

A Concise Guide to Ethical Branding and NLP

Prepared by Universal Aspects™ Multimedia

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Free PDF Library: <http://aspect.li/PDFlibrary>

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Ethical Branding vs. Deceptive Marketing

- ethical branding focuses on truth || deceptive marketing exploits untruth
- ethical branding is centered around taste || deceptive marketing is centered around mind programming
- ethical branding involves authenticity || deceptive marketing involves subterfuge
- ethical branding utilizes moral NLP || deceptive marketing uses manipulative NLP
- ethical branding is conducive to a healthy society || deceptive marketing degrades society
- ethical branding is conducive to healthy products || deceptive marketing is a standard of bad products
- ethical branding is a standard of moral business || deceptive marketing is a morally inept standard
- ethical branding appears to be uncommon || it appears that deceptive marketing is the industry standard

Authenticity

- authenticity is an antithesis of deception
- how many people really believe deception is wrong and how many just pretend to?
- the best brands are authentic
- history may convey this portion of time as an era of fraudulent branding, from government to corporate
- work on making your content as high quality as possible and positive branding will result
- optimal society: truly embody the speech your company promotes
- fraudulent branding is by nature incredibly lame - the dishonorable get ahead with fraudulent branding
- in many industries people seem to be more motivated by projecting a false image of themselves, this kind of deceptive marketing is abominable and poisonous to a culture
- unfortunately due to world circumstances there is an army of shills waiting to slander an authentic and progressive brand
- an authentic brand is spiritually satiating

Ethical Branding

- ethical branding has an emphasis on authenticity, taste, and truth
- ethical branding never compromises accuracy for effectiveness. i.e. no tolerance for inaccuracy
- as a small business owner I find taste central to my branding, not image projection
- there is no room for dishonorable competitiveness in ethical branding. i.e. zero tolerance for deceptively framing your opposition - if you have competitors beat them with a better product & set of standards
- truth is pivotal to ethical branding - my company's have zero tolerance for deceptive marketing and that is what I recommend
- advice: follow the standards you preach

Dark & Light NLP

Occulted NLP Definition: the mind programming tied to language.

Ethical NLP:

- definition: ethical NLP centers around using one's taste with words, concentrating on what most accurately describes the focus
- ethical NLP ends up hitting the same mechanisms of effectiveness as manipulative NLP when done effectively
- ethical NLP has authenticity and therefore is honest branding
- ethical NLP never compromises accuracy for effectiveness - i.e. no tolerance for inaccuracy
- genuine ethos lead to ethical NLP
- just about everyone will say they have integrity, how many truly qualify?
- advice: put effort into growing & honing your vocabulary (find words with an emphasis on your own taste)

Manipulative NLP:

- definition: manipulating your target audience using predictive programming
- manipulative NLP is often dishonest and therefore has a corrupted foundation
- manipulative NLP lacks authenticity, thus can be likened to propaganda
- the ethos of deception detected in the standard corporate atmosphere are patently unacceptable
- fraudulent ethos lead to manipulative NLP (commonly seen in the corporate world)
- similar methods are used in brainwashing
- advice: avoid all unethical and manipulative NLP marketing practices - be genuine with your branding

Branding Tip: Shortened Links

An example of branding with shortened links:

Company: **Universal Aspects™**

Main Websites: **www.universalaspects.io & www.universalaspects.com**

Shortened link: **http://aspect.li/EPK**

An idea with a shortened link is to put your brand into a shorter more aesthetic link for web sharing. I find it convenient for sharing a link in a concise 1-2 line tweet. e.g. <http://aspect.li/PDF> instead of <https://www.universalaspects.io/2018/03/universal-aspects-pdf-library.html>

Something to look out for: the last letters as a domain type. e.g. the company Aspect Black™ as it's own total domain name: <http://aspect.black/> or something like <http://mechani.cs/> for my organization named Universal Mechanics™.

I recommend the services: Rebrandly.com for shortened links and Namecheap.com as a domain registrar.



The name **Universal Aspects™** is inspired by the aspects of the universe. Each individual component of reality is a universal aspect. For example the color black is an aspect, human is also an aspect of the universe...

<https://www.universalaspects.io/>

Universal Aspects™ does not restrict our multimedia to only those who pay:

- music is offered for free / donation: <http://label.universalaspects.com/>
- films release on youtube: <http://aspect.li/Films>
- websites are free of charge: <http://aspect.li/Web>
- books we release also come in free PDF: [Free PDF Library](#)
- we are a company with altruistic intent, activism & values before profit.
- see our business model: <http://aspect.li/BusinessModel>

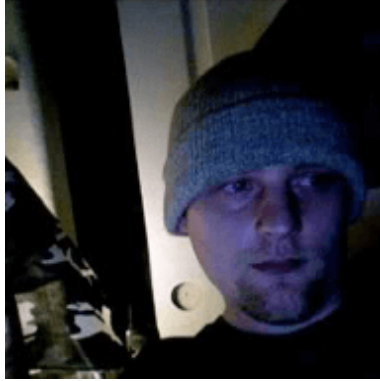
Universal Aspects™ Documents:

[Hi-Tech War Crime Report for Congress & The Trump Administration](#)
[Appeal for the International Community to Ban Nuclear Power & Weapons](#)
[Self Development Tips: Advice for Self Improvement](#)

Phillip Walker Electronic Press Kit (Music & Bio): <http://aspect.li/EPK>
Universal Aspects™ Multimedia Project: Music Organization - DarkSynth.org

Universal Aspects™ Social Media:

<https://twitter.com/ImmortalArtform>
<https://www.facebook.com/UniversalAspects>
<https://www.youtube.com/c/UniversalAspects>



(photo taken at the beginning of my overt targeting)

About the Author - Phillip Walker

Phillip Walker Bio: independent music producer, independent author, graphic designer, filmmaker / videographer, amateur photographer, webmaster, activist, futurist, entrepreneur, targeted individual, whistleblower, and researcher. I am a heretic, a street historian, and a de-occultist who identifies with altruism, the artistic and the esoteric.

Some of the subjects that interest me are music / sound, photography, the arts, language - words, social progress, decentralization, self development & self discovery, black project science, the electromagnetic spectrum, technology (BCI & Ai), the tactics of warfare, de-occultism, history, the future, universal aspects & archetypes, and the natural laws of the universe.

I dedicated my life to serving Planet Earth when I was about 15-17 years old. I enjoy making music and art, writing, the internet, activism of several types, opposing evil and it's systems of control, making informational videos, thinking about the future and more or less assisting any innocent being find their way to good fortune. Two words I live by are Truth and Progress. I believe in the [open movement](#), de-corrupting the world, the evolution of society, caring for the planetary ecosystem, and overall being responsible stewards of our planet and solar system. I am a dedicated activist who agrees with social idealism and the militaristic destruction of evil.

In 2017 I founded the multimedia company Universal Aspects™ and through my multimedia company have dedicated my time almost every day since to inform the public about the war crimes I have witnessed.

De-Occultist definition

someone who reveals hidden knowledge, particularly for collective gain.

Tenets: truth. progress. dedication. discernment. human rights. free will. collective gain.

Ideology: emancipation. disillusionment. transparency. decentralization. creative arts. justice.

The de-occultist is an antithesis of brainwashing & illusion.

(definition from my website: www.occultdictionary.com)