

Inside

THE MILLION DOLLAR
QUESTION

PSYCHOLOGY OF
DECISION-MAKING

THE FRAMING EFFECT

ILLUSIONS OF TRUTH

Welcome to the first
issue of WTT Magazine!
We are so excited to
begin phase two of
our business plan and
publish the first of our
teaching materials.

It has been a longtime
dream of mine to
merge psychology and
advertising and teach
individuals about the
science behind their
thoughts, beliefs, and
actions.

*Angela
Copenhaver*

Founder of WeTeachThink
and HumanFromDayOne



P.O. Box 80215 Lincoln, NE 68501
Phone (531)500-1952 EIN 83-1592936

HUMAN
FROM DAY ONE



“A true leader is not a searcher for consensus
but a molder of consensus”

DR. MARTIN LUTHER KING

A Letter from Our Founder

Welcome to the first issue of WTT Magazine! I am so excited to begin phase two of our business plan and publish the first of our teaching materials. It has been a longtime dream of mine to merge psychology and advertising and teach individuals about the science behind their thoughts, beliefs, and actions.

I will start with how I was inspired to quit my job, withdraw all of my retirement savings, and start a not-for-profit marketing company that focuses on Human Dignity. First, you should know that I spent the majority of my life believing the topic of Preborn Human life was a Women's Rights issue. Then in 2012, my husband and I had a profound conversion. However, pledging my life to Christ did not move me to support the protection of Preborn Humans. I simply moved to the "Middle-Minded" and decided to ignore the issue.

Then in 2017 a friend asked me to read the book "40 Days for Life." I reluctantly read it and my life's path was forever changed! Chapter 33 is entitled "Take it Personal" and I did. The short story of a grandmother's struggle to save her grandchild struck deeply at my previous personal beliefs and actions. It caused me to reTHINK what I had supported in the past and what I would support from that point forward. I spent several weeks praying for guidance and ultimately wrote the business plan for WeTeachThink.

Our approach to Preborn Human Dignity is new and targets the "Middle-Minded." Current estimates are that they represent 59% of our population. This group has been untouched by current marketing efforts and is the key to sustainable change. The WeTeachThink business model is designed to initiate

contemplative thought within the viewer. We take an educational approach to human development with the goal of inducing self-discovery and decision-making that will last throughout the viewer's lifetime. Our marketing is designed to resonate within the viewer's conscience, creating a powerful thought process of understanding that will lead them to a personal conversion of belief and action.

In Phase one of our business model, we designed advertising that will accomplish the following: gain agreement that we are Human from Day 1, establish value of the Preborn Human stage of life, and move individuals to the mindset of protecting ALL Humans - Born and Preborn. This advertising is already running in several states, and we plan to have it running in all 50 United States within the next five years. You can view the television commercials on the homepage of humanfromdayone.com.

Phase two of our business model is to TEACH how humans THINK, process information, make decisions, and why they are loyal to those decisions. To show YOU how outside influences such as advertising, social media (including television), and personal experience impact your decision-making and personal actions. This knowledge will help YOU communicate more effectively with others.

God bless all you do,

Angela Copenhaver

*WeTeachThink Founder and
Executive Director*



"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

JOHN QUINCY ADAMS

THE MILLION DOLLAR QUESTION

When does life begin? Ask this question at a party, and you will instantly cause a firestorm of dissenting views. If you ask a Pro-Life person that question, you will get a resounding “at conception.” If you ask a Pro-Choice person that same question, you will get an answer like “when the child is outside of the mother and can sustain life on its own.” If you ask a “Middle Minded” person, “when does life begin?” you get a myriad of answers “12 weeks,” “20 weeks,” “when it has a heart-beat,” “when it feels pain.” The answers are all over the board! How are we supposed to get people to protect human life when we cannot even collectively agree on when a human life is a human life?

How did we get to such opposing beliefs?

Throughout our lives we develop certain biases of which we are likely not aware. These beliefs are called “belief bias.” This type of personal bias occurs when people see their beliefs as rational and the beliefs of others as irrational. In other words, opposing sides of a topic perceive the other groups’ decisions as emotionally charged and irrational, and their groups’ decisions as rational. When this occurs, it makes it nearly impossible to come to any type of agreement on an issue.

This is what has happened with the topic of abortion and when human life begins. The Pro-Choice side thinks that this is a “Women’s Rights” issue and has no tolerance for what they believe to be the radical Pro-Lifers trying to shackle them with religious morality. The Pro-Life side thinks that this is a “Human Rights” issue and has no tolerance for what they believe to be the emotionally charged radical left that is blinded by the selfish disregard for human life. The “Middle-Minded” has declared themselves neutral, not wanting to be part of either group. However, just because the “Middle-Minded” have excused themselves from the issue does not exclude them from having their own personal biases and unknowingly participating with their silence.

