

HOW TO ANALYZE PEOPLE WITH **DARK** **PSYCHOLOGY**

THE **ULTIMATE PSYCHOLOGY GUIDE**
TO ANALYZE, READ, AND INFLUENCE OTHERS
USING BODY LANGUAGE, MANIPULATION,
SUBLIMINAL MIND CONTROL, NLP, AND PERSUASION.



JACOB ANDERSON

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DARK PSYCHOLOGY AND MANIPULATION TECHNIQUES

Discover the Secrets of Learning the Art of
Persuasion to Influence People with Brainwashing,
Deception, NLP, Hypnosis, Body Language, and Mind
Control

Jacob Anderson

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INTRODUCTION

This is a book that will show you the way to take yourself forward with the tips provided. With proven psychological processes to refer to, it will help you understand the science of manipulation and how you can use the understanding of dark psychology to get what you want.

This book can turn your life around and guide you into making the right choices as you gain the skills to influence others. Don't keep putting it off.

Every day that you delay, is another day of NOT being in control.

Through learning how to manipulate and hack human psychology, you gain the power to achieve whatever outcomes you wish. These techniques and understandings have been used by powerful and successful human beings for centuries, whether they be a billion-dollar businessman, a top poker player, or a skilled seducer. Turn the pages and become a free person, under the influence of no one, but yourself.

Once you decide to lift the curtain on the world of dark psychology, you can't go back. You will be able to have an understanding of human nature that very few have ever gained. It's a well-known proverb that "*With great power comes great responsibility*," and this is true with dark psychology.

However, if you are reading this radical distillation into book form, you are on your way to learning some of the most potent principles about psychology. You don't have to possess any special understanding before you tap the benefits of this book. All that is needed is the ability to learn and reflect on what has been learned, as well as applying it.

With this book, you'll be able to get hold of the secrets that only a few possess and really understand. Also, you'll be able to decipher the deep truths of dark psychology. This book contains tactics and principles that have been employed by the world's most powerful, diabolical, and devious minds and influencers to manipulate others.

The book also offers you an extensive record of psychological hacks and how they are applied, by offering you real-life case studies that make it easier for you to understand how they were used all through history.

Using the truths of dark psychology, you will have all the tools you need to get others to do what you wish. At times, based on the personality of a person or your analysis, you'll have to create an entirely new manipulation technique that works well for his or her personality. You'll never know what works and what doesn't until you try using it on people.

Experiment, be resourceful and develop your own techniques. Be prepared to make adjustments and modifications to the techniques mentioned in the book. As long as you get the basics right, you can make changes based on what works for you. You'll have to be a decent people reader or analyzer to know what will work for a certain person and what will not.

For instance, inducing guilt and playing the blame game may work on someone with a more submissive and meek personality. However, a more confident and self-assured person may not fall for it. They may require a

different approach such as logical reasoning or paying them a compliment.

Some approaches will work better on some personality types than others. At times, you may have to combine two to three techniques to come up with your own combination that works! Learn to keep it flexible and adapt it according to the type of personality you are dealing with.

Stay open and learn as much about people as you can if you want to understand their thoughts, actions, ideologies and personalities. Stay non-judgmental and approachable. Embrace new ideas. Experiment by twisting the knowledge you already possess.

You will discover more about yourself and more importantly, you will discover more about the everyday people you meet and have a chance to persuade, influence, and motivate them to take the actions you want them to take. Consider this book your guide to unlocking the tools hidden within psychology.

Unlike a book with a list of techniques that will leave you with nothing more than some ideas on what to do. With this book, you will get a roadmap going from a beginner to the advanced stage, with everything, from mastering the art of manipulation, to becoming a powerful hypnotist capable of hypnotizing your friends and family and strangers. Though this

may feel like a small book, I assure you, we have compressed all the information you need to truly manifest your most powerful self.

Your life is about to change, and I am excited for you. Prepare and get ready to unlock the dark psychology secrets the world does not want you to know about.

So, are you ready to take a journey into the depths of dark psychology?



CHAPTER 1:

Dark Psychology

WHAT DO WE MEAN BY DARK PSYCHOLOGY?

The idea of psychology is to help people by helping them understand themselves. Dark psychology is about using the mental weaknesses that people have to get people to do what you want them to do. I know it sounds cringe-worthy to many people, but this is not nearly as bad as you think it is. The fact is that everywhere around you the tools of dark psychology are chipping away at your mind.

Facebook® ran a test on its users by curating their content and measuring their mood. They wanted to see how showing people more negative content would affect their news compared to showing them more positive content.

Magazines and advertisements like to play on your need to keep up with the Joneses or to not lose something, and in doing so, you are drawn into whatever they are selling. The news feeds a looping heap of controlled opinions to try and make you agree with the viewpoint you already share.

The world is full of psychology being used darkly and most of the time you are on the receiving end of it, rather than getting the benefit of it.

That is about to change. Dark Psychology is about recognizing the compulsions, needs, and desires that we all have and that can be used to get what we want.

Whether it is a fear of loss, or a desire to keep up with the Joneses, or a need to feel wanted, or feel right, these things guide our decisions and our impulses whether we like them or not. Alternatively, whether we want them to or not. People every day act against their interests simply because they are in an emotional state that guides your actions. When you find out these emotional triggers, it is just a matter of time before you can start to guide the person's actions, control their behavior better, and even manipulate them.

It is important to find out the emotional triggers of the person you are manipulating and begin to play them. You begin by sowing the seeds of fear about the worst that can happen in a situation. This is then followed up by offering a solution or launching into a narrative about how things were far less bad than the other person imagined.

Let us consider an example. You can say something such as, *“When I put on your sandals for the prom night, I heard a terrible sound of the footwear giving away. I was dead sure it snapped. Then, I realized someone was watching a video on their phone. Isn't that amusing? Oh, and this reminds me, may I please borrow the pair of sandals again for an upcoming weekend party?”*

You did nothing but took the person through a cycle of fear and relief to end on a positive note. In the above example, there is an immediate relief that the sandals are in great condition. The other person gets into a more positive and receptive mental frame, which makes it easier to get them to do what you want them to.

On a psychological level, the victim experiences a cycle of strong emotions.

The fear gets them uncomfortable, anxious and nervous. This is followed by immediate hope, positivity and relief.

It is the tool that shines a light on how to find all these mental triggers in yourself and others.

It also recognizes that as amazing as our brains are, in the name of efficiency they take many shortcuts, which leaves them vulnerable to some of the simplest attacks. Ideally, our brains should not make us feel sad simply because we had a negative thought, and yet, this happens all the time. We're wandering around, having a good time, a good day, and someone says something or does something, maybe even inconsequential and yet suddenly our mood is shifted, and we have to fight to get back to balance. Our brains, however, are just working to be efficient; they are not working to be perfect. And when you understand that, you understand that there is a huge opportunity to have when it comes to dealing with people.

More importantly, you understand that there are some things that you need to learn to safeguard yourself from.

You have desires and wants, and you have needs. How far are you willing to go to have those things met? Do you know? What are your buying triggers? What are your emotional triggers? You have them but are you completely aware of them. What makes you stressed, confused, angry, happy, and excited? All of these things are inside your mind. They are

inside everyone's mind. And when you know how to access them, in yourself and others, suddenly you will have greater freedom, happiness, excitement, and possibility. Because finally, you will be bringing your desires to life, by getting others to see and want to help.

Manipulation is different from persuasion, influence, sales, and other such things, as it is often about getting people to take action by playing on their weaknesses. In the next chapter, we will talk about the ethics of manipulation, and what you need to think about. But, right now I think it is important to set the stage for what you can expect as you go through this book and learn the handful of psychological techniques and methods that will allow you to control people.

Dark Psychology is a tool, like a hammer. You can use it to build things or you can use it as a weapon to hurt people. We are making no moral judgments as you go through this book and go about using these skills.

But the most important thing is for you to learn these techniques to make sure that you have a better understanding of yourself and what people are using against you.

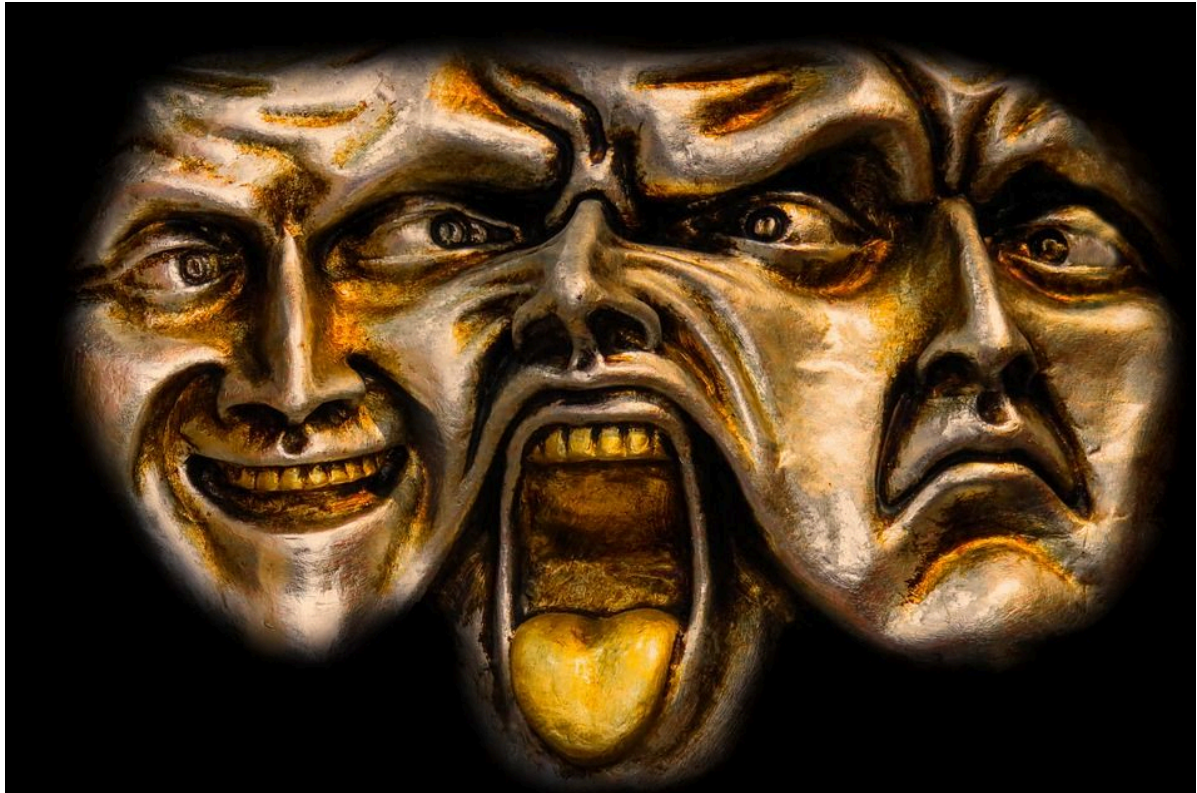
The world can be a dangerous place. Knowing these manipulation techniques and knowing how to manipulate people, will fundamentally transform the way people respond to you and how they engage with you.

You will be the one in control of your destiny rather than being at their mercy.

Manipulation is all about being charming and building lots of charisma to sweep the other person off their feet into doing what you want them to. It is almost similar to hypnotizing the person through your aura, persona and charm. When you speak charmingly and articulately, it is easier to get people to perform the desired action. Yes, having a glib tongue and being a smooth talker helps when it comes to manipulating people. Sign up for a public speaking or theatre class if you really want to be a master influencer or persuader.

You will not just learn to put across your point in a more impactful and persuasive manner but also come across as being more confident, which will help the subject trust your words even more. Assertiveness and not

aggression is the key to being a good influencer. You'll learn to put across your point more assertively and confidently. Some of the best manipulators know how to use verbal and nonverbal communication patterns to their advantage. They can mold everything from their words to voice to expressions to assume a more persuasive, powerful and confident persona.



CHAPTER 2:

The Dark Traits and the Dark Triad

INTRODUCTION TO THE INFAMOUS DARK TRIAD

The dark triad may sound like something out of a Hollywood movie, but it is the cornerstone of dark psychology and, by extension, this book. The dark triad refers to the three personality types that inspired the inception of dark psychology. The techniques found in dark psychology stem from these three personality types. What are these big three that are the basis for a field of study that may seem so bizarre then?

The three personality types that make up the dark triad, while seemingly self-explanatory, can be difficult to spot because of some unfortunate misunderstandings about their nature and origin. The dark triad consists of Machiavellianism, Narcissism, and Psychopathy. While these may seem to paint pictures that give them away off the bat, it is often not quite that simple.

People associate ‘Machiavellianism’ with a political type who took 'The Prince' a little too seriously; ‘Narcissism’ as someone enamored with their image; and a ‘Psychopath’ as someone straight out of a slasher film. The real-life examples of these traits are more sinister than that as they can easily slip under the radar and operate under the veil of the general public’s ignorance.

The dark triad is associated with personality traits that show a strong link to **Borderline Personality Disorder (BPD)**. Most people may find that they manifest at least some of the qualities represented on the dark triad, but people who have very high concentrations of one part of the triad or even some combination of the three can be destructive forces in any given aspect of everyday life.

MACHIAVELLIAN PHILOSOPHY

This specific character trait interests most people because it has its roots, at least in part, in a work of political philosophy written by the diplomat and political philosopher, **Niccolò Machiavelli**, in the *Renaissance* era. While imprisoned, he wrote a book detailing all the principles he deemed necessary for rulers and would-be rulers to acquire and retain power. This

was sent to the ruler at the time in the hopes that it would buy him some favor in the eyes of prince **De Medici**.

This book became the blueprint used by politicians and those who might rule over people in a broad and impactful fashion. While most people have some of these Machiavellian traits, they will seldom act on them too often.

The true Machiavellian does not care about moderating these behaviors.

They will live by them as if by some philosophical code for their lives.

It is interesting to note that this is one of the easiest traits for most people to adopt and benefit from, despite being a symptom of mental illness. People can be born with this trait though, but the evidence that supports this is rare.

More often than not, people high in Machiavellianism (high Machs) are more likely to have been made this way by having been subjected to a childhood that involved a cold style of parenting and everything seemed conditional at best.

Real-Life Examples

High Machs, are master manipulators capable of ruining the lives of many while having the potential to teach many about those who play games of power and how to handle yourself around them. It does not matter whether one intends to learn about them out of curiosity; to deal with them in some sphere of life, or adopt some of their habits as their own to get what they want from life. These people offer a lot of wisdom to offer anyone willing to learn.

What Can We Learn From the Machiavellian?

While most people might not be high in the traits of Machiavellianism, there is a lot we can learn from this leg of the dark triad. It has some elements to it that ordinary people can learn from to get what they want or at least live more peaceful lives where they are not constantly being taken advantage of. That last part speaks more to people who are very low on the Machiavellian scale and tend to be too 'nice' or agreeable.

The potential to build a better life in many respects is found in this part of the dark triad if one knows what to look out for and use it wisely. There are

many bad aspects to being a high Mach, but there are some great advantages to being willing to learn from this type of person.

