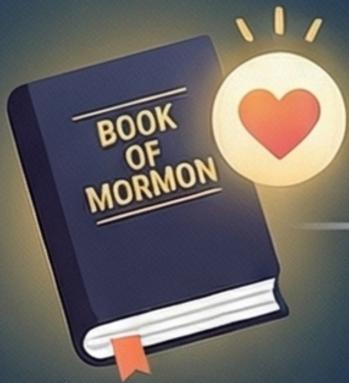


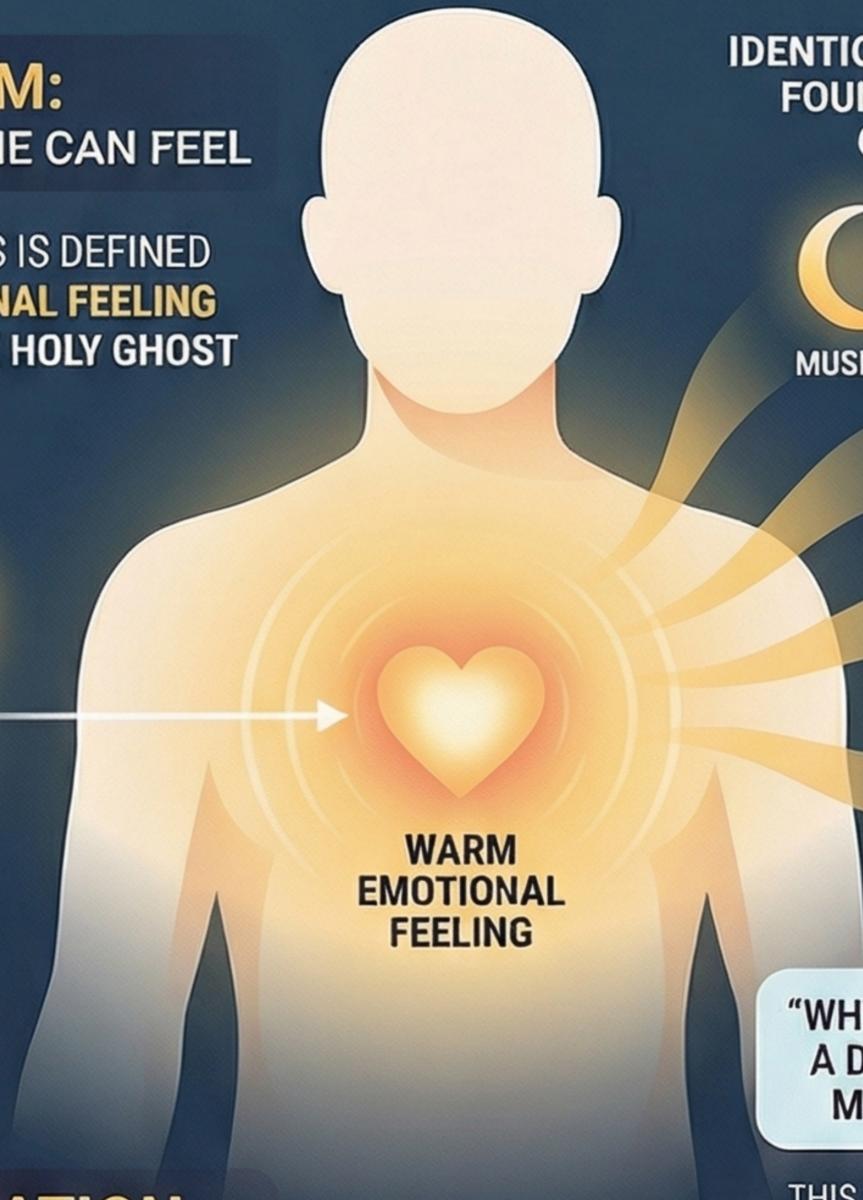
THE ANATOMY OF A SPIRITUAL WITNESS

THE PROBLEM: A FEELING ANYONE CAN FEEL

A SPIRITUAL WITNESS IS DEFINED AS A **WARM, EMOTIONAL FEELING** INTERPRETED AS THE HOLY GHOST CONFIRMING TRUTH.



Commonly associated with "Moroni's Promise".



IDENTICAL "TESTIMONIES" ARE FOUND ACROSS COUNTLESS OTHER BELIEF SYSTEMS



MUSLIMS



JEWS



SCIENTOLOGISTS



HEAVEN'S GATE & CULTS

All describe the exact same feelings.

"WHY IS GOD SENDING THEM A DIFFERENT HOLY GHOST MESSAGE THAN I GOT?"

THIS EPISTEMOLOGICAL CONFLICT QUESTIONS THE RELIABILITY OF FEELINGS AS A GUIDE TO EXCLUSIVE TRUTH.

THE EXPLANATION: WHAT BUILDS A WITNESS?

FEELINGS CAN BE ENGINEERED THROUGH "ELEVATION EMOTION"



Witnessing virtuous or moving acts, often enhanced with music, triggers a natural, powerful emotional response.

BEARING A TESTIMONY



BELIEF IS STRENGTHENED BY REPETITION

LEADERS TEACH "A TESTIMONY IS TO BE FOUND IN THE BEARING OF IT," LEVERAGING THE ILLUSORY TRUTH EFFECT.

COGNITIVE BIASES DEFEND BELIEF UNCONSCIOUSLY



BACKFIRE EFFECT

SUNK COST FALLACY

CONTRADICTORY EVIDENCE

EVEN UNTRUE STORIES CAN ELICIT A "WITNESS"



MAKES IT PSYCHOLOGICALLY DIFFICULT TO ACCEPT CONTRADICTORY EVIDENCE.

Church leaders have generated powerful spiritual feelings in audiences with stories later proven to be fabricated.