The “Middle-Minded” individual is likely suffering from “confirmation bias.” This type of bias is the tendency for individuals to seek and find confirming evidence to support what they already believe. They say things like, “I don’t believe in abortion myself, but what about...?”

The thought process of “confirmation bias” is really attempting to find proof in reverse that allows an individual to ease their conscience. We start with what we believe to be true and then go in search of evidence to prove our beliefs by cherry-picking the facts that support our theory and leaving contradictory evidence behind or just ignoring it altogether.

When developing a strategy to debunk years and years of misinformation about when human life begins, it is critical to research the likely biases of the “Middle-Minded.”

When developing a strategy to debunk years and years of misinformation about when human life begins, it is critical to research the likely biases of the target market. We must clearly understand the thinking of our potential customers. It is vital to delve into their self-talk as to why and how they rationalize a topic. In this case, rationalizing the normalcy of abortion by confusing the understanding of when a human becomes a human.

continue to next page



Until we gain agreement from the “Middle-Minded” that we are Human from Day 1, abortion will continue to be socially acceptable in society.

continuing The Million Dollar Question

Helping the “Middle-Minded” to set aside their “confirmation bias” and begin to say “human life begins on Day 1” is the key to sustainable cultural change. We must reach out to this group and give them logical and emotional reasoning to actively support human dignity at all stages of life – Born and Preborn. We can do this by addressing their deep-seated

personal bias and confusion about when human life begins with thought-provoking marketing. All marketing is designed to gain agreement from your potential customer that your product is the best choice, and for them to become loyal to that decision. When the “Middle-Minded” becomes “Life-Minded,” and are loyal to that decision, the issue of abortion will become socially unacceptable. Until we gain agreement from the “Middle-Minded” that we are Human from Day 1, abortion will continue to be socially acceptable in society.

THE PSYCHOLOGY OF DECISION-MAKING

Daniel Kahneman, the renowned psychologist, and Nobel Prize winner, along with Amos Tversky, revolutionized our understanding of how the human brain makes decisions. They established the rules for cognitive human-thinking errors that arise from heuristics and biases. A heuristic is a rule of thumb that our brain uses to make quick estimates. An intuitive answer that seems to just “pop” into our mind without us knowing where we got the information. It is an instant reaction to learned information we have stored in our brain that can lead to faulty decisions. They call this “Resemblance Error.”

Kahneman and Tversky set out to answer the question “are people good intuitive statisticians?” What they eventually came up with was “NO.” They believe that we use “resemblance predictions” in decision making and ignore statistical information. The example Kahneman gives in his book Thinking Fast and Slow is:

Imagine a male (Steve) that has the following characteristics: Shy and withdrawn invariably helpful but with little interest in people or in the world of reality. A meek and tidy soul, he has a need for order and structure and a passion for detail. Is Steve more likely to be a Librarian or a Farmer?

The resemblance of Steve’s personality to that of a stereo-typical librarian strikes everyone immediately. But equally relevant statistical considerations are almost always ignored. Did it occur to you that there are more than twenty male farmers for each male librarian in the United States? Because there are so many more farmers it is almost certain that more meek and tidy souls will be found on tractors than at library information desks. However, we found that participants in our experiments ignored the relevant statistical facts and relied exclusively on resemblance.

We proposed that they use resemblance as a simplifying heuristic. Roughly, a rule of thumb to make a difficult judgement. The reliance on the heuristic caused predictable biases, and systematic errors in their prediction.

How “Resemblance Error” infiltrates THINKING through Familiarity and the Exposure Effect

To understand how this kind of heuristic can take root in our everyday thought processes, we first need to look at how familiarity and the exposure effect can become a false truth in our automatic thinking.

In Kahneman’s book *Thinking Fast and Slow*, he cites the work of Larry Jacoby (Pg 60-61). Jacoby is a psychologist whose experiments show how simple “familiarity” with a word will cause a person to perceive that word as truth or fact, whether it is true or untrue. The repeated exposure to the word develops a sense of “pastness” in our brain and hence becomes a readied truth response when we are exposed to that word, product, or idea. Marketing people have used the technique of familiarity and repeated exposure for many years by showing images of their products over and over to potential consumers to induce the

“familiarity effect” without the consumer being aware of where they learned the information.