Patience and reputation are among the biggest things one can take away from the Machiavellian. Loathed to investing in short cuts, the Machiavellian teaches us that patience is key when climbing the ladder of power and success.

People are also important, so learning how to pick and choose the right targets so that they rise to the top is made faster and is crucial. If something underhanded must be done, then find someone to do it for you

while you keep your nose clean. A good reputation will do a lot of your persuading for you.

NARCISSISM

Narcissism is one of those traits that are easy to miss since we are constantly surrounded by it. This is not just a trait that makes people fall in love with taking pictures of themselves. That is the watered-down, diet version that has a low negative impact on most people. The darker type can lead to abuse, bullying, sabotage, and a whole host of consequences for the narcissist and anyone who might cross their path.

Although it can be classified as a mental disorder, or at least a part or symptom of one, it can be very difficult to spot, even for professionals. It can disguise itself in several ways and take many shapes and forms. These different types of narcissism will be broken down so that the reader may better filter out the everyday, run-of-the-mill narcissism from the potentially toxic and dark kind.

Grandiose Narcissist

This type of narcissist is the classical image of what one may expect to see when thinking about this leg of the dark triad. This is someone who wears the finest clothes they possibly can, whether they can afford it or not; they have massive egos; they are entitled to the point where it borders the psychopathic side; they are obsessed with how people see them, etc.

This kind of narcissist may seem like less of a danger because they are so easy to spot, but do not be fooled. These people tend to be very charming and charismatic. Their grandiose way of approaching things gives them a false air of confidence that draws people to them. It also doesn't help much that they seem to be pretty generous when they are in the mood.

Narcissist Types

This is not to be taken lightly. These people are expert manipulators with an unbelievable lack of empathy, like everyone else in the dark triad.

Moreover, they are far more insecure than they seem and will fly into a rage the second they feel they are being criticized. They will tear down your reputation or try to destroy you if they feel this will restore their fragile egos.

Malignant Narcissist

These are the kind of narcissists you will most likely want to keep the closest eye on. They can have a streak that far exceeds all the other types of narcissists and can easily be mistaken for psychopaths. They will also have grand ideas of themselves, like all narcissists, even if there is no evidence of the said grandiosity.

These are the kind of narcissists who get so obsessed with the constant dreams of power and status that all narcissists have that they will do whatever it takes to attain them. They are far more likely to cross moral boundaries to get what they want and expect everyone to see them as being justified in all they do because they are simply getting what is owed to them. They are the most likely to expect special treatment and favors from everyone.

When you combine these elements with the signature traits of having little to no empathy, plus their insane ambitions mixed in with their skills of manipulation, you have a walking powder keg just waiting to explode and ruin countless lives to achieve what they believe they deserve. People like this will do things most moral people with a conscious would not consider doing while in their right mind, so crossing their path must be done with extreme caution if it can't be avoided altogether.

Covert Narcissist

This narcissist can be the trickiest to spot since they can often make people feel sorry for them in how they present their narcissism. While caring for

people just as little as other narcissists, they are very good at making people see them as the victim of circumstances they could not control.

They will speak a lot about how smart, talented, or generally superior they are in some way. They will place the blame for their lack of success

in politics, geography, or even being born at the wrong time. They will come across as someone who had everything going for them in a world that had something against them.

These types of people will often be misdiagnosed as being depressed, and people will want to feel sorry for them. This would be a mistake as these kinds of people are prone to being insanely passively aggressive.

However, being afraid of conflict is not their only reason for being this way. They consider themselves superior and enjoy playing games with the people in their lives. They can build themselves up by slowly breaking you down and bringing you into their world where they can feed off your negativity. Of course, the void they are trying to fill has no bottom, so people can get stuck trying to save these people until they have nothing more to give, just to be thrown away for someone who has something to give.

Communal Narcissist

Now, communal narcissists are the kind of people who love to do good things. They will feed the homeless, take care of abandoned animals, shelter the needy, go for events that benefit others, etc. This doesn't sound too bad right? Think again. Do a lot of good things, but have to be seen doing them, or they're simply isn't any point for them to be doing them.

They lack empathy just as much as the next narcissist, but they also need praise just as much as any other narcissist. This is why they do the altruistic things they do. They're in it for the ego boost that comes with the praise they receive for doing these things. Inwardly, they still have the same sense of superiority that comes with this character trait and it will often show without them knowing. They can be pompous, pretentious, haughty, and arrogant, even regarding the people or animals they dedicate themselves to helping.

These kinds of people see human beings as tools just as much as any other narcissist, and they will quickly eliminate anyone who tries to come between them and the worship and adoration they feel they deserve.

What Can We Learn From Them?

While we are better off avoiding these kinds of people altogether, there are some valuable lessons we can learn from them. For one thing, their outward confidence makes them almost irresistible to women (as most narcissists are men, but the tables seem to be turning on that fact). Their shallow sense of self-esteem, coupled with the status games they play, makes them seem like paragons of confidence and charisma.

There is also the way they use charm to disarm people around them. One will be surprised by how much a little charm and flattery can grease the wheels in any social situation. Narcissists have this in spades and it is usually the opening move of many of their manipulations with new targets.

Make it about your target and you will have them slipping into your hands even faster.

PSYCHOPATHS

Psychopaths have three parts of the dark triad, and they are easily at the top of the list for whom to look out for, especially if you are not one. However, the first interesting thing to note is that while all psychopaths are narcissistic, narcissists are not necessarily psychopathic. Knowing this may be one of the weaknesses that may allow you to spot a psychopath if you find yourself crossing paths with one.

Psychopathy is identified as an **Antisocial Personality Disorder (APD)**. It has a lot of characteristics that, similar to narcissism, tend to be misconstrued by the public. This is often due to ignorance or misinformation, like that of the psychotic serial killer one sees in Hollywood movies. While this image isn't entirely untrue, largely because these people are the most likely within the dark triad to become abusers and serial killers, many psychopaths are very good at blending into society.

Psychopaths are often well educated and intelligent.

Regardless of how well they blend into society, there is a way to help unearth the truth about them. Firstly, they will often have the same grandiose sense of self, mixed in with compulsive lying and highly

manipulative behavior that shows no regard for morality or the wellbeing of others. For one thing, research shows that they tend to be born the way they are. This means that your average psychopath, educated or not, will probably show a history of bad behavior from an early age. They may even have a criminal record.

Examples of Psychopaths from the History

Brain scans carried out on psychopaths show that the parts of the brain that are activated when most people feel stress, guilt, or empathy remain inactive when they are given stimuli that are meant to trigger these kinds of feelings. Their very autonomic system (which is largely responsible for reflective responses like the fight or flight and the immune system etc.) are wired differently from most peoples. Depending on the kind of psychopath, you will find that they often excel and can be found in higher concentrations in occupations such as lawyers, stockbrokers, assassins, salespeople, surgeons, and (quite surprisingly) chefs.

What How Do They Operate?

High Functioning: While people think that the term psychopathy is monolithic, it has two subcategories that are important to understand if one is to know what to look out for. The first of these being the high functioning psychopath.

These people are just more controlled and calculating. They are far less likely to become serial killers and rather channel that energy into something else, like their careers. These kinds of psychopaths are far more likely to be seen occupying high power jobs like CEOs of companies.

Don't think this makes them anything like the rest of society. These people are still vicious predators who will eliminate anyone in their way with a ruthlessness most people are not capable of. They aren't afraid to go as far as committing murder or ruining a business at the cost of countless people losing their livelihoods. They are incapable of remorse or shame and will not lose any sleep over their actions.

Low Functioning: These are more of the types we see in the slasher movies in theatres. The low functioning psychopath usually has a much

more

difficult time managing their instincts and emotions, so they are far more likely to become serial killers. However, they just don't operate the way most people would imagine.

They are more likely to draw their victims in with charm, or glibness. This is when they prepare to ruin their target's life. They are still calculating, but can't redirect those instincts the way their high functioning counterparts do.

They still tend to be very good at concealing their true selves under a veil of normalcy. They are great liars, so leading a double life is not difficult for them. They are typically also well educated, so hiding their actions is no great feat since psychopaths generally seem to be intelligent people. So don't count on them giving themselves away so easily.

What Can We Learn From Them?

Now, as dangerous as the psychopaths might be, regardless of their specific brand of crazy, they are not to be ignored. They have a lot to teach, especially for those who are looking for upward mobility in life. These skilled predators among us are good to study for multiple reasons, the most obvious one probably is one's safety.

While they only make up about 1% of any given population, you will find that it still makes a lot of people when you consider how many people there are on planet earth. This means that there is a very good chance that everyone will meet at least one psychopath in their life. So it is probably for the best that you know how to identify them and act accordingly for your own best interests, and for that of those close to you.

One of the best things we can learn from psychopaths is their ability to detach their emotions from any action. While this cannot be mastered to the same degree by most people, it can be adopted to a certain extent. Finding detachment from the things and people around us can be a great end in itself. One does not need to become cold to everything and everyone they know and love. It is good enough that one simply learns to embrace solitude so that they can focus more on their own self-interest.

Psychopaths are not easily affected by stress. This gives them the ability to calmly assess any given situation and act accordingly. What's more, they

are not as likely to suffer from paralysis by analysis. Their autonomic systems are a big part of the reason they are so unmoved by taking risks.

DARK TRAITS

MACHIAVELLIANISM

A person with the Machiavellianism trait will possess and exhibit some or many of the following tendencies:

Focus on their interests and ambitions

Give high priority to money and power above relationships
Perceived by others as both charming and confident
Tend to exploit and manipulate other people to get ahead
Tell lies and are deceitful when they think it is required
Are prone to flattery

Lack of values and principles

Appear to be aloof, or very hard to get to know

Are cynical of any form of goodness and morality

Will easily cause harm to others to enable them to achieve their means

Have very low levels of empathy

Are often very scared of commitment or any form of emotional attachment

Can come off as very patient people, thanks to their calculative nature

Do not easily reveal their true intentions

Always prone to having casual sex

Experts in reading social situations and other people
Lack of warmth when it comes to social interactions
Are often not aware of the possible consequences of their actions
May have a little difficulty in finding/identifying their own emotions

NARCISSISM

When a person is in the life of a narcissist, they tend to just go along with them instead of having to face their coldness and rage. The following are the symptoms of narcissism:

A grandiose sense of self-importance/self-worth

Live in a world of fantasy that supports their delusions of grandeur

Are in a constant quest for praise and admiration

Have an exaggerated sense of entitlement

Often demeans, bullies, belittles and intimidates other people

PSYCHOPATHY

The 'Hare Psychopathy Checklist; Revised' is commonly used to identify psychopaths. This checklist identifies and makes use of the following symptoms and signs of psychopathy:

A grandiose sense of self-worth

A constant craving for stimulation

Superficial charm and glibness

Being a pathological liar

Being cunning and manipulative

Absolute lack of remorse or guilt

Absence of empathy exhibited by the callousness

Lack of deep emotions

Living a parasitic lifestyle by using other people Lack of control over one's behavior

Sexual promiscuity

Early signs of behavioral problems

Absence of realistic long-term goals

Easily acts on impulse

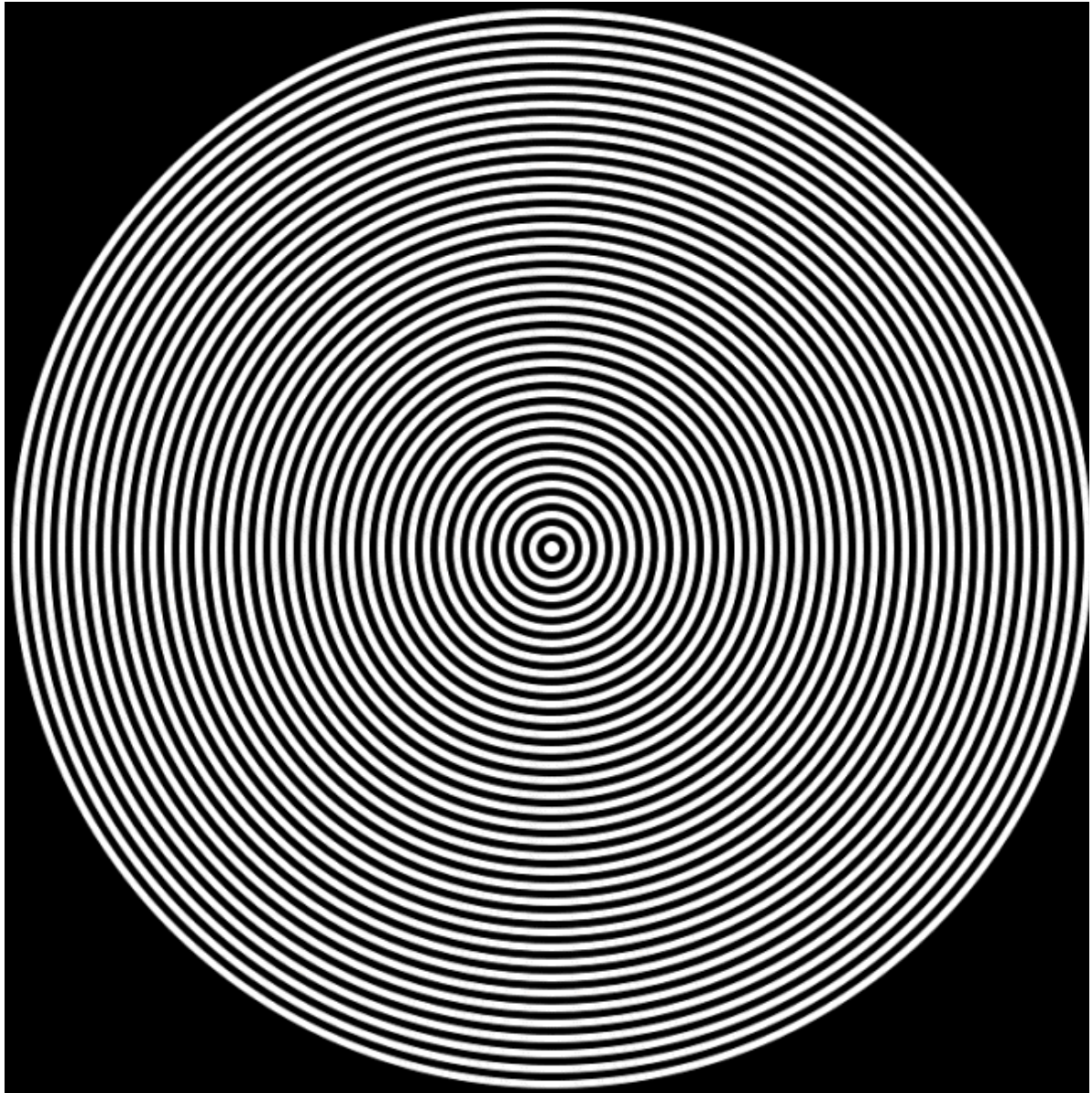
Irresponsible behavior

Blaming others for one's faults and not accepting responsibility Having several marital relationships

Delinquency at a young age

Tends to revoke a conditional release

Criminal tendencies/acts in several areas of life (criminally versatile)



CHAPTER 3:

Common Tactics and Techniques Used to Influence Others

BRAINWASHING

Brainwashing doesn't come easily and could take quite a lot of time to be effectual. This phase is most likely to concentrate on the procedure of indoctrination as well as all the elements that feature it. With the media and also the flicks that are seen, many individuals see persuading as a wicked method that is done by those that are attempting to corrupt, impact, as well as to get power. Some that rely on the power of

indoctrination think that individuals around them are attempting to regulate their minds as well as their habits.

