



I recently read that attention is the most valuable commodity on earth right now. I've also noticed, through various media outlets, that the idea of universally accepted truth no longer exists. Those revelations point to major shifts in modern society and reveal the importance of our spiritual work.

In the 1950s large corporations discovered a new way of advertising called subliminal messaging. Joel mentions this on many tapes. The main platform for this type of advertising was the movie theater, but it could also have been used on television. Quick messages were flashed on the screen during a film or a program, too fast for the eye to see, telling the audience to buy something - a snack, a product or a service. These messages were not consciously recognized by the viewer, but were received subconsciously. When this type of advertising was implemented in movie theaters, concession sales increased dramatically. When the public realized how they were being manipulated, congress got involved and subliminal advertising was outlawed. We have a similar situation happening today; it is a competition for your attention.

A recurring theme in my classes has been the idea that you experience what you put your attention toward. The spiritual ramification of this idea goes back to scripture. We are told to "pray without ceasing," to "keep our mind stayed on God," to have "that mind that was in Christ Jesus." The reason for this is to develop a conscious awareness of the presence of God within us. Through our realized spiritual consciousness, we experience the peace that passes all understanding, the fullness and the grace of God. Those experiences are the result of our attention. Moreover, in Scripture, it says to "not cast our pearls before swine." Our attention is the Pearl of Great Price. Why would we be giving that away?

The competition for your attention drives a trillion-dollar industry. We all participate in it to some degree. Just scroll down to look at one more cute puppy. Read one more comment on something that has grabbed our attention. Most of us feel that we are consciously participating in the social media world, not doing so mindlessly. It's fun, entertaining. Sometimes it's informative. Behind the scenes, though, are addictive algorithms. These algorithms direct your attention to things - ideas, products, entertainments - with the intent

to manipulate. You might not be the people who are manipulated, because you have a more developed awareness of the workings of the mind. But the conditioned mind – that vast field of belief, both conscious and subconscious, effects all of us. The belief that there is power in matter, in good and evil, is what we strive to nullify when we put our attention to the nature of God, the nature of spiritual being. In my youth we called this knowing the truth.

What is truth? Every Christian Science Church has on its walls the statement from Jesus; “Ye Shall Know the Truth and the Truth Shall Make You Free.” Again, Joel talks about knowing the truth in many of his classes. Is it the truth that makes you free, or is it the knowing of it? If it is the truth, then what is the truth?

The truth that mystics know is oneness. There is only One. There is not God and man. There is not a “big I” and a “little i.” There is not spirit and matter. There is not good nor evil. There is not health and decay. There is not birth and death. There is only the eternal now. In my consciousness union with God, I am one with all spiritual form and idea. “Thou see me, thou see the Father who sent me.” We can read this truth. We can study it. But the only way to know it is to experience it, and experience comes through our attention. Pay attention to It. Realize the value of your attention and pay it towards the Truth. The downpayment for spiritual freedom, which will result in universal freedom, is to walk away from material power and seek communion with the I at the center of your being. This does not necessarily mean leaving the world, but it does mean not being part of it.

Mary Baker Eddy had a wonderful way of dealing with matter. She said, “Error, once seen, is two thirds destroyed, and the other third destroys itself.”