Psychologist Robert Zajonc’s research on the mere exposure effect showed that familiarity is not dependent on the subject being conscious of seeing words or pictures. It occurs even when the words or pictures are shown too quickly for the participant to be aware of seeing the picture. However, when they are shown the words or pictures again, they are more likely to rate them favorably (pg. 67). Without even knowing that we are being influenced in our day-to-day decisions, marketers can easily induce familiarity with their products or ideas by simply showing us repeated images that we may not even be aware we have seen.

continue to next page



continuing Resemblance Error

Here is an example: ask yourself this question, "On what day of your life did you learn the difference between Coke and Pepsi?" Your likely answer is, "I don't know." You did not have a class in school that taught you the facts about either product. Your parents didn't sit you down and have the "Coke vs. Pepsi" talk. However, you do likely know each product well. You know that each of the products are a type of soda, and they are competitors. For people who drink either Coke or Pepsi, it is also likely you have a strong opinion about which product is superior to the other, and you are loyal to that opinion.

Over time these loyalties become so strong that if you are a Coke drinker and you are confronted with the fact that the restaurant you are eating at only serves Pepsi, you will most likely choose water, tea, or anything other than the dreaded Pepsi. The same is true for Pepsi people; when they are offered Coke as their only choice, their response is also likely to be a quick "NO, thank you." How did we become a nation so divided over something as unimportant as brands of soft drinks?

The Coke vs. Pepsi debate has been well-imbedded into our culture through years of advertising. You have seen each image millions of times, and their commercials build loyalty through familiarity in the minds of consumers. Let's look specifically at Coca-Cola's advertising.



In the 1970's Coke began an advertising campaign to establish the worldwide superiority of their product through a commercial that showed young people from all over the world singing together this song:

"I'd like to buy the world a home and furnish it with love

Grow apple trees and honeybees and snow-white turtle doves

I'd like to teach the world to sing in perfect harmony

I'd like to buy the world a Coke and keep it company

That's the real thing

Coke is what the world wants today

It's the real thing"

It's a short song that you are probably able to sing from memory even if you were not alive in 1970. As you watch the commercial you find yourself filled with joy and hope for the future. You may be thinking (consciously or unconsciously) that Coke people are so NICE; they are PHILANTHROPISTS because they are going to provide housing for the entire world and then furnish the homes with LOVE! It will be a utopia of perfectness while we grow apple trees and honeybees. YES, YES, sign me up....

They then reinforce the perfectness of their product by saying Coke is the "real" thing. Hmm, does that mean that Pepsi is "fake?" And if Pepsi is fake, then we could assume that Pepsi people must be "haters" since Coke people want to fill the world with "Love." The Coke drinker unconsciously logs this opposing information for later use when they need to justify their choice. When they are confronted by a competitor, they have the readied answer "Coke is better" formed in their mind. A heuristic (a rule of thumb) was formed without them knowing it.



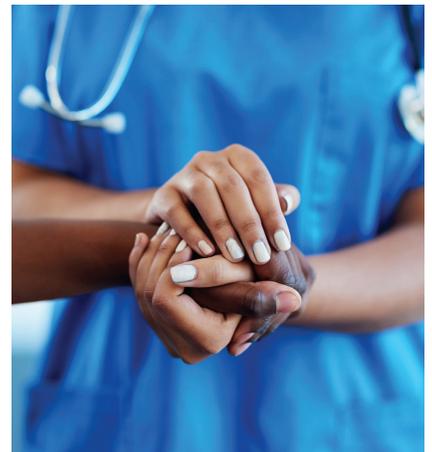
In reality, we are just talking about flavored sugar water in both cases, “soda,” a “soft drink.” However, through repeated exposure to ideas (that may not have anything to do with the product), our loyalty to a product is built. This is the goal of all advertising: First, you make your product familiar to your potential customer through repeated exposure, and repeated exposure gives the illusion of “safe.” Second, build on the familiarity and safeness of the product by adding positive reasons why your product is better than your competitor (even if those reasons don’t have anything to do with your product). In simple terms, give the consumer a “feel good” reason to buy your product. Apple Trees and Honeybees don’t have anything to do with Coke, but they give the consumer a “feel good” reason to LOVE the world and most importantly their brand.

Once you have set up familiarity, safety, and positivity, your potential customer is more likely to buy your product, support your idea, and be loyal to that decision, because it has been embedded in their automatic thinking as a “yes” heuristic.



I propose that through repeated exposure to Pro-abortion marketing, this same type of Familiarity/Resemblance Error has occurred in the decision-making process of the “Middle-Minded.”