Generally, the procedure of indoctrination takes place in a far more refined method as well as does not include the threatening methods that most individuals connect it with. This phase will certainly enter into a whole lot of even more information concerning what indoctrination is, and also, how it can affect the topic's mindset.

HYPNOSIS

Hypnosis is the next type of dark psychology I'll be revealing. There are a whole lot of definitions of what hypnosis is. The **American Psychological Association** explains hypnosis as a supportive interface where the hypnotist provides suggestions which the participant can and should respond to.

However, it becomes dark psychology when the hypnotist starts making suggestions that can harm or change the way the participant acts in their environs.

Most people who undergo hypnosis allude it to a sleep-like trance kind of state. However, the hypnosis participant is in a state of vivid fantasies, sensitive suggestibility, and focused awareness. This new-fangled state makes them more vulnerable to the recommendations that the hypnotist supplies them with.

Nonetheless, most experts agree that the effect of hypnosis as a part of dark psychology is not a reality. Although it is possible to convince the mind to accept a few changes in the subject, it is not likely that the subject can change their whole thinking system through this system. Many certified psychological professionals use this medium to assist the subject towards pain management and self-improvement rather than controlling their minds.

MANIPULATION

One of the top-ranking types of dark psychology that can control how a person thinks is manipulation. Psychological manipulation, as I'll be referring to it as manipulation in this book, is a type of social influence

that works to influence the decision of others. It embraces an abusive, underhanded, and deceptive approach to advance the interest of the one manipulating and those being manipulated. While most people recognize when they are being manipulated, they fail to realize that it is a kind of mind control. Manipulation could be very difficult to do away with since it occurs between people who know each other very well.

Manipulations cause the subject not to have a choice in a matter. Their mind is laced with half-truth and outright lies that leaves them oblivious of the whole situation until it becomes too late. The moment they detect the situation of things ahead of time, they are being blackmailed by the agent to finally get their goals. The subject remains stuck in between the matter because they'll take the blame eventually if things go haywire.

PERSUASION

Another form of dark psychology that works similarly to manipulation is persuasion. This part influences the motivations, behaviors, intentions, beliefs, and attitudes of the subject. Persuasion could be used for various things in our everyday life to affect a necessary form of communication to get people of contradictory ideas to agree. During this process, either spoken or written, words are used for conveying reasoning, feelings, or information to the other party.

There are a lot of different kinds of persuasion that are available. They don't all have an evil intent; however, they all work to change the subject's mind about something. A political candidate comes on TV to try to make the voter or subject vote for a particular person on the election day. The TV or online advert tries to make a subject buy a particular product. These are all types of persuasion bent on changing the thought pattern of the subject.

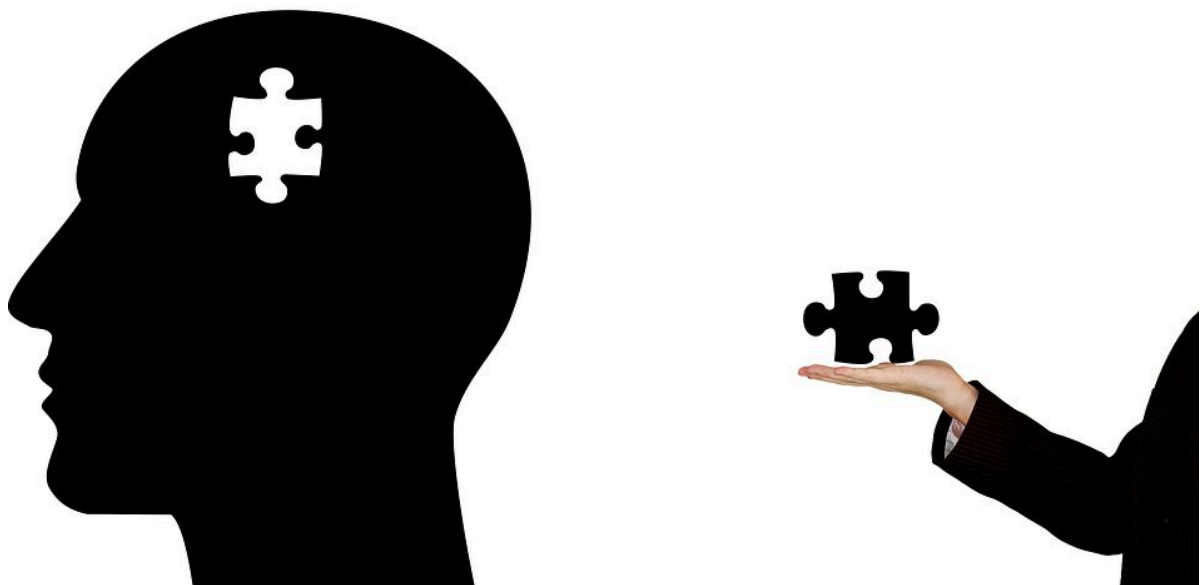
DECEPTION

Deception can be considered as a form of dark psychology that influences the beliefs of the subject with either untrue or partial truths about things and events. However, deception could be anything ranging from propaganda, dissimulation, hand sleight, distractions, concealment, or even camouflage.

Deception is a serious type of a dark psychology system that could be overly dangerous to the victim, as he or she might not be aware of the dark psychology that is going on. The victim is convinced beyond every necessary doubt that what is being said is nothing but the truth, while the opposite is the case. Deceit could be more dangerous should the concealed information be liable to make the subject prone to danger.

However, the moment the subject starts detecting or detects the agent's motive as deceit all along, they start having trouble trusting that person in future dealings. Nonetheless, deception isn't always laced with evil motives.

It could be targeted at keeping a relationship from breaking off.



CHAPTER 4:

What is Persuasion

WHAT IS PERSUASION?

When individuals think of persuasion, they will certainly frequently create several solutions. Some might consider the commercials, as well as the advertisement and marketing that they see around them that prompt the acquisition of a specific item over a different one.

Others might think of persuasion in regards to national politics, and also, exactly how the prospects might attempt to persuade the citizens' viewpoint to get one more ballot. Both of these are instances of persuasion since the message is attempting to transform how the topic is believing. Persuasion can be located in life and it's an extremely effective pressure in addition to a significant impact on the subject as well as the culture. Marketing, electronic media, lawful choices, and also national politics, all will certainly be affected by exactly how persuasion functions, as well as consequently, it will certainly work with convincing the topic also.

As can be seen, there are some crucial distinctions between persuasion, and also the various other kinds of mind control that we have been gone over in this manual by far. Indoctrination, as well as hypnotherapy, is certainly needed to be based on remaining in seclusion to transform their minds as well as their identification. An adjustment will certainly, additionally service simply a single person to reach the last objective. While persuasion can be done on one, by simply conditioning their mind, it is likewise feasible to make use of persuasion on a bigger range to convince an entire team and even culture to alter how they are believing. This can make it much more reliable, and also possibly unsafe because it can transform the minds of many individuals at one time, instead of the mind of simply a solitary topic.

Lots of people drop under the misconception that they are unsusceptible to the impacts of persuasion. They assume that they would certainly have the ability to see any kind of sales pitch that is tossed their way, whether the representative is offering an item or some originality, and after that can understand the scenario that is taking place, as well as locate the verdict via their very own reasoning. In some circumstances this is most likely to hold;

no person succumbs to every little thing they listen to in every single moment when they utilize reasoning, particularly if it goes entirely versus their ideas, regardless of exactly how solid the debate might be.

Furthermore, the majority of topics will certainly have the ability to prevent the messages regarding acquiring TVs as well as expensive cars and trucks, or the most recent item on the marketplace. Often the act of

persuasion is most likely to be far more refined and also, it can be harder for them to develop their very own viewpoints regarding what they are being informed.

When the act of persuasion is raised, lots of people are visiting it in an adverse light. They will certainly consider a salesperson or a conman that is attempting to encourage them to transform every one of their ideas, and that is most likely going to press and trouble them till the adjustment happens.

While this is one means to think of persuasion, this procedure can typically be made use of in a favorable means, as opposed to simply an adverse method. As an example, civil service projects can prompt individuals to stop cigarette smoking, or reuse can be types of persuasion that can enhance the lives of the topic. It is simply done by making use of the process of persuasion.

ASPECTS OF PERSUASION

Just like various other kinds of mind control, there are specific aspects to be looked out for when it involves persuasion. These components aid to specify precisely what persuasion is, to ensure that it is much more identifiable. According to **Perloff** in 2003, persuasion is specified as ‘ *A symbolic procedure in which interactions attempt to persuade other individuals to transform their mindsets or actions about a concern via the transmission of a message in an environment of cost-free option.*’

This is just one of the things that makes persuasion different from the various other types of mind control; the topic is frequently permitted to make their very own cost-free selections in the issue, also if the methods of persuasion are most likely to function to change the topic's mind in specific instructions. The topic can pick which method they wish to believe, if they wish to buy an item or otherwise, or if they assume the proof behind the persuasion is solid sufficient to alter their minds.

There are a couple of aspects that exist in persuasion that also assist to specify it, additionally. These aspects consist of the following:

- Persuasion is symbolic which implies that it uses noises, photos, as well as words to understand it throughout.

- Persuasion will certainly include the representative intentionally trying to affect the subject or team.
- Self-persuasion is a crucial component of this procedure. The topic is typically not persuaded and also rather they are offered the liberty to pick their very own choice.
- There are several manners in which influential messages can be sent, consisting of in-person, net, radio, as well as TV. The interaction can additionally happen nonverbally or vocally.

Let's look at these aspects of persuasion a little deeper. The initial component of persuasion is that it requires to be symbolic. To encourage somebody to assume or act in a particular method, you require to be able to reveal to them why they must alter their ideas. This is most likely to consist

of using words, seems, and also pictures to obtain the brand-new factor throughout. You can utilize words to launch an argument or disagreement to reveal your factor. Photos are a terrific means to reveal the proof that is required to convince a person to go one means or various others. Some nonverbal hints are feasible, yet they are not most likely to be as efficient as making use of words as well as pictures.

The second trick is that persuasion is most likely to be made use of in a calculated method order to affect the means others are acting or believing.

This is rather noticeable if you are not deliberately attempting to affect others and are not making use of persuasion to obtain them to alter. The persuader is most likely to attempt various methods to get you to believe similarly to what they do. This can be something as basic as simply having an argument with them, or offering proof that sustains their perspective. On the various other hands, it can include a lot more engagement and can even consist of more deceitful types to transform the topic's mind. Much more regarding the methods that are utilized in persuasion will certainly be reviewed later on in this phase.

The one-of-a-kind aspect of persuasion is that it permits the subject on having some type of free choice. The topic is enabled to make their very own selection in fashion. Generally, despite just how forcefully a person

attempts to convince them of something, they do not need to go for it. The topic may pay attention to a thousand commercials concerning the very best cars and trucks to acquire, yet if they do not want that brand name, or are not seeking a brand-new automobile during that time, they are not most likely to head out and buy it also. If the topic protests abortion, most likely it will not matter to them that what number of individuals appear and claim how terrific abortion exactly is. Most likely the topic is not going to transform their mind. This permits a lot more liberty of option than what is discovered in the various other kinds of mind control, which could discuss why many individuals do not see this as a kind of mind control when asked.

Persuasion is a type of mind control that can take place in several methods.

While indoctrination, hypnotherapy, and control also need to take place on a one-on-one basis, sometimes in total seclusion, persuasion can take place in various other methods. You can discover instances of persuasion

everywhere, consisting of when you are talking with individuals you recognize, online, and also via radio and TV. It is likewise feasible to give convincing messages with nonverbal, as well as verbal ways; although it is a lot more reliable when verbal methods are utilized.

HOW TO TELL IF YOU ARE PERSUASIVE: INTENT

If you intend to fool your victim, it's manipulation. People normally react poorly when they find out they are being manipulated. So, when you try to convince someone of something, make a big deal about how you intend to help them.

***Example:** "I'm only saying this now to save you the pain of finding out later."*

TRUTHFULNESS

If you lie, it's manipulation. People hate getting lied to. So whenever you are trying to be persuasive, make sure to include enough truth to have plausible deniability.

Example: *“Why would I do something like that? You know I hate the cold.*

But Dave always talks about how he never needs a coat.”

IMPACT

If there is no true benefit for the person, it is manipulation. When you influence people, they will want to blame you if it doesn't work out in their interest. Make sure to play up the impact of others to distance yourself from responsibility for the negative consequences of following your advice.

Example: *“Your wife never gives you any room, Dan. You know, Greg's wife is the same way but he showed her who is boss when he came home with a convertible instead of a mini-van. I bet he would tell you to go for the convertible if he were here right now.”*

It's important to keep the big picture in mind. But highly persuasive people also employ specific techniques to improve their ability to influence others.

By improving each of these areas, you increase the chance that your attempts to persuade will work.

TAKE BOLD STANDS

Research shows that people prefer cockiness to expertise.

The brain is designed to equate confidence with skill. Even in the face of overwhelming evidence, the right amount of confidence will make people forgive or explain away previous failures.

People prefer confidence so much that I can override almost any expert opinion with little to no personal experience. Add some enthusiasm and an unwavering belief that my position is the best, and it turns up the pressure.

I avoid statements like ‘I believe’ and ‘I think.’ Instead, I use statements like ‘The reality is’ and ‘I know.’ Whatever happens, standing behind my

opinions makes others question themselves first.

ADJUST SPEECH RATES

Salesmen talk faster than preachers for a reason.

In situations where your audience/victim is likely to disagree, speaking faster can improve your persuasiveness. It makes sure they don't have time to weigh and react to everything you say. This makes them more likely to go with their 'gut feeling' and let themselves be convinced.

But fast-talking doesn't work as well if the subjects are likely to agree with me. Speaking slower lets my words sink in and reaffirm their mental bias, but I also make sure to talk fast enough to keep their attention.

START WITH SMALL WINS

Agreement is cumulative.

Repeatedly thinking the same thing strengthens the neural pathways used for that thought and actively trims the others. This makes thought patterns like ruts in the road; the more traveled they are, the easier it is to follow them.

This technique reaches peak effectiveness after three or more similar responses. Agreements are more commonly used, but people are just as susceptible to negative wins as well. So effective persuaders wait to reveal their main point until they get three or more responses in a row that align with their intentions.

Example: *“You love your wife, right? She deserves the best, right? You would do anything to make her happy, right? Well joining the Legion as a superhero training dummy comes with insurance that covers radiation therapy for her rare medical condition.”*

SWEAR OCCASIONALLY

Swearing shows passion.

