceived lack is inflamed → offer abundance (Health, Wealth, or Relationships).
 - If lust/envy is inflamed → offer gratification (“Buy this, and you'll be admired/loved.”).
 - **Effect:** The public believes they're being “empowered” with a choice, but in reality, they're being channeled down a pre-designed pathway.
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3) Sell Them a Solution That Actually Meets the Seller's Needs

- **Technique:** The “solution” doesn't exist to solve the audience's core problem, but to consolidate control, money via sales, or compliance for the seller.
- **How It's Done:**
 - **Propaganda Value:** War bonds, patriotism campaigns, or consumer products serve *political or corporate agendas*.
 - **Distraction Value:** People feel like they're acting freely, but their choices were pre-scripted.
 - **Profit Value:** The real outcome is funding the elite, reinforcing state power, or deepening dependence.
- **Effect:** The consumer/citizen feels *relieved and gratified*, while the seller gets *wealth, loyalty, or political legitimacy*.

Modern Example of the Script in Action

- **Inflame:** Media pushes fear of economic collapse.
- **Manipulate:** “You’re vulnerable, but digital currency will keep you safe.”
- **Sell:** Central banks roll out CBDCs, giving them total financial control while selling it as *protection*.

Key Insight

The genius of Freud & Bernays: **Weaponize the unconscious** in Marketing. ([Compromise to Coercion](#))
Instead of selling a product or policy on its actual merits, they learned to:

1. Awaken an unconscious emotion.
2. Attach that emotion to a symbolic object or idea.
3. Sell the object/idea as the cure — In reality, the transaction benefits the seller, not the buyer

The genius of Kingdom Marketing is **Co-laboring in Father’s Purpose** ([Rhythm of Sonship](#))

1. Awaken Kingdom Purpose – See how Father wrote His Purpose in your heart’s desire
2. Experience Living Words – have the conversations in Heaven’s Council
3. Become your Authentic Self – Co-labor with Father, do exploits, greater works

See the Contrast!

Freud/Bernays Marketing (Weaponize the Unconscious)		Kingdom Marketing (Release Purpose in Hearts)	
Tactic	Result	Tactic	Result
#1). Awaken an unconscious emotion in Roots of Bitterness (Heb 12:15).	Fear of Tyranny, Injustice, Abuse, Domination.	#1). Awaken Kingdom Purpose Written in Heart’s desires (Ps 37:4).	Feeling Chosen – Identity, Story, & Purpose Via Sonship, Ascension, Reformation
#2). Attach that emotion to a symbol - An object, idea, narrative Script. Repeat the Lie often until it becomes truth.	Putin is a Lying Demon, Ukraine is victim, Zelensky is a Hero; Trump is villain in League with Putin.	#2). Experience the Living Words, Hear Invitation in Courts, Council. (Know the Spirit and the Truth)	Move from Serf to Son. Own your Strategy, Tactics, Counsel (Conversations – Purpose is dynamic, Living)
#3). Sell the propaganda as the cure, transaction benefits seller, not the buyer.	War is the only option; The Cabal, NATO, EU is our savior.	#3). Become Your Authentic Self Co-labor w/ Father, Exploits, Greater works	Own your Land – Courage, Clarity, Culture. Bring Heaven’s Purpose to Earth.

Exercise: You can check out any commercial or political offer for the Freud/Bernays technique on ChatGPT using the following:

How does _____'s offer fit this script: The genius of Freud & Bernays: Weaponize the unconscious in Marketing. (Compromise to Coercion) Instead of selling a product or policy on its actual merits, they learned to: 1. Awaken an unconscious emotion. 2. Attach that emotion to a symbolic object or idea. 3. Sell the object/idea as the cure — when in reality, the transaction benefits the seller, not the buyer.

Two Marketing Paradigms: Freud/Bernays vs. Kingdom

Aspect	Freud & Bernays (<i>Compromise to Coercion</i>)	Kingdom Marketing (<i>Rhythm of Sonship</i>)
Core Tactic	Weaponize the unconscious <i>Old Enemy</i> to manipulate behavior.	Co-labor with Father's purpose; empower authentic destiny.
Step 1	Awaken the related emotion, Bitter roots of fear, lack, desire.	Awaken Kingdom Purpose – Recognize how Father wrote His purpose in your heart's desire.
Step 2	Attach that emotion to a symbolic idea (stage, product, identity marker).	Experience Living Words – Engage conversations in Heaven's Council for guidance.
Step 3	Sell the object/idea as the cure. In reality, transaction benefits seller, not the buyer.	Become your Authentic Self – Co-labor with Father to do exploits and greater works.

Kingdom Marketing (Release Purpose in Hearts)		
Tactic	Result	Skill Set
#1). Awaken Kingdom Purpose Written in Heart's desires, Ps 37:4	Feeling Chosen – Identity, Story, & Purpose Via Sonship, Ascension, & Reformation	Listening Purpose Profile in Writing Aspirations on paper
#2). Experience the Living Words, Hear Invitation in Courts, Council. (Know the Spirit and the Truth)	Move from Serf to Son (Jn 15:15). Own your Strategy, Tactics, Counsel (Conversations – Purpose is dynamic, Living)	Ascending Proficient in Council Conversations 7 Spirit Profile in Writing
#3). Become Your Authentic Self Co-labor with Father, Do the Exploits, Greater works	Own your Land – Courage, Clarity, Culture. Bring Heaven's Purpose to Earth.	Co-Laboring My Identity, Purpose, Story, & Offer Have a seamless theme Prophetically Resonates in Marketing