For many years, the legality of the act of abortion has been marketed as a “need” to keep women “safe” from back-alley abortions that would occur if it were illegal. This message has been repeated over and over for the past 50 years and has become the “go-to” response when a “Middle-Minded” person is confronted with their support of abortion by others.



The Pro-abortion message is often touted as “healthcare” (a feel-good reason to support the Pro-abortion ideology). Of course, everyone would agree that women should have unabated access to healthcare. But what is the definition of healthcare? A quick Google search will provide answers like:

- The organized provision of medical care to individuals or a community.
- Efforts are made to maintain or restore physical, mental, or emotional well-being, especially by trained and licensed professionals.
- The field is concerned with the maintenance or restoration of the health of the body or mind.

How do you define **Healthcare?**

The repeated message that abortion is “healthcare” has induced the “Familiarity Effect” on the “Middle-Minded.”

Each of the healthcare definitions reflects the restorative care of a medical professional to ensure a person is well and can sustain life both in body and mind.

If you do a search of definitions of abortion, you will find answers like this:

- ***The deliberate termination of a human pregnancy.***
- ***The expulsion of a fetus from the uterus before it is able to survive independently.***
- ***The expulsion of a fetus from the uterus before it has reached the stage of viability.***
- ***A procedure to end a pregnancy. It uses medicine or surgery to remove the embryo or fetus and placenta from the uterus.***

When you put the two definitions side-by-side, they seem to be opposite. The healthcare definition describes making a person whole and sustaining life. However, the abortion definition describes ending or removal of life. How



can ending a life be “healthcare?” Just as Coca-Cola has branded its product as an answer to the world loving each other in perfect harmony, when in reality, drinking soda will not likely have an impact on world peace, the Pro-abortion industry has rebranded its product from a “life-ending procedure” to a “need” for women to be “safe” and

“healthy.” This has been done by carefully using words that have a positive meaning to reinforce what they are doing as “good.”

This gives the general population the “feel good” reason to support abortion for others, even if the majority of those individuals would not “choose” it for themselves.

The opposite of “healthcare” is the intentional termination of a life.

The Tough Topics: Rape and Incest

What about women who are raped or victims of incest?"The seed that women need "safe abortion process" to save them from the horrors of rape and incest has been deeply planted and has become a "heuristic" or a "rule of thumb" in the mind of the average American.

Alia E. Dastagir of USA today reported in an article (May 24, 2019) "Nearly 80% of Americans believe abortion should be legal in the first trimester in cases of rape or incest, according to Gallup."

This number clearly shows that most Americans believe that both are legitimate reasons that we, as a culture, should allow the act of ending one life to erase the emotional trauma another human may experience in the future.

The assumption being made is that ending the life of the Preborn child will ensure the mother does not experience future agony by the constant reminder of how the child was conceived. It also assigns a low level of value to the baby because of the way it came to be. I began to wonder if a cultural "resemblance error" had occurred, so I began researching the statistics on how often abortion occurs in the case of rape or incest. I found the following:

In 2004, the Guttmacher Institute anonymously surveyed 1,209 post-abortive women from nine different abortion clinics across the country. Of the women surveyed, 957 provided a main reason for having the abortion.

Percentage	Reason
<0.5	Victim of rape
3%	Fetal health problems
4%	Physical health problems
4%	Would interfere with education or career
7%	Not mature enough
8%	Don't want to be a single mother
19%	Done having children
23%	Can't afford a baby
25%	Not ready for a child
6%	Other

The state of Florida records a reason for every abortion that occurs within its borders each year. In 2020, there were 74,868 abortions in Florida. This table lists each reason and the percentage that occurred because of it.

Percentage	Reason
.01%	The pregnancy resulted from an incestuous relationship
.15%	The woman was raped
.20%	The woman's life was endangered by the pregnancy
.98%	There was a serious fetal abnormality
1.48%	The woman's physical health was threatened by the pregnancy
1.88%	The woman's psychological health was threatened by the pregnancy
20.4%	Social economic reasons
74.9%	No reason – elective

Also, according to The Guttmacher Institute an estimated 862,320 abortions took place in the United States in 2017.

Facts About Abortion: U.S. Abortion Statistics (abort73.com)

The numbers on the previous page clearly show the “resemblance error” of American thinking. Let me explain: In 2004, the Guttmacher institute recorded the reason of rape at .05%, and .01% occurred as a result incest; yet 80% of Americans support abortion for this reason. These numbers clearly show that a statistical error in reasoning has occurred, just as it did in the librarian experiment. When we look at the results from the 2020 Florida survey, 74.9% of respondents listed “elective” as the reason they chose to end the life of their Preborn child, and in the 2004 Guttmacher survey, 95% of women listed elective as the reason they ended their pregnancy.