This doesn't mean I swear at every opportunity. That just makes me look vulgar and weak. But a properly-timed and heart-fucking-felt swear will

show everybody I feel strongly about the topic.

It additionally gives the air of authenticity to whatever I am swearing about.

This can be enough to dissuade dissent among peers and subordinates. This only increases buy-in slightly, so I don't rely on it as the only way to get out of trouble.

Example: *“James, I understand that this is a hot topic for you, but sit the fuck down and listen to what we have to say.”*

KNOW HOW PEOPLE PROCESS INFORMATION

Pastors and scientists see the world differently.

Trying to convince a scientist that the world was created by God can be tough. The opposite is true as well because of how each person views the world and interprets information. I tailor my words and approach the person I am trying to persuade, to get the maximum impact.

When influencing someone religious, I use words like ‘faith’ and ‘plan.’

When I need a scientist to agree, I use words like ‘evidence’ and ‘research.’

I listen to the words the person I'm trying to influence uses, and then go from there.

Example: *“James, you told me you have faith in God's plan. He wouldn't have put us in the same room for no reason,” or “Sam, there is no proof that James took your sandwich but there are crumbs at his desk.”*

DISAGREE ON SOME THINGS

Nobody believes someone that only agrees with us.

Sharing an opposing viewpoint or two is a normal part of an honest and persuasive conversation. No proposal is perfect and having a small difference allows me to show how I mitigate and overcome problems.

This provides me with early goodwill for later disagreements that might be bigger.

The people I need to convince understand that we can't agree on everything.

By giving them something small and something that they can easily overcome, they assume every conflict will be as easy to resolve. This makes them easier to persuade because they know that I understand and can work with their misgivings.

Example: *“Let me stop you there, Jim. I agree that reduced taxes are good for all citizens, but the top 1% benefit more than the rest of us. So, are you going to keep letting them get the benefits while you labor here in the mud, or are you going to join the big dogs and sign the document?”*

DRAW POSITIVE CONCLUSIONS

Get better at influencing others.

If the goal is to produce change, focus on encouraging and directing that change. I give the people I am trying to influence the direction I want them to go. It starts them on the track I want and makes it harder for them to argue with me because their mind is already primed.

It takes more mental effort to come up with a new option than to accept and go along with an already established one. Take them where they need to be, not somewhere they need to avoid.

Example: *“You like walking right? Do you want to be able to walk your daughter down the aisle on her wedding day? So tell me the combination to the safe and you get to keep both of your kneecaps.”*

CHOOSE THE RIGHT MEDIUM

Some things are harder in person. There is a big reason why every job requires a résumé before an interview. Face-to-face interactions allow emotions to cloud decisions in a way that text, video, and audio doesn't, so I

avoid using them first if I need the person I'm influencing to avoid being emotional.

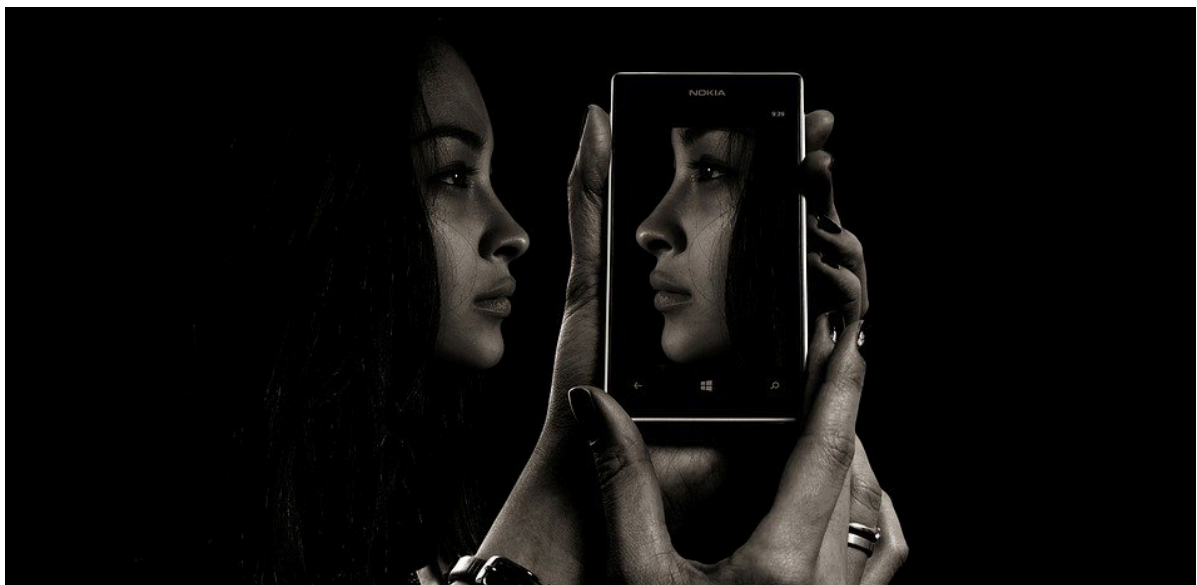
If I have a choice, I always email people I don't know well before meeting them. Especially if the meeting is about a business offer or suggestion. But I make it a point to see friends and loved ones in person before asking favors or offering advice.

ALWAYS BE RIGHT:

Every structure needs a skeleton.

Arguments are built on foundations of language and logic. Framing is almost as important as delivery, but the best way to be persuasive, to begin with, is to have the right message.

The most effective persuaders make sure the message is framed and delivered in a way that matters. Effective speakers are clear, concise, and to the point. They succeed because of sound data, reasoning, and irreproachable conclusions.



CHAPTER 5:

Persuasion vs. Manipulation

MANIPULATION VS. PERSUASION

Manipulation has a bad reputation. It's a dark art because it involves making people act against their will or without their knowledge. Nevertheless, this does not mean that manipulation is always used for bad. Sometimes you might use manipulation for positive purposes, such as causing people to make wise decisions. It can benefit the person that you are manipulating as well as yourself. Sometimes manipulation only benefits you, but it does not harm the other person. You don't have to use manipulation to hurt others, though it is certainly useful in that respect. Manipulation is a valuable skill to possess because it helps you gain the upper hand and get what you want. It enables you to use people to their full capacity to further your own goals and aspirations.

It is crucial to be sneaky when you manipulate others. People hate being manipulated and made to do things that they do not consent to. But keep in mind that most people have manipulative tendencies and manipulation is far from rare. Therefore, you are not a bad person for using the manipulation tactics included in this chapter. You are simply going after what you want.

That makes you powerful and even positive. Just make sure to hide your manipulation attempts and disguise your intentions. Otherwise, people will judge you harshly and get mad at you. You can lose friends left and right if you gain the reputation of a manipulator. So, let's delve into this fascinating and useful subject, shall we?

MAKE SOMEONE YOUR PAWN

You can't manipulate people with whom you don't share a rapport. You have to build a rapport and prime your subject before you can successfully manipulate him. This means that you need to form some sort of relationship with the person. Using a combination of psychological tricks, you can make a person weak for you. Your subject will be willing to do anything for you if you break down his mind and soften him to your attempts at manipulation.

Priming is best achieved through emotional manipulation. You want to play with someone's emotions. The first step is to make someone feel great around you. When someone likes you, he will be more open to your

persuasive attempts and will want to please you. He will want to spend time around you because you make him feel good. This time enables you to get your hooks into his mind more successfully. So, start with meaningful flattery. Observe your subject to see what means a lot to him. Then compliment him on the things that he values and cares about. For instance, if he loves sports and plays softball on the weekends, talk about sports with him and compliment his pitching techniques or his athletic physique. Over time, he will become increasingly attached to you.

Next, start the emotional roller coaster. As you get to know this person better and make him feel more and more attached to you, start to make him doubt his self-esteem. You can do this by finding things that he is guilty about or making him feel guilty about things that he does. Always play the victim and make him feel like a terrible person. It's possible to pout like a child, but it's even better to act like an adult and pretend to get very hurt about small things he does while telling him that you forgive him. You will look better if you pretend to be an adult who always takes the high road. He will become even more infatuated with you and may start to admire you.

Guilt is very powerful. But so is self-doubt. Plant seeds of doubt in his mind so that he feels insecure. Make him start to hate his friends and family by telling him about horrible things they do or say, so that he doubts his social support network and his value to other people. Cause him to question his abilities and skills by saying things like, "*You know that you're not good at that!*" or "*That's not one of your strengths.*" Tell him that you are simply opening his eyes to his inabilities so that you can protect him from the pain of failure or the pain of being around his hurtful loved ones. Then follow each little insult up with compliments. This will make him very confused.

He will start to doubt himself and he will believe what you say because he is attached to you. People are quite sensitive to suggestion, so this method works incredibly well. Meanwhile, he still feels like you are a nice person who cares about him. He won't be ready to end all contact with you just because you insult him from time to time.

You also want to provide him with multiple rewards for what he does for you. When he pleases you, show it and lavish him with praise or favors.

Also, do favors for him and provide him with lots of services or support so

that he is more open to doing favors for you. This is the basic principle of reciprocity, where people like to return kindness and favors that others do for them. You can use the things that you do for him as a bargaining tool.

Call on him to return a favor sometime, and he will likely be willing to reciprocate. If he is not willing, make him guilty by reminding him of a favor you did for him a while back.

The final part of priming is making someone doubt his sanity and perception. Tell him how he is wrong and come up with convincing arguments as to why. Inform him that he is making things up or misremembering things all of the time. Over time, this will chip away at his security and certainty in his mind. This method is known as gaslighting, and it is one of the best ways that you can prime someone. Don't take gas lighting lightly. You can use it to drive someone crazy over time. It's a great form of psychological warfare against someone close to you.

Even if you care about someone, you can still prime him without hurting him. Make him dependent on you so that he never leaves your side. You don't have to be romantically linked to someone to accomplish this sort of dependency. Just offer him something that he can't get anywhere else. Make yourself very useful to him and bolster his ego so that he relies on you for his happiness, convenience, or even financial stability. Disable his other forms of support so that you become the only person in his life. You don't necessarily need to use gaslighting, guilt trips, and other such methods to hurt him; being nice is enough to gain a foothold on someone for persuasive methods. As a friend, lover, or even co-worker, you can accomplish this priming at varying levels. You can do it lightly to someone whom you want to manipulate only slightly. Or you can do it very heavily to someone whom you want to use for life.

GET A GOOD READ ON SOMEONE

There is another side to priming that you need to take into account. This side has to do with reading. To manipulate someone, you must get a good read on someone. Natural manipulators are adept at reading people at a

glance. If you are not so good at reading people right off the bat, then you can use time and priming to get a good read on your subject.

You want to get to know the person very well. Listen to everything he tells you and glean his speech for potential emotional weapons to use against him. Anything he confides in you or accidentally reveals to you can be turned into a weapon at any time. Save these weapons in your back pocket for when you need to use them.

What are the best emotional weapons? Guilt is probably the most powerful one of all. People hate feeling guilty. So, find out things that he feels guilty about.

Also, find out things that he loves or cherishes. You can give him these things to make him happy and reward him for his work for you. Or you can cripple him by destroying these things. Love and passion give people power and a will to live. Taking these things away can crush a person. Try to become the gatekeeper of the things that he loves so that you can gain ultimate power over him. For example, bar his access to his loved ones and pitch a fit when he talks to people that you don't approve of, but let him talk to the people he loves whenever he does what you want.

Another way to use what someone loves against him is to trivialize things that he cares about. If he says how much he loves a dish, tell him how it is not that good. Ruin the small things that he loves. Then you can move on to bigger things. Also, trivialize his opinions. All people love and value their own opinions and believe that they are right. If you make him feel stupid for having certain opinions, then you will be able to chip down his self-esteem and make him doubt his rightness. Make him feel small by trivializing him in every way possible. Eventually, he will come around to your way of thinking and will love only the things that you love because you have made him abandon all that he loves. You will make him feel small and stupid so he will look to you for validation and approval to repair his damaged ego.

Trust is a great weapon that you can use. Most people desire to be trusted.

You can tell him that he is not trustworthy because of various things that he has admitted to. Then make him do what you want for the sake of

winning your trust. Let's say you're dating a guy and you want to manipulate him.

Tell him that you don't trust him because he admitted to cheating on his ex.

Tell him that you worry, he will cheat on you. Or claim that you have been

cheated on, so now you have trust issues. This way, he will want to win your trust. He will jump through hoops to make you trust him, including cutting off people you don't like in his life. You can make him cut off female friends and friends who encourage him to drink and have a good time without you around by saying that you feel threatened by these people.

You can also use his reputation to manipulate him. He wants to be liked by others, so you can use that as a weapon. Tell him, *"If you do that, everyone at work will hate you. You don't want that, right?"* Most likely, if he's a normal person, he will agree that he wants people to like him so he will reconsider doing anything that might damage his reputation. Encourage him to do things by saying that it will gain him favor with different key people.

One great way to manipulate co-workers is to give them 'tips' on how to please the boss and possibly earn raises or promotions.

Insecurities are fantastic weapons. Whatever hurts him will become apparent rather quickly as you get to know him. Some people are so obvious about their insecurities that you will be able to read what they hate about themselves right away. When someone becomes quiet after a certain subject is brought up, you can bet that he feels insecure about that subject.

You can also guess what bothers him based on blatant flaws that he has, such as excessive weight or a poor relationship with his wife. But mainly, you will learn his insecurities by listening to him. Listen to what he talks about and notice the things that seem to bother him or that he complains about. These insecurities are things that you can bring up at opportune moments to hurt him. You can also urge him to do things to atone for

what he lacks or to fix a flaw that he perceives in himself. Also, you can plant new insecurities in his mind by casually mentioning flaws that you notice in him or saying nasty things to him about himself during arguments.

Finally, his level of affection or even love for you is a powerful weapon.

This is why friends or lovers will say things like, "*If you love me, you won't do this.*" This is also why people like to threaten to leave. You can threaten to withdraw your love from him to goad him into action.

PLAY THE VICTIM

Playing the victim is your number one 'get out of jail free' card in life. If you become adept at playing the victim, you can pretty much justify anything that you do and make your subject feel terrible about anything that he does.

First of all, you want to believe that you are the victim. You can accomplish this by rationalizing things. Use your conscious processes to justify your actions. Think of ways that others have wronged you to excuse your actions. As long as you believe that you are the victim, then you won't feel guilty about playing the victim card.

You also want to establish your innocence and vulnerability. You want to appear like an innocent victim being harmed by life so that others feel sorry for you. Tell people sob stories about how the world is against you. Make sure that your situations are not self-imposed so that others don't get irritated and think that you just blame others for your problems. A good example of this is talking about how you were abused as a child so that you can explain why you have difficulties picking good love partners and healthy friends now. This excuses your actions and makes you seem like a victim who cannot control his mind or help himself. Strike sympathy in others so that people want to support you.

When your subject does anything that you don't like, play the victim card.

