Here yet again the word is heardbut.

that which fell where the thorns were, these are they who having heard go away and are choked under cares and riches and pleasures of life, and bring no fruit to perfection.

V 14.

So often the ordinary daily things of life dominate and engross the hearer so that he or she is too occupied to allow the word to grow and to produce fruit for God.

There is a verse which says " Be still, and know that I am God". Psylvio.

Satan does not want us to Be still so that the Word will be able to work in the heart, so he makes sure we are kept busy with many things, going here, going there,