In the thought processes of the “Middle-Minded,” their support of abortion is a way of protecting women from the pregnancy consequences of rape or incest and likely believe that it occurs more often than it truly does.



However, the statistics show that most abortions occur because the child is “not wanted,” and the decision to abort is “elective.”

The “resemblance error” in our American culture is clearly demonstrated when we review the statistics. We have used resemblance predictions (heuristics a rule of thumb) in

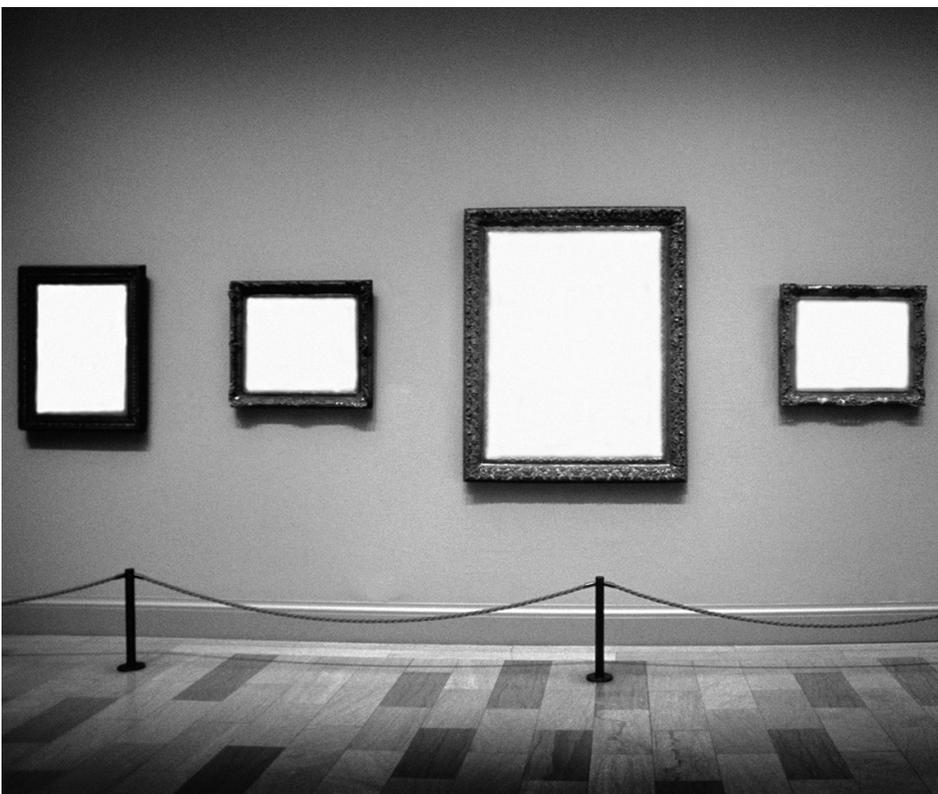
the decision to support abortion because our brain has repeatedly been told (familiarity effect) that “safe abortions are necessary because of rape and incest.” The phrase has become so familiar we ignore the statistical information that is readily available.

The Framing Effect

What would happen if we reworded the information, effectively, removing the “resemblance error” and allowed our brains to take time to look critically at the information? A way of overriding automatic thinking is by framing the information in a way that is NOT familiar.

How do you think most people would respond if they were asked the following questions?

- Would you support the process of ending 862,320 human lives to save the emotional well-being of 86 people? (.01%)
- Would you support intentionally ending the life of 862,320 people to protect the future emotions of 431 people? (.5%)





It's easy to imagine that most people would answer "no" to each of the questions. When looking at the statistical information in a way that has not been familiarized into our automatic thinking, we naturally visualize a vastly different scenario and say "no" to the enormous sacrifice of human life.