Show him how deeply he has hurt you. You won't accomplish this by pouting, giving him the silent treatment, or throwing a wild tantrum. You

will enjoy way more success playing the victim card if you appear mature and calm about something. Inform him in a steady voice that he has hurt you. Offer him consequences for his actions that he won't like. Say that you feel the need to protect your heart and your interests from him. Also, make him feel like a monster by continuing to appear like a saint who never does any wrong. You don't want to do something wrong to him that he can use as a weapon against you when you play the victim card.

Let's revisit cheating in a romantic partnership. If you want to prevent him from cheating, you can play the victim card when he talks to or looks at other women. But be very cautious that you never do anything with another person that makes you look bad. If you do cheat, make sure that he never, ever even suspects you of what you did. Never let him access texts or social

media posts that he can use against you, or your whole victim plan will fall apart.

You can also very effectively play the victim card by telling other people what he does to you. Act as if you aren't complaining about him. Just casually mention things that he does that are abhorrent. Blow what he did out of proportion to make him seem terrible, but don't make it obvious that you are trying to complain about him. Instead, make it seem like you are the victim of his actions and you don't realize that you have been wronged.

Other people will become shocked and even outraged that he would do this to a poor little innocent you. They may even become your soldiers, confronting him and making him feel guilty.

Guilt is your best trump card. Use it well. But also use it wisely. Playing the victim card too often will wear out its power.



CHAPTER 6:

Methods of Persuasion

METHODS OF PERSUASION

USAGE OF FORCE

The manipulator may decide to use some degree of force to successfully persuade the victim into thinking in some specific type of way. This is, however, dependent on the situation at that particular moment. This is, however, seen to be deployed in instances where both the ideas of the manipulator and the victim do not seem to match up, the type of conversation they are having don't seem to bear fruit, or where the subject seems to be irritated or frustrated with the turn the conversation has taken. This may be classified as a scare tactic by most, since it gives the victim minimal time to think in a logical manner of the events that seem to be transpiring, as opposed to when the victim is of a normal state of mind.

A manipulator is normally inclined to use force as a method of persuasion usually at that particular instance, when they may have hit a wall on their journey of persuasion. They may also result in doing this if the

manipulator feels as though he is losing control of the grasp he had on the victim, or when the victim presents them with solid evidence of the manipulator contradicting them.

ASKING LEADING QUESTIONS

Another method that a dark manipulator skillfully uses is to ask leading questions. It could readily be considered one of the strongest verbal techniques because they ask the victims questions to obtain a specific set of responses. For example, a dark persuader may ask their target " *How bad do you think these people are?*" This issue already means that the individuals at issue are certainly bad to a certain extent. Dark persuaders ask these leading questions such skillfully, that they instantly feel the victim is whipped up to leave the vessel and only go back to the questioning line where the victim appears to be in a relaxed position. Dark manipulators also use their real intentions to mask dark persuasion. To be easily exposed to dark persuasion, the dark manipulator hides his true intentions from the outset, otherwise, he will fail. Skilled persuaders may mask their real intentions in several ways, depending on the individual victim and circumstance.

CREATE A NEED

This is one of the techniques that are often deployed by the manipulator to be able to get the victim to change their way of thinking. This creates a need or rather appeals to a need that is already pre-existing within the victim. If it is executed in a skilled way, the victim will be eating out of the persuader's palm in no time. What this means is that the manipulator will need to tap into the fundamental needs of their victim, like for example their need for self-actualization. This technique will, in most cases, work and be well for the manipulator because the victim will need these things.

Food, for example, is usually something that we as humans need to survive, and prolonged lack will cause a big problem. If the agent can convince the subject that their store is the best, or if they can get more food or shelter by switching their beliefs, there is a higher chance of success.

UTILIZING ILLUSTRATIVE AND WORDS

The choice of words one chooses to use comes a long way in the success of using persuasion. There are many ways in which you can phrase sentences when talking about one thing. Saying the right words in the right way is what will make all the difference when attempting to use persuasion.

TRICKS USED BY MASS MEDIA AND ADVERTISING

The media uses two main methods to persuade the masses. The first is through the use of images, and secondly, the use of sounds.

MEDIA PERSUASION BY USE OF IMAGES

Our sights and visual processing areas of the brain are very powerful. Just think about it for a minute. Have you ever thought of a person without ending up picturing how they look? It is because of this that makes imagery and visual manipulation a preferred method by the media. Companies will often include split-second images of their product or individuals inserted into an advertisement that seems quite innocent by face value. This is usually a form of subliminal persuasion. These split-second images that are usually assumed for the most part, usually end up taking some form of control of the victim, which persuades them to purchase that particular service.

MEDIA PERSUASION BY THE USE OF SOUND

Sound is yet another trick that is used by the media in the persuasion of unsuspected victims. Some people usually underestimate the powers that exist within the sound. But answer me this, how many times have you heard a song somewhere only to have it loop through your mind continuously?

Songs usually influence us even though we are not aware of it despite knowing we are listening to it. This is what the media tends to exploit in their quest for persuasion of the masses. There will often be several phrases skillfully hidden and repeated in an advertisement song that will most likely convince you to be inclined to prefer one company over the other. An example of this is seen at McDonald's. The melody 'I'm loving it' is often repeated in a manner that persuades the victims to constantly purchase their meals.



CHAPTER 7:

Persuasion Techniques

SCARCITY

This is a weapon of influence that many people tend to be a bit familiar with but is often underestimated due to the basic definition of scarcity. If for one reason or another a particular idea or product has a limited time for which it is available, it is most likely that a higher price will be attached to it. As human beings, we are usually obsessed with chasing after that which we cannot get. When this issue of scarcity surfaces, it will play out depending on the context it is used under. What this means is that it may prove to be advantageous in certain scenarios more than in others. There are two main reasons why this tactic is likely to be successful.

The first one is when products are usually a bit too hard to find. These goods will likely have a higher value attached to them. People attribute the high price to the fact that they are rare to find. The second reason is usually when something is not available as it normally has been. This

makes the victim begin to have the feeling that they will miss out on the chance of a lifetime. Once both of these have happened, the victim will begin to assign the service that is scarce, a higher value simply since it is hard to acquire.

LIKING

Firstly, people like those who are similar to them. For you to appear similar to the person you are hoping to persuade, you must find common ground with them. For instance, many foreigners have learned that the simplest way to become more likable is by learning and speaking the local language. The other thing that you need to be aware of when making yourself more likable is flattery. Flattery will open many doors for you if you use it well. People like people who pay them compliments. It is not a whole lot of work, but you will go from the uninvolved, nondescript colleague to the likable colleague that is kind and helpful. Later on, you can cash this chip as you wish.

COMMITMENT AND CONSISTENCY

This is where the manipulative individual will have to use both of these tools if they want any person to change their point of view of any particular thing. They are easier to understand when things are consistent and can help the subject make better decisions. It's not good for the manipulator to always change the facts they use or change other information needed to help the victim process the information. Instead of helping with the persuasion process, keeping away constantly from consistency will make the agent look like a liar and someone who cannot be trusted, resulting in the persuasion process failure. Consistency is a great tool since it usually allows the victim to make the right decisions and process the information. If the manipulator wants to succeed in persuading the victim, they need to make sure their message is consistent. There is no room for false evidence that may later appear and ruin the entire process. Keep the facts accurate and concise, and to persuade the victim is much better.

SOCIAL PROOF

Persuasion is a form of social interaction and therefore, the social rules, where they occur, will have to be followed. The victim will be influenced

by the people around them; they will more likely want to do what others are doing instead of doing their own thing. The victim will base their beliefs and actions on what others do about them, and how they act, and how they believe the saying 'the crowd's power' can be very effective under this belief. The victim will want to know at all times what other people around them are doing. In this country, being able to do what others are doing to fit in, even though people will say how they want to be different and be an individual, has become almost an obsession.

AUTHORITY

One way the manipulator will succeed in persuading the victim is by becoming an authority. Most people tend to believe that something an expert says about a topic is true. The victim is more likely to enjoy listening to a trusted and knowledgeable manipulator; this means that if the manipulative individual can bring these two things to the table, they are already on the way to getting their victim to listen and believe them.

ANCHORING

In most decision-making instances, anchoring is a cognitive bias. You take similar products and compare them; you get to make a decision from there in order to see which is good. There are various uses for this technique; one of the most frequently used is pricing. If well utilized, it can be a powerful technique of persuasion.

USE OF PRESSURE

Depending upon the circumstance, the representative might determine it is an excellent concept to utilize some pressure to encourage the subject on believing their means. This might occur if the suggestions do not pair up properly, normal talking is not functional, or when the representative is getting aggravated or distressed with the turn of the discussion.

Commonly pressure is utilized as a kind of scare technique since it offers the subject much less time to think practically regarding what is taking place, contrasted to when a typical discussion happens. Generally, pressure will certainly be made use of when the representative has had much less success making use of the various other ways of persuasion that are readily available.

RECIPROCITY

The initial tool of impact is the concept of reciprocity. This concept specifies that when a single person, the representative, gives the various other individuals, the topic with something of worth, the topic is most likely to try to pay back the representative kindly. This essentially indicates, when the representative carries out some sort of solution to the topic, the topic will certainly really feel that they have a responsibility to do a comparable solution to the representative for a long time. While both solutions could not be equal, they have the very same type of worth to make sure that the commitment of each is equated out.

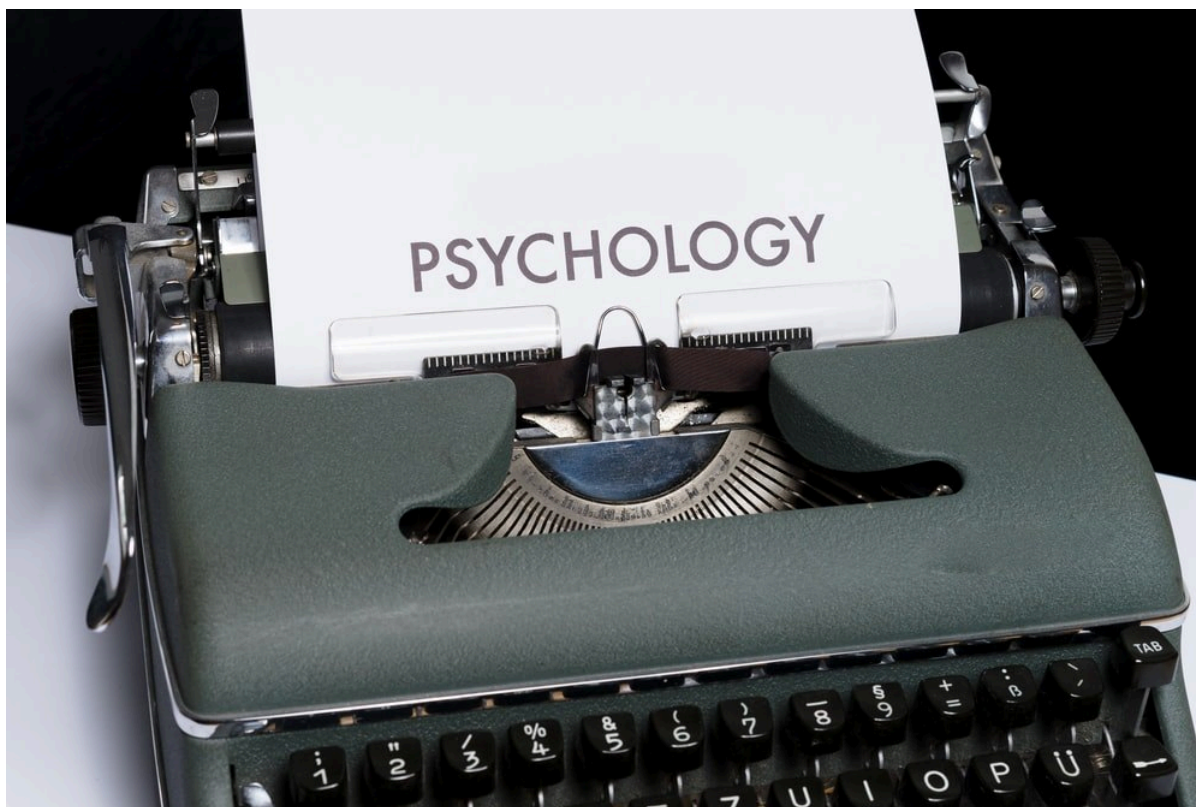
The act of reciprocation winds up generating a feeling of commitment in the topic, which the representative will certainly make use of as an effective device when they intend to utilize persuasion. The guideline of reciprocity is extremely efficient because it aids the representative to obtain the topic into the right mindset for the act of persuasion by instilling, as well as subduing the topic with a feeling of responsibility. The representative might most likely be able to persuade the subject is doing or acting in a specific method, since the topic will certainly have that feeling of commitment dangling over them.

DEDICATION AND ALSO, UNIFORMITY

The following tool of the impact that is to be reviewed is that of dedication, and also of uniformity. The representative is most likely to require making use of both of these if they want to encourage any person to alter to their viewpoint. When viewpoints correspond, they are simpler to recognize, as well as can assist them based on making their choices much better. It does tune well for the representative to constantly transform the realities that they are making use of, or to transform various other information that is required to assist the subject's persuasion process. As opposed to assisting the procedure of encouragement, continuously avoiding uniformity is most likely to make the representative appear like a phony as well as somebody that cannot be relied on, causing the failure of the persuasion process.

SOCIAL EVIDENCE

Persuasion is a kind of social communication, and as a result, is most likely required to adhere to the social regulations of where it is taking place. The topic is most likely to be affected by the individuals that are around them; they are most likely to be more probable to wish to do what others are doing instead of following their very own point. The topic will certainly base their ideas and also activities, according to what others are doing around them, exactly similar to the way how these very individuals act, and also how they think. As an example, if the subject matures in a city, they are most likely to imitate others that are from that location; on the other hand, those that mature in an extremely spiritual area might invest a great deal of their time hoping, discovering, as well as assisting others.



CHAPTER 8:

Ethical Persuasion

HOW TO PERSUADE WITHOUT MANIPULATING

Your ability and influence to persuade are determined by how abundantly you place other people's interests first. Successful sales professionals tend

not to persuade. Frequently, I am being asked to explain the difference between the two. Aren't persuasion and manipulation the same thing? This may take more the form of a challenge. Ideally, this happens to be a legitimate question. After all, in both cases, you are attempting to elicit an individual or group to think or do something they aren't going to think or do without your influence, presumably. Persuasion and manipulation could be referred to as cousins, with the view that one is a good cousin and the other is an evil cousin. Ideally, both tend to be based on some ideal principles of the human race, human action, and interactions.

Good persuasion and good manipulators understand these concepts and know how to use them effectively. That's why there may be nothing more dangerous than a bad person with the expertise of good people. Indeed, there are different principles, often the same.

However, the results are as different as day and night. The big difference is the intent. In his wonderful book of 1986, **'The Art of Talking So That People Will Listen,' Dr. Paul Swets** gave an excellent explanation of both intent and outcome. According to him, manipulation is intended to control, not to cooperate. It results in a situation of win/loss. Persuasion is the reverse. Unlike the manipulator, the persuader tries to boost the other party's self-esteem. The result is that individuals react better because they are treated as individuals who are responsible and self-directed. Also, various intentions and different outcomes are included.

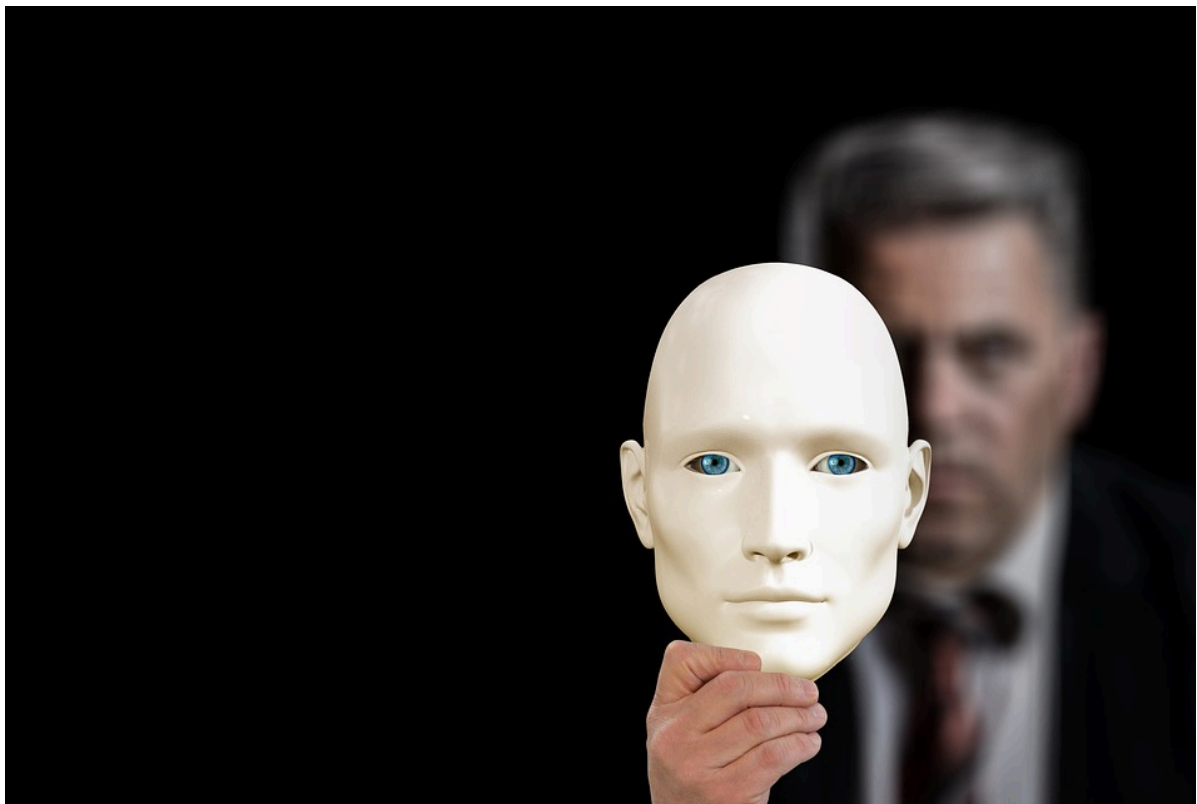
The persuader is intended to serve; to damage the manipulator. And, if you don't want any harm, don't worry if that happens. The manipulator is so focused on himself and his self-interest that like any other manipulator, a fully self-serving organism, they only do what they feel is for their benefit, and if someone has to suffer as a result, that's how it should be. What they don't know is that this isn't just a good practice in life. Ideally, this is not a good practice in business.

A manipulator can choose to have employees, but never a team. She may have clients, but rarely get a long-lasting one and a source of referrals.

However, once established, the customer base of the manipulator continues to crumble like a stale cookie. He may have relatives and

friends, but these relationships are often satisfying or happy.

Indeed, all persuaders and manipulators are conscious of nature. Also, they appear to be the cause of human motivation. However, both use their knowledge to cause a person to take the action they want to take. The major contrast between the two, however, is that while manipulators only use this information for their benefit, the persuader uses it to the advantage of the other person. How deeply you put the interests of other people first determines your power and ability to persuade.



CHAPTER 9:

Dark Persuasion

When people attempt to give meaning to the concept of persuasion, their answers always come in different forms. While some may set their minds on the advertisements and commercials that are everywhere in the modern society, urging one to patronize a certain product or service over another makes others' minds fall back to the politicians that try to change the minds of voters just to get one more vote at the polls. Both examples

are correct as they are messages aimed at changing the perception of the subject.

The point of diversion between normal persuasion and dark persuasion is that dark persuasion does not always have a moral justification. While a normal persuader may try to persuade someone for that person's good, a dark persuader does so with motivations that aren't always good for the

other person. They try to get a full grasp of the understanding of the person they wish to persuade, and they take pains to do so because they know what the biggest motivation is.

While persuasion always has moral implications, a dark persuader does not concern themselves with these implications. They are aware of them but choose to place their eyes on their objective(s) instead.

Persuasion is a psychological phenomenon in the everyday life of a human being. It is either that you are the one trying to persuade someone else, or you are being persuaded. What makes the difference between dark and normal is the motivation behind it. In mass media, politics, advertising, and legal decisions, persuasion comes into play all the time. The outcome of practicing it in these fields is determined by ways of persuasion which will influence the subject of persuasion.

There are some obvious and very crucial differences between persuasion and other types of mind control such as brainwashing and hypnosis. While these two require that the subject should be isolated to change their minds and identity, persuasion does not require isolation.

To get to the goal, manipulation is used on one person. Although persuasion can also be done on a single subject to get them to change their minds, there is also a possibility of using it on a large scale to change the minds of a whole group or even an entire society.

For this reason, persuasion is a more effective mind control technique and perhaps more dangerous, because it can change the minds of many people at the same time instead of the mind of just one person at a time.

Several people make the mistake of thinking they have an immunity to the effects of persuasion because they think that they will always be able

to see every sales pitch that comes their way. They believe they will always be able to use logic to get a grasp of what is going on and then find a logical conclusion to it.

Thanks to the fact that people are not always going to fall for everything they hear if they use logic; this may be true. It is also possible to avoid persuasion because the argument does not augur well with the person's beliefs no matter what the strength of the argument is.

However, some people know how to use persuasive messages to encourage people to patronize the latest gadgets or products in the market. This act of persuasion is very subtle so the subject will not always identify it, so it will be quite hard for them to always be able to form an opinion about the information they will get.

Every time persuasion is mentioned, one likely thinks of it in a bad light.

This is because they tend to automatically think of a conman or salesman who is always trying to get them to change their perspective, and who will eventually push them until this change is achieved.

While dark persuasion is prominent in sales and conning practices, there are also ways that persuasion can be used for good, like in diplomatic relations between international bodies or in public service campaigns. The difference only lies in the way the process of persuasion is brought to play.

DARK PERSUASION

Dark Persuasion is a branch of Dark Psychology, and it is very effective in its way. Dark Persuasion is something that is used often. What are the principles of Dark Persuasion? The first is Brainwashing. Brainwashing is the practice of taking over someone else's capacity to think. Naturally, we all have unique thinking patterns and we all have the power to think critically about what is going on around us. Brainwashing takes away this power, and it puts that power into the hands of whoever is doing the brainwashing. Cults use this technique heavily, as it allows them to recruit and retain members. Brainwashing has many different implementations, but the principle remains the same throughout. A person is first brought

into the fold of the new scenario. They are told that they matter, that they are worthy, and that they have a place to be in the new milieu. They must be separated from the outside society to do this. The brainwashed person is convinced that this new way of thinking is a way to live better and happier. There is often a person who is the center of the brainwashing who is centered as very wise or smart. This person will be the

‘leader’ of the cult, so to speak, and the person who is being brainwashed will start to think of this person as their new family director, so to speak.

This is all part of the breaking down of the self. To make sure that the person adapts and accepts this new milieu, their sense of self must be broken down. In the case of cults, this will often already have happened when the person joins. Cults look for people who are weakened by loneliness, suffering, or isolation. When a person has a good sense of self, they are less susceptible to being brainwashed. Thus, this must be attacked and broken down for a person to convince that this new way of living is the best.

Brainwashing might also employ guilt as a way to convince a person that they are in the best environment. Brainwashing will have people feeling guilty about their ‘past lives,’ and they will be presented with a solution for their guilt. Guilt and shame are very powerful emotions, and people will do whatever they think will work to get away from these emotions. Guilt and shame are what people feel when they are sad and ashamed about

themselves. These negative emotions are what drive people to search out a solution, and often the solution can be manipulated by others in the form of brainwashing.

The brainwashers present the possibility of salvation. The possibility of salvation comes in the form of accepting the new ideas or format of the brainwashers. It comes in the form of accepting that they can be saved by this new person or group. Leniency is presented to the person. Rather than being told that their past transgressions are something that they will never be able to escape from, they are told that they can escape it if they reach their new goals with the brainwashing. This feels good, and it is hard to turn away from the possibility of salvation.

Another form of persuasion is hypnosis. Hypnosis works on a few basic principles. The first is the induction. Induction is where a person is helped along to a state of suggestibility, or relaxation. This is a state wherein they are put at ease and are made vulnerable to messaging. The person who is being hypnotized is welcomed into this vulnerable state, and it is from there that they can be persuaded. After a person is put through an induction, their defenses are broken down, and they can receive suggestions. The suggestions may come in many different formats.

Some people seek out hypnosis to bring themselves away from bad habits, like smoking or other addictive habits. In this format, the person would go through the initial process of induction, and then, the hypnotist will make suggestions to them about how to quit smoking and messages relating to why they shouldn't smoke anymore. The hypnotist's suggestion in this formula will include statements like "*You don't need to smoke. You don't have cravings. You don't have the social need to do it. You don't feel pressured to do it,*" and so on. The suggestion can be in any direction, and there are very subtle ways in which a person can be suggested towards any goals. A hypnotist might use positive messaging, that might include positive feelings about the person's self or the world.

There is the military application of this process, which is fairly well-known.

Initially, the soon-to-be-soldiers enter boot camp with their heads still in the mode of being back at home. Their goals are not formulated yet, and they are used to the comforts and privacy of home. They must be broken down

first to be able to accept the messaging of the military. They enter boot camp and they are put through rigorous physical training and emotional damage. Their first experience in the boot camp is that everything is crazy and uncontrolled. They are given the message that they are powerless and that everything is against them, except their fellow soldiers. They are thrust into a world that is pure chaos and evil. They are told that nothing will save them, that nothing matters except to achieve whatever goal they must work on in that very moment. This is the way that they are broken down: they must learn that they are worth nothing, that they are empty, and not valid.

Then, of course, they are built back up. This is the classic formula of brainwashing and hypnosis. The first phase works as the breaking down, or the induction of the mind. This is where people are put into a state of suggestibility. Then comes the possibility of salvation. In the military case, what will save them is working hard and being tough, as well as bonding and working cohesively with their colleagues. The fellow soldiers, as well as the commanding officers, are the family and only friends of the soldiers.

They are taught that they are worth less than dirt unless they are working towards a common goal with their fellow soldiers.

What this does is ultimately creates a very cohesive, well-working unit of people, who believe that they are only able to function in this environment.

They know that they can because they are forced to be in such a terrible environment, and they made it out alive. They were able to get through these terrible conditions because they were able to rely on one another for help, and the commanding officers gave them a rest at the end of their terrible exercises. This is a great illustration of Dark Psychology at work; the military can be known as an institution that has these principles nailed down to a well-oiled machine of science and psychology.



CHAPTER 10:

Dark Persuasion Techniques

When a person is willing to change the mind of their subject by persuading them to do something contrary to their initial state of mind, the persuader will have some well laid out techniques to help them achieve their goals.

Each day that passes, the target will face different types of persuasion. If you are a chef, your goal will be to get your target to try out your new recipes or stick to the old ones, if it's a studio, you will flash your latest blockbuster movies on the faces of your target.

Whatever the case may be or whatever product you are selling, your main aim is to make more sales and that is why you are trying to persuade others.

You really couldn't care less about how this will impact them, and this is the reason why you must be very careful and skilled in the art of subtle persuasion to ensure that you do not tip them off, or get them agitated.

Due to the influence of persuasion on a wide range of people, the techniques used in it have been a subject of study for many years, dating back to ancient times. This is because influence is a very useful tool in the hands of a wide range of people.

Starting from the early 20th century, the formal study of these techniques began to grow. Remember that the goal of trying to persuade people is to push a persuasive argument on an audience and have them convinced. They will then internalize this message and adopt it as their new attitude or even way of life. For this reason, there is a great need to discover the most successful persuasion techniques.

Three dark persuasion techniques have proven to be of great value over the years. We shall discuss those three in this section.

CREATE A NEED

This is one of the most fruitful ways of getting a person to change their point of view or way of life. The person that is trying to persuade a target will either create a need or capitalize on a need that the subject already has.

If this is done properly, it has the potential of appealing a great deal to the target.

What this means is that to be successful, the persuader must appeal to the needs that are of more importance to the target. This may be their need to fulfill their dreams or boosting their self-esteem. It may also be their want for love, shelter, or food.

This method will always work out well because there is no way the subject will need any of these things, or in need of anything at all for that matter.

Since there is no way the target isn't going to have dreams and aspirations, the persuader will only have to find ways to make the victim understand how they can easily help the victims achieve those dreams.

The persuader may also tell their target that the target will realize their dreams if they make certain alterations to their beliefs or perspective.

Doing this, according to the persuader, will give the target a higher chance of achieving success.

For example, a young man that wants to get intimate with a lady may tell her that he will help her improve her grades and finally make her parents proud by getting an A, but only if she becomes friends with him. While this lady may think that she has finally found the redemption she needs, the truth is that the young man isn't very interested in how well she performs in school. Her academics are only bait for getting access to sex.

APPEALING TO SOCIAL NEEDS

The other technique that the persuader can use is identifying the target's social needs. While this may not yield as many results as the target's primary needs will, it is still an important tool in the hands of the persuader.

Some people are naturally drawn to crowds and desire to be wanted. They always want to have certain items, not because they need them, but because it comes with a certain prestige that makes them feel as though they belong to a higher class.

The notion of appealing to the target's social needs is what is obtainable through many TV commercials, where viewers are encouraged to buy a product so that they will not be 'left behind.' When they can identify and appeal to the social needs of the target, the result is that they can reach a new area of the target's interest.