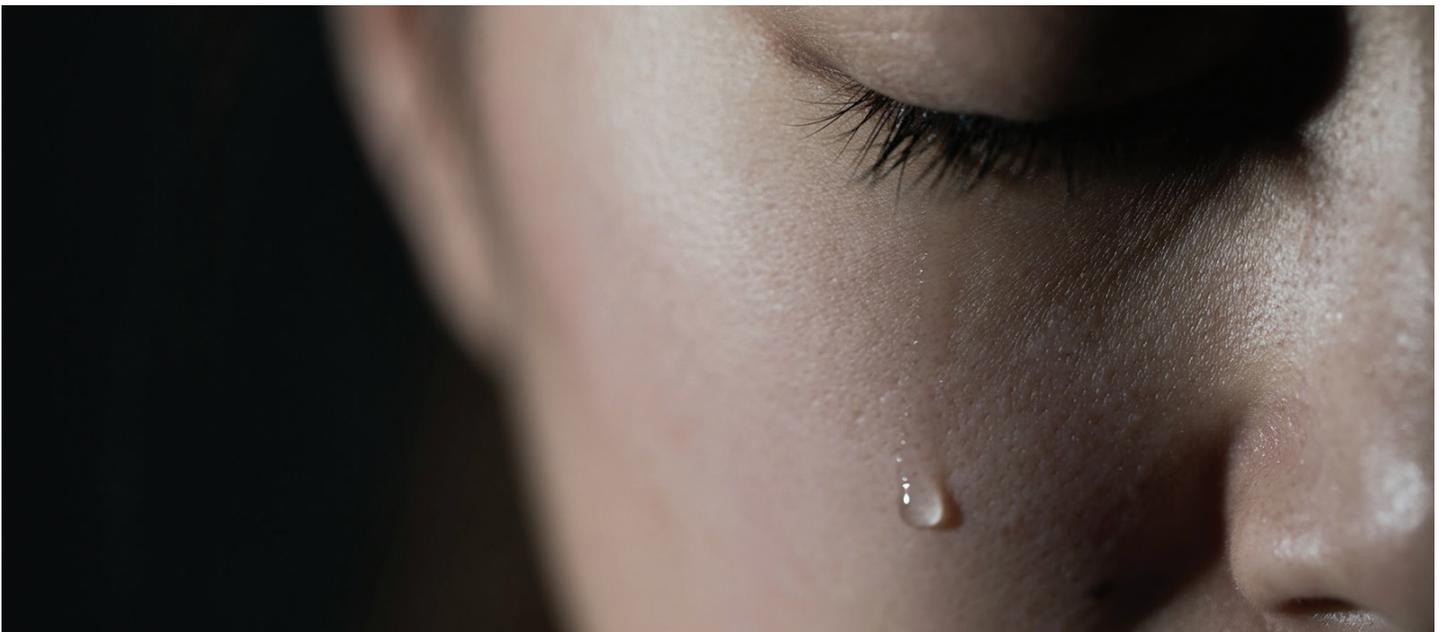
Each of these questions show how people could support both sides of an issue depending on how the information is originally framed. The framing effect is defined as different ways of presenting the same information that will evoke different responses.

The statistics revealed that 80% of Americans support the legality of abortion in the first trimester in cases of rape or incest, causing the cultural "resemblance error" of assuming most abortions occur because of rape and incest. The result is an unknowing support of abortion on demand in any circumstance by the "Middle-Minded."

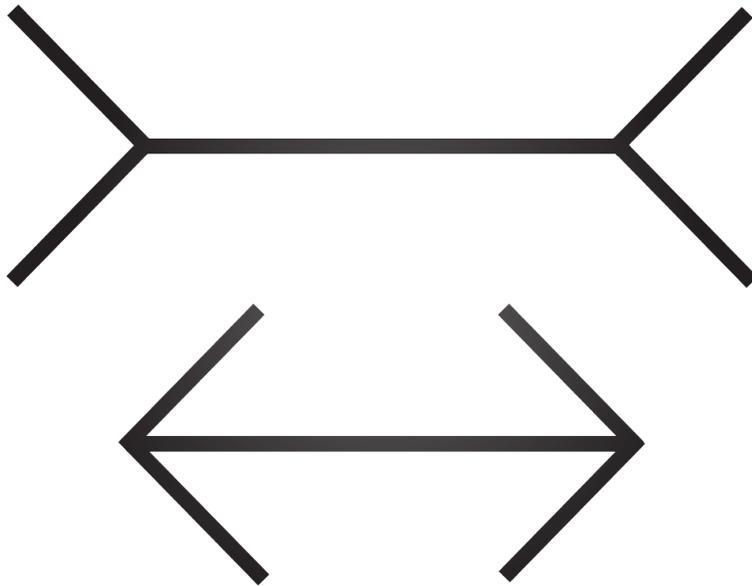
However, when we framed the question differently by asking if 862,320 lives should be ended to save the emotional well-being of 86 people, the likely response would be much different. The information used was the same.

The way it was presented was different. This is the power of "framing."

Our emotions run high when we talk about horrendous subjects like rape and incest. It is my thought that most people cannot wrap their heads around how one person can violate another person so deeply without any concern for the physical and emotional damage that is inflicted. It is easy for us to imagine not wanting any reminders of such an event, and we naturally think that eliminating any reminders will ultimately help a person forget. However, the abortion process itself could become another emotional pain-inducing event that the woman adds to her already terrible and unforgettable memories. If she chooses to end the life of her Preborn child, she has now become the instigator of abuse by intentionally ending a human life. Imagine the conflicted emotions she will live with every day for the rest of her life. Trauma on this scale will likely never be "forgotten" no matter the path a person takes in an attempt to heal.



Illusion in Marketing



Earlier, we looked at how information is presented to us and then stored for future access. I noted that the information does not necessarily need to be true for us to perceive it so. Illusions of truth can also be formed by how products or ideas are used in context of language or presented to us visually. I hate to break the bad news to you, but your brain will sometimes feed you information that is wrong.

Take a look at the image of the two lines. Which line is longer?

Your brain instantly tells you that the line on the top is longer than the line on the bottom. However, this is an illusion. If you take a ruler and measure the lines, you will see that each line is exactly the same length.

Now that you have measured, you know the “truth” that the lines are equal in length, but when you look at them again, you will likely still perceive the top line as longer even though you know it is not. The reason you cannot see the lines as equal is because of what comes before and what comes after each line. Fins pointing outward make the line look longer, fins pointing inward make the line look shorter. This is the famous Müller-Lyer Illusion, and it demonstrates the power of “framing” information, so your target market will see what you want them to see.

We can also perceive truth by association. Sometimes things happen in proximity and are then perceived to have a cause-and-effect relationship. This is

called the “Post Hoc Fallacy”. This fallacy is defined as the first event necessarily causing the second event – when in reality, they are unrelated and just happen in close proximity.

An example of this would be “the rooster crows every time the sun rises; therefore, the rooster crowing causes the sun to rise.” The two events seem to be related because they repeatedly happen in succession, day after day. It’s an illusion of sorts causing an untruth to be perceived and stored in memory as truth.

This illusory perception of truth has been carefully crafted by the abortion industry when they brand abortion services as “healthcare.” They have repeated the message that abortion equals healthcare for women, and if abortion is not available, women will not have access to healthcare. This is another example of the “Post Hoc Fallacy” Example: Doctors provide healthcare for women and women go to doctors for healthcare: therefore, going to a doctor for abortion services must be healthcare. The two “seem” to go together when in reality, they do not.



Let's reframe this issue by asking some simple questions:

"Could we agree that cosmetic surgery to remove wrinkles is performed by doctors?"

"Yes"

"Could we also agree that cosmetic surgery to remove wrinkles is elective and (in most cases) not physically necessary to save the life of a woman or cure a disease?"

"Yes"

"So, if most cosmetic surgery to remove wrinkles is elective and not necessary to save the life of the woman or cure a disease, would you consider it to be healthcare?"

"No"

Now let's switch out the words

"cosmetic surgery" for "pregnancy." Pregnancy is not a disease that needs to be cured and, in most cases, abortion is an elective procedure, performed by a doctor that is not necessary to save the life of the woman. Many services provided by doctors are physically unnecessary and elective by nature.

Saying abortion is healthcare is like saying a cosmetic facelift to remove wrinkles is healthcare, and women would not have access to healthcare if facelifts were made illegal. Do you see how reframing the information makes a perception of healthcare seem ridiculous?

There is an added benefit for Pro-abortion advocates to use the healthcare misdirection: once abortion becomes healthcare

for women, this topic makes the switch from a "Human Rights" issue to "Women's Rights." Now that this illusionary notion has been solidly embedded in the minds of several generations of both women and men, they can no longer see abortion for what it really is; just like we still perceive the lines in the Müller-Lyer Illusion to be different lengths, even though we know, they are not.

The successful marketing of abortion as healthcare has made this solidly a "Women's Rights" issue even though, in reality this is a "Human Rights" issue. The "Middle-Minded" now see taking away the right to have an abortion as taking away "healthcare" and "Women's Rights" because of the way it has been strategically "framed."

continue to next page



continuing Illusion in Marketing

Because of this “framing” the Pro-abortion narrative is now using exaggerated scare and intimidation tactics to frighten women that all of their “rights” are in jeopardy. They are using language like, “Once women lose the right to have a legal abortion, they will lose the right to vote.”, “Equality in the workplace will be reversed.”, “The legal right to work free of sexual harassment will be lost and women will be forced into pregnancy.” The rhetoric goes on and on. Not something most women will support.