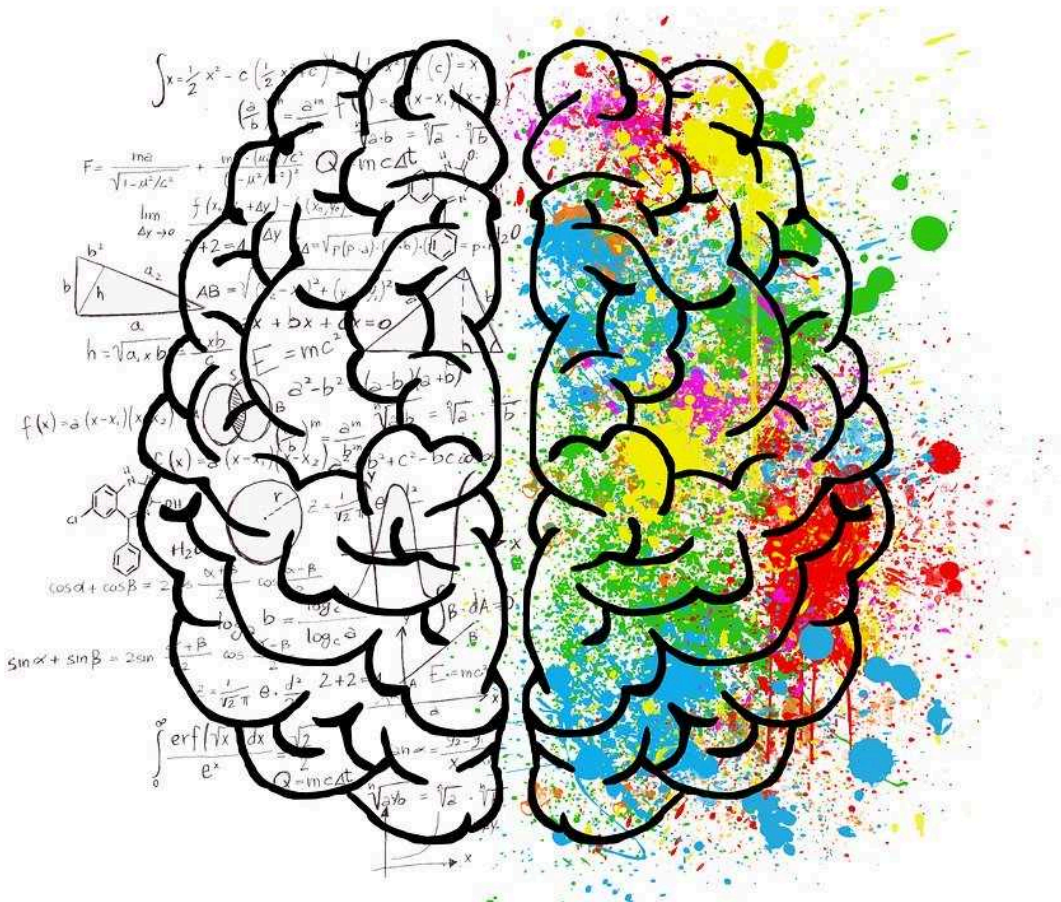
MAKING USE OF LOADED WORDS AND IMAGES

When a person is trying to persuade someone else, they must be careful with their choice of words, as words can make all the difference. While there are many ways to say a thing, one way of saying it may be more potent than the other.

When it has to do with persuasion, one of the most important things is knowing how to say the right thing at the right time. Words are always the most important tools in communication and knowing the right call-to-action words.

Dark persuasion is one of the most powerful concepts of dark psychology, but sadly it is always overlooked and underestimated. This may be because, unlike the other methods of mind control, persuasion leaves the target with a choice. In the other mind control methods, the target is forced into submission and sometimes this is done by putting them in isolation so that in the end, they do not have any say in the outcome of the process.

When it comes to persuasion, the chips are laid bare (although with an ulterior motive in dark persuasion) so that the target is left to make the decision that they think will suit them best.



CHAPTER 11:

Brainwashing

WHAT IS BRAINWASHING

Brainwashing is the process of convincing someone to give up the beliefs they had in the past to take on new ideas and values. There are many ways this can be done even though not all of them are considered bad. For instance, if you're from an African country and then move to America, you're often forced to change your values and ideals to fit in with the new culture and environment you're in. Many people have misunderstandings of what is brainwashing. Some people have more paranoid ideas about the practice, including mind control devices sponsored by the government, which are thought to be easily turned on as a remote control. On the other hand, some skeptics don't believe brainwashing is possible at all and lie to anyone who claims it has happened. Most of the brainwashing practices will land in the middle of these two ideas somewhere.

During brainwashing practices, the subject will be persuaded by a combination of different tactics to change their beliefs about something.

During this process, there is not only one approach that can be used, so it can be difficult to put the practice in a clean little box. The subject will mostly be separated from all the things they know.

Brainwashing is not a new thing for society. These techniques have been used by people for a long time. Those who were prisoners of wars, for example, were often broken down in a historical context before being persuaded to change sides. Some of these most successful cases would turn the inmate into a very fervent convert to the new side. The brainwashing process is accompanied by many steps. It's not something that's just going to happen to you as you go down the street and talk to someone you've just met. First of all, one of the main requirements that come with successful brainwashing is to keep the subject isolated. If the subject can be around other people and influences, they will learn how to think as an individual and there will be no brainwashing at all.

Once the subject is isolated, they will go through a process of breaking down their self. They're told all the things they know are wrong and they're made to feel like they're all wrong. The subject will feel like they're bad

after months of going through all of this, and the guilt will overwhelm them. Upon reaching this point, the agent will begin to lead them to the desired new system of beliefs and identity. The subject will be led to believe that all of the new choices are their own, and therefore sticking is more likely. The entire brainwashing process can take several months to even years. It won't happen in a conversation and outside of prison camps and a few isolated cases, for the most part.

For the most part, when someone is just trying to persuade them from a new point of view, those who undergo brainwashing did so. For instance, if you're in an argument with a friend and they're convincing you their ideas make sense, you've been through brainwashing technically. It may not be evil, of course, and you could logically think about it all, but you were still convinced to change the beliefs you had before. It is very rare for someone to undergo true brainwashing where they will be replaced by their entire value system. It will usually occur in the process of coming to a new point of view, irrespective of whether or not the tactics used were forcible.

HOW IT WORKS

Through the media and the motion pictures that are seen, numerous individuals consider mentally conditioning to be an insidious practice that is finished by the individuals who are attempting to degenerate, impact, and to pick up power. Some who truly put stock in the intensity of mentally conditioning, accept that individuals surrounding them are attempting to control their brains and their conduct.

Generally, the way towards mental conditioning happens in a substantially more unpretentious manner and does not include the vile practices that the vast majority partners with. This section will go into significantly more insight regarding what mental conditioning is, and how it can impact the subject's perspective. What is mental conditioning? Mental conditioning in this manual will be talked about as far as its utilization in brain science. In this connection, mental conditioning is alluded to as a technique for idea change through social impact.

This sort of social impact is happening all day to each individual, paying little heed to whether they understand it or not. Social impact is the

accumulation of techniques that are utilized to change other individuals' practices, convictions, and frames of mind.

For instance, consistency techniques that are utilized in the working environment could be viewed as a type of mental conditioning since they expect you to act and think a particular way when you are on employment.

Mentally programming someone can turn out to be all the more a social issue in its most extreme structure because these methodologies work at changing how somebody supposes, without the subject consenting to it.

TECHNIQUES INVOLVED IN BRAINWASHING

After the Korean War, prisoners from the Chinese camp were researched by psychiatrist **Robert Jay Lifton**. The 1950 research report suggested that the Chinese fighters would have had a multi-stage process which started through attacks on the mindset of the prisoners and ended with what seemed to be a shift in the value system. The psychologist was able to spell out some steps that led to the brainwashing of the prisoners.

These are ambush on personality, blame, self-treachery, breaking point, tolerance, the impulse to admit, to divert of blame, discharging of responsibility, progress and amicability, and lastly admission and resurrection.

From Lifton's observations, every one of these procedures emerges in a free society that is not regulated. Another factor that makes these processes unique is the absence of available social markers. In addition to the process, behavioral mechanisms like lack of sleep and poverty are there to create obscurity. Most times, these brainwashing schemes include the constant threat of harm, leading to difficulty in thinking critically and independently.

Lifton's brainwashing scheme can be broken down into three levels: the destruction of the basic belief system, the possibility for redemption, and the new belief reconstruction.

AMBUSH ON PERSONALITY ('YOU ARE NOT WHO YOU THINK YOU

ARE')

This is a well-prepared attack on the personality or self-esteem of a target (also referred to as his identity or common-sense) and the foundation of his core faith. The expert manipulator rejects all that enables the primary aim of the person's faith, i.e., *"You are not a policeman," "You are not a guy," "You are not protecting anyone."* The target is under sustained attack for an extended period, days, or weeks, to the extent that he becomes exhausted, depressed, and frustrated. As his personality is being bombarded, his beliefs gradually deteriorate.

BLAME ('YOU ARE AWFUL')

While the target's self-esteem is under an acute attack, the expert manipulator moves into the next stage: a personality emergency which uses the blame game. The manipulator attacks his victim harshly again and again and brutally for every mistake or sin committed by him. The manipulator forces his victim to see every error ranging from dangerous, inhumane activities to inappropriate eating behaviors. The victim subsequently begins to feel overwhelmed with shame, and he learns to believe that all he does is wrong.

SELF-TREACHERY ('FROM MY PERSPECTIVE, YOU'RE TERRIBLE') Once the individual is upset and shamed, he is coerced by the expert manipulator to reject his family, colleagues, and associates that hold the same culture and perceptions which he has always held dear. The manipulator does this using two methods: consistent emotional assault or threat of personal harm. The victim ends up feeling disloyal to his convictions and starts to rebel against others who hold the same faith.

BREAKING POINT ('WHAT IS MY IDENTITY? WHAT IS MY LOCATION?')

The victim starts to suffer what is called a 'complete mental breakdown.'

The term is commonly used for social misfits as his self-esteem is continuously bombarded with feelings of deep shame. At this point, he has betrayed his faith and the clique he once lived. Psychologists term

‘Complete mental breakdown’ as a series of severe side effects that can signify any amount of mental condition. This tends to involve cackling laughter, panic attacks, and overall shortness of breath.

The victim may be no longer under what is happening in reality; they may feel very isolated and empty. The victim's subconscious mind is now ready to be controlled and manipulated now that he or she has reached its lowest point. At that point, the victim has lost track of who he or she is; neither can he comprehend what is happening in his environment. Optimally, the manipulator is now setting the cravings to modify into another set of values that appears to deliver the victim from its suffering.

TOLERANCE (‘TENDS TO HELP’)

In such times of turmoil, the expert manipulator offers some little relief or compassion from the maltreatment, depending on the victim. It is more like offering him a glass of water after starving him for months. Alternatively, the manipulator may remind his victim of what it feels like to be back at home. He shows him a glimpse of what he left behind. The little compassion seems to be immense. And that makes him a little valued and loved. Then he also feels a total sense of appreciation out of measure with the bid, giving the impression that the manipulator is trying to save his life.

IMPULSE TO ADMIT (‘IT’S POSSIBLE TO HELP YOURSELF’)

In this next stage of brainwashing, the victim is now faced with a significant comparison. For the first time, he has to choose if he wants the continuous attack on his personality, or the quick show of love the expert manipulator shows. The target may wish to reciprocate the respect given to him by empathizing with the manipulator. At this moment, the strategist may offer the chance of plea as an opportunity of alleviating guilt and suffering.

DIVERTING OF BLAME (‘THAT’S WHY YOU'RE IN PAIN’) After a lot of time spent on violence, anger, depression, and periods of special consideration, the victim's guilt has forgotten all sense that he doesn't

realize where he has sidestepped. All he knows now is that he is at fault. It offers a fresh start that enables the strategist manipulator to fill the emptiness the victim now feels. Then he can apply the guilt in whichever way he likes; the 'wrongness' feeling. The manipulator adds the victim's responsibility to the new culture that the strategist tries to initiate. The victim truly now realizes that his philosophy causes him emotional pain.

The gap between ancient philosophy and the new world has been closed.

The previous belief, which was held by the victim, was founded on mental or emotional and generally physical torment. The new system of thoughts that the manipulator wishes to introduce is a way out of the suffering.

DISCHARGING OF BLAME ('THIS ISN'T ME; IT'S MY CONVICTIONS') The victim will now be shown the new method of thinking, which he would be pleased and willing to do. The manipulator reveals to him that there is an outside inclination to induce his stupidity (his former belief), and he is not

the bad one. In reality, this suggests that by escaping the corrupt value system which he embraced before, he can overcome his stupidity. He is told that all he's got to do is condemn the individuals and organizations associated with the old ideology, and he won't be in pain anymore. Through accepting the behavior related to its current moral framework, the victim will free itself from wrongdoing. The victim, with his complete pleas, has finalized his mental denial of his retired identity. Offering a new victim is now up to the master strategist.

PROGRESS AND AMICABILITY ('IF YOU'D LIKE, YOU CAN ALSO

CHOOSE WELL')

The master strategist is now introducing a modern value system as the path to success. The master manipulator halts the assault on his victim's personality. He gives his target the necessary emotional security and mental balance, which is a part of the new value system he is instilling in his victim's psyche. The victim is forced to think that the power to choose between his former philosophy and new ideology is in his hands. He is

made to believe that he can choose his destiny. The victim has already denounced his old way of thinking, in response to the special privileges and misery. So, making a deliberate choice to accept the alternative value system helps to alleviate his self-hatred further; he is prepared to think that if he genuinely takes it, then he has not misled others. The selection is not a hard one.

LAST ADMISSION AND RESURRECTION ('I CHOOSE THE RIGHT

THING, WHICH IS GOOD')

The target prefers the new identity in comparison to the pain of the old one, with the peace and tranquility of the original, sticking to this as it is a life preserver. He denies his previous system of beliefs and vows commitment to the new one that will change his life. There are often rites or celebrations at this final stage to encourage the transformed target into his new community. Some brainwashing survivors have characterized this stage as a feeling of reincarnation.



CHAPTER 12:

Practical Uses of Brainwashing

PRACTICAL USES OF BRAINWASHING

ATTORNEYS

Driven by a deep passion to win every case under their care, attorneys, very often, use dark psychology tactics to get their desired outcomes.

SALES-PEOPLE

This set of people are so focused on achieving their sales numbers that they do not think twice about manipulating people using dark persuasion and other unethical tactics to convince people of their dire need for a product or service they are selling.

FICTION

There have been cases where brainwashing has been used in the imaginary world or fictional works. There have been fictional works where the idea of brainwashing could change the attitudes, thoughts, and beliefs of individuals.

Examples of this kind of work are:

Nineteen Eighty-Four by George Orwell:

In this book, the totalitarian government of Oceania made use of brainwashing to get rid of any form of nonconformist thoughts or any rebellious personalities. This is deep into the society that children turned against their parents whom they thought exhibited these nonconformist tendencies, as well as friends against friends. The government made use of the media, stage plays, banners, and every other information dissemination outlet to pass their totalitarian messages.

A Clockwork Orange by Anthony Burgess:

In this book, criminals were re-educated to get rid of their violent tendencies.

The Manchurian Candidate:

This movie shows the concept of brainwashing as the central theme of the movie, where a soldier is turned into an assassin by the communist brainwashers, with a technique that is akin to hypnosis.

This idea of a person enslaving another person to do his bidding, without exerting any other form of violence has proven to be fascinating to both dramatists and movie viewers for several ages.