By making this a “Women’s Rights” issue, the pro-abortion marketing machine has become “Henny Penny” shouting the “sky is falling - if abortion is not available, women will lose all their rights, and healthcare will be a hardship and unavailable.”

Let’s look at the statistics on how many true healthcare providers there are in the United States and give our brains ALL the information. By taking the time to examine the statistics on true healthcare, we

can make an educated decision. According to The Federation of State Medical Boards (FSMB) 2020 census:

Findings from the 2020 physician census show that there are 1,018,776 physicians who hold a total of 1,442,454 licenses to practice medicine across the United States and the District of Columbia. This number represents a 20% increase—the addition of 168,691 physicians—since the FSMB’s 2010 census, which recorded 850,085 licensed physicians. These licensed physicians serve a national population of 331 million people, reflecting a physician-to-population ratio of 307 licensed physicians per 100,000 people, an increase from 277 in 2010. 2020-physician-census.pdf (fsmb.org)

In truth, real healthcare is readily available to all women, and it will not go away if abortion is removed from the equation. The number of doctors providing lifesaving healthcare is increasing at a rate of

20%. The sky is NOT falling.

Our goal is to TEACH people to measure the lines, override automatic thinking and really examine the statistics. We want to give YOU thought provoking information that you can share with others. We want YOU to dive into the details so you can understand the logic, reasoning, emotions, and THINKING processes of, not only yourself, but others. By learning information on how humans think, process information, and develop biases, YOU will be better able to take the heat out of hot topics and communicate your position to those with whom you disagree.

We hope you have enjoyed the first issue of WTT Magazine. We are a 501 (c) (3) organization and are funded by the generosity of our supporters. Please consider donating to help us fund future publications.

Donations can be made by: Scanning the QR code or by clicking on the donation button at humanfromdayone.com or by mail at P.O. Box 80215 Lincoln, NE 68501.

**In the United States the
physician-to-population ratio is
307 licensed physicians
per 100,000 people.**

THE WETEACHTHINK BUSINESS MODEL

We have designed three marketing kits to be displayed in succession within a designated city. Our educational marketing is designed to engage the “Middle-Minded.”

First, we establish agreement within the viewer that we are Human from Day 1. This image specifically focuses on the viewer by making the statement personal, “This is YOU.”



We then move the viewer forward with image two by establishing value of the Preborn stage. The comparison of a Preborn Human to a diamond is designed to get the viewer to THINK about what THEY personally value.

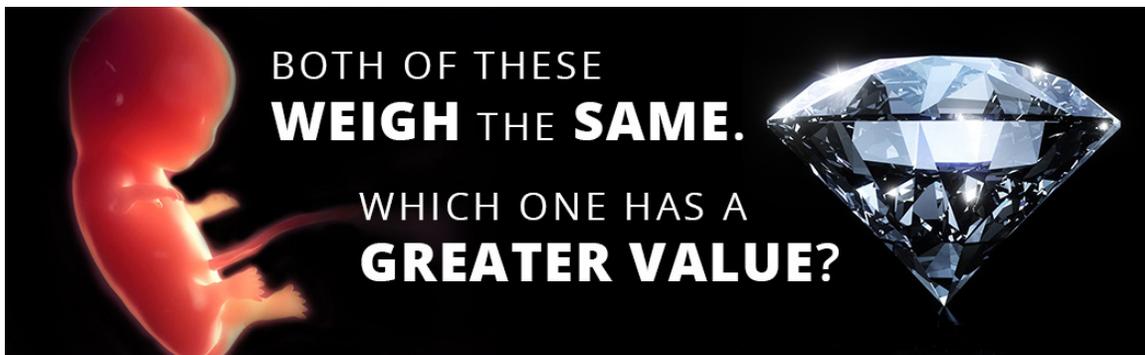


Image three then impresses upon the viewer the need to act by protecting what has personal value.



All three images have a 30-second television commercial that invokes both emotion and logic within the viewer. It is emotion and logic that initiates contemplation within the human brain and leads to lasting personal decision-making.

The television commercials can be viewed on the homepage of humanfromdayone.com.





This is **YOU** on **DAY 1** of your life.

WeTeachThink is a non-profit marketing company that focuses on educating the public on the value of human life at all stages of development-both born and preborn.

We design, produce, and distribute educational digital marketing, television commercials, videos, and billboards. Our marketing is designed to move the topic of intentionally ending preborn human life from socially acceptable to socially unacceptable.

Contact us today to discuss how **YOU** can begin running this advertising in **YOUR** community. You can see all our work at:

humanfromdayone.com

CONTACT US

(531)500-1952

angela@weteachthink.com