LEADERS

Many leaders use dark psychology techniques to get their subordinates and team members to comply more, to work harder or to perform better, etc.

PUBLIC SPEAKERS

Some public speakers can use dark tactics to heighten the emotional state of a large audience knowing fully well that it will lead to bigger backroom sales for the products and services they are offering.

SELFISH PEOPLE

This could be anyone who always puts his or her needs above everyone else's. They are willing to let others forego their benefits so that they are benefited. They have no problem with win-lose outcomes where they win, and others lose.

This list makes you aware of such people who can manipulate you to do things that you don't want to do, and the second one is to help you with self-realization. Are you using tactics that these people use to get what you want? How then can you discern between ethical tactics and dark ones so that it is good for all stakeholders? Also, knowing about these dark psychology tactics and the people who are most prone to using them will put you on guard and make you realize if anyone is using them to cause you harm.

Using dark tactics might work in the short-term, but is bound to boomerang cruelly on you and affect elements such as sustainable business practices, employee and/or customer loyalty and sustainable profits negatively.

The question to ask yourself is this: Is what I am doing of help to the other person? Yes, it can help you too. However, the other person is more important in this realm. If it is solely for your benefit, then you are using dark tactics. If you can see the good for the other person, then it easily falls into ethical persuasion tactics.

Why do I want to use the technique? Who benefits from it and how?

Do I feel good about the approach I am taking?

Is there total transparency and honesty in the transaction?

Will the other person get long-term benefits from this transaction?

Will there be more trust between me and the other person when this transaction gets completed?

The answers to the above question are critical in determining whether a dark psychology tactic will result in a win-win situation. A mutually win-win situation is what the intention should be to know whether the use of dark tactics is good or not.

So, again, you can see it is so easy to manipulate and be manipulated depending on which side of the power equation you are on. This is also meant to help you understand and reassess what your standing is on the use of dark psychology in your life, including in the realms of your profession, your leadership, your relationships, parenting, and all other forms of relationships.

POLITICIANS

Using dark psychology tactics, politicians convince people to cast votes in their favor by convincing them that their view is the perfect view.

A typical example of political brainwashing is China's use of persuasion techniques. The communist party of the People's Republic of China used the phrase 'xi nao', which means to wash the brain, in describing the methods they used in persuading the people who didn't believe in the message of their party which was about orthodoxy.

Although the attention of America was later drawn to the thought of reconstruction or brainwashing from the effect of the Korean War,

brainwashing had already been used in China on the citizens of the country.

What the Chinese communist party did was to refine and adapt the technique that was used in the Soviet Union earlier, to prepare their prisoners for show trials.

The Soviets had so much to learn from this inquisition. Within the Chinese context though, these brainwashing techniques had more goals than simply controlling those that were in prison camps in North Korea. What they also aimed to achieve was getting the prisoners to confess and convince others that were accused that they had committed crimes that were against social acts. This was to induce a feeling of guilt in them, so they began to desire some fundamental changes in the way they perceived the institution of the then-new communist society.

To get this done, the government of China looked out for changes in the victims of the brainwashing or the thought reform process. Their goal above all, which drove these extreme efforts, was made up of the reformation of an individual with either a feudal or a capitalist mindset into becoming a

‘right-thinking’ individual in the new sociopolitical system. Simply put, to change what the state considered to be the criminal mind into what could be a non-criminal mind.

MASS BRAINWASHING

It is very easy to deceive people online driven by the veil of anonymity that the Internet provides. Stealth and camouflage are the primary survival instincts of all living beings and unscrupulous people will find it very tempting to use these instincts to victimize through the Internet.

This enhances the ease of deception as the victim cannot see or read the nonverbal aspects of the communication including the body language, facial features, etc.

The most confounding part of online deception is the fact that victims are fully aware that there could be something wrong taking place here and yet, they do not hesitate to take the plunge.

This type of brainwashing applies to societies where the government has tight control over mass media and the educational sector, which they use to

spread information in a very intensive manner.

This type of governing system aims to brainwash a very large section of the populace and this happens more in countries or societies where there are nationalist or religious sentiments. These sentiments are used to feed the people with the type of information they wish to have them go with.

This type of brainwashing is very possible in societies where the populace is not very educated and there is limited access to independent or foreign media.



CHAPTER 13:

Deception

WHAT IS DECEPTION

Deception is also considered a form of mind control due to the effect it has on its subjects. Deception can involve a lot of different things including sleight of hand, propaganda, dissimulation, concealment, camouflage, and distraction.

Deception can be very dangerous because the subject or affected person is made to believe something that is a lie or usually very different from the truth. It could even be a piece of information that can keep the subject out of harm's way.

Deception is seen often in our daily lives. In families, relationships, or even in the work environment. It leads to mistrust and sometimes betrayal, which damages the relationship between the people involved. This further leaves the affected person with security issues, as they won't have the sense of security that they are used to.

Imagine being lied to by the person you feel is your closest friend, partner, or spouse; the damage is never easy to repair if there will ever be a repair.

When deception occurs, there has been a violation of the relational rules and can make it difficult for the partner to trust the other for a long time.

Often, deception happens for different reasons. Sometimes it is to hide the truth from someone we love, other times to hide a mean idea or opinion of others. No matter what type of deception or reason for it, a lot of people do not find it easy to handle and many find it hurtful.

There is a common saying: *"Hurt me with the truth but never comfort me with the lie."* Most people feel the need to hide the truth because they feel the subject cannot handle the truth, but it is not your place to determine what a person can handle or not. This is a common mistake made by people and if this mentality is kept, there will always be cases of deception.

Deception can also occur at different levels and spaces. White lies are intended to be harmless, but could still fall in as deception. Most people prefer this method when trying to relate an unpleasant raw truth, as it is an easier way to relate information.

Self-deception is also a popular thing these days. An easy example is procrastination. This is a situation where you make promises to yourself about certain goals but are unable to accomplish them. You are straddled in the worlds of white lies and manipulative deceptions.

Another type of deception is known as mendacious deception, which occurs when deceivers show conscienceless behaviors and actions to cause harm and stress to others. The deceivers use paradoxical defenses to blame others for what they are also guilty of to throw them off track. Ponzi schemes are typical examples of this kind of scam, and this kind of deception might end up resulting in an evil deception.

TYPES OF DECEPTION

EQUIVOCATIONS

This also contains false information as the agent of deception. With equivocations, the information given is contradictory, ambiguous, or indirect and cannot be comprehended by the victim. The victim tends to get confused and is unable to understand what is going on.

This technique is usually used by the agent to avoid a situation where the victim returns with the blame of false information. The agent of deception can outright deny it because no information was given if you think about it.

EXAGGERATIONS

This is when the agent overstates or puts emphasis on a fact and adds more to the truth, than there is, to make a story more interesting or to have the story turn out the way they would like it to be.

Like concealment, there is no direct lying going on here. However, the situation being talked about will often seem like a bigger deal than it is.

Sometimes, there are changes to the truth and this is done so that it will appeal to the subject.

LYING

People lie for various reasons. All humans lie about something once a day.

This could be the white lie, such as the example given above, or more dark and substantial lies. Regardless of your reasoning, knowing how to lie allows you to deceive without being caught. The following are what you need to do to lie effectively and without detection:

- Make sure that you have a good reason to lie.
- Do not wait until you are forced to lie to do it, instead lay the groundwork.
- Use a misleading approach when you are telling the truth.
- When you are stating your facts, whether true or false, make sure to keep them straight.
- Know the person you are lying to and read their body language.
- Make sure that you are staying focused on what you are saying or else the person you are lying to can easily catch you in your lie.
- Add some pressure if you think the person you are lying to is starting to get suspicious.
- Make sure that your body language is in check and that you are not stuttering, fidgeting, or breaking eye contact, since these are telltale signs of lying.
- Make sure to have a counterattack in mind if you are caught.
- Do not be afraid to bargain to escape any consequences if you are caught.

Remember that when you are lying, you are just providing false information to get something that you want. If you are still working to enhance your persuasion skills, it is a good idea to essentially practice your lie before you tell it. Just make sure that it does not appear rehearsed when you are reciting it. Utilize all of the tips above when you are preparing for it.

However, the most important element is that you appear to be authentic and put the person who you are lying to first.

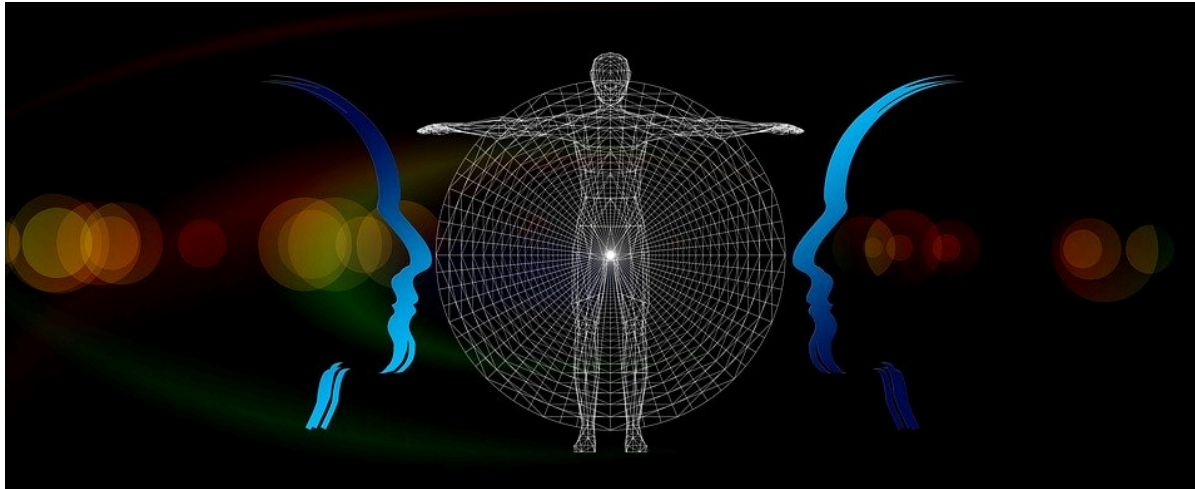
CONCEALMENTS

This form of deception involves not giving information that is relevant or important. It can also involve hiding important information by engaging in specific behaviors. For example, you get home and your spouse asks how your day was. You mention that you went to work, and it was fine, but you leave out the part where you met up with an ex and had lunch together. So, with this technique, you are not technically lying to someone. Instead, you are only telling part of the truth.

UNDERSTATEMENTS

This deception technique involves either downplaying or minimizing parts of the truth. For example, you went to a huge party with friends and engaged in drinking. However, when your parents ask how your Friday night was, you just tell them you had a get together with your closest

friends. You are not technically lying because a party is a type of get-together. You are simply downplaying the extent of what happened.



CHAPTER 14:

Techniques Used In Deception

DETECTING DECEPTION

If you may be interested in looking for the right defenses against deception, then the first thing you would do is have a clear conscious that allows you to detect deception as it is being deployed. It may be difficult in determining whether deception is occurring or not. This is, of course, unless the manipulator becomes a bit sloppy in his approach and gives sufficient breadcrumbs showing that he is deceiving you. As much as it may be difficult for a manipulator to deceive his victim for an extended period, it is something that we practice on those closest to us daily. What makes detection of deception a bit hard is that there are no solid indicators that are 100% reliable to tell when deception has happened.

Deception, however, is capable of placing a large burden on the manipulators cognitive functioning as they will have to figure out how to recall the agent's functioning because they will have to figure out how to recall all the statements they made to the subject to keep the story credible and consistent. If one slips up, the subject can say something is wrong. Due to the strain of keeping the story straight, the agent is much more likely to leak information to tip the subject through either nonverbal or verbal indications. Over time, researchers have given us sufficient reason to believe that detecting an attempt of deception is usually a process that is cognitive, fluid, and complex. These processes are not usually constant as they will often vary depending on the message that is

being relayed. The interpersonal deception theory describes deception to be an iterative and dynamic process of influence between the manipulator, whose sole purpose of this is working towards twisting information to a version that best suits them but is different from the truth, and the victim, who will then attempt to figure out if the message being relayed to them is accurate or quite the contrary. It is during this particular exchange that the victim will bring to light all the nonverbal and verbal information that will cue the victim into the deceit at some point in this process. The victim may be able to tell that they are being lied to by the manipulator.

One of the few renowned scholars of this theme of deception is by the name **Aldert Vrij**, who has his view of the detection of deception. He thought that there were no known nonverbal behaviors that could be associated

solely with deception. This is one of the many reasons as to why it is not possible to tell when an individual is being deceptive. While there exist certain nonverbal behaviors that are associated with the acts of deception, these same cues may also present themselves when other behaviors are present.

This is what makes it difficult to determine whether or not a manipulator is using deception unless they utter a direct lie. Another scholar who weighed in on this enigmatic theme of detection was **Mark Frank**. He focused more on how deception can be detected at the victim's cognitive level. When deception takes place, it usually requires a conscious behavior that is mainly deliberate on the victim's side, so listening to words and paying attention to the body language are both critical when trying to determine when someone is in the process of deceiving you. If for example, a manipulative person asks a question which the victim doesn't feel comfortable answering directly, you can tell that they are lying just from how he repeats words a lot, has a very poor structure of logic, and generally uses less time talking about that particular question.

When attempting to figure out when deception occurs, there are not many signs that can be considered. There are however few nonverbal signs that may be present when someone deploys this tactic of deception, but they may have other issues like nervousness or shyness as well.

DEFENSES AGAINST DECEPTION

It is relieving to know that there are defense mechanisms against deception and a person faced with a deceptive situation can always stand against and defend him or herself from it.

According to researchers, pride was one of the major factors that allow people to fall into deception. When a person feels he or she is too good and perfect, or feels he or she can be very careful, then it leaves room for the con agent to take advantage.

Enlightened skepticism is a technique used to defend yourself against deception. There is a saying: "*Truth fears no questions.*" This approach protects you from harmful forms of deception, as it is a way to assess the truth through a fact-finding and questioning method. When you do these things, you tend to gain from this effort in at least three ways, which are:

1. You tend to hone your critical thinking skills.

2. You learn to choose who to trust and to what extent to trust them.

3. You get to find out who is after personal advantage at your expense.

To risk falling into someone's deceptive trap, researchers have come up with some enlightened skepticism questions that can help you to defend yourself against deception. Some of the questions to ask include: 1. What are the things I know about the person's truthfulness?

2. Is the person's statement consistent with the truth or reality?

3. Is there a way to verify or check the authenticity of the statement?

4. What do I stand to gain if I accept and act on the statement?

5. And if I don't gain, what would I lose if I accept and act on the statement?

6. What is the gain of the speaker if I buy into the statement?

7. Is there any part of the statement exaggerated or downplayed by the speaker?

8. Does the idea seem or sound too good to be true?

9. Would I advise my close relation to accept the statement without an iota of doubt?

10. What doesn't feel right?

These 10 questions make you more objective and allow you to think critically when receiving information. When you ask and answer these questions there is a lesser chance that you will be fooled since you will come across as sincere and sharp, and this will ward off deceivers as they will move on in search of easier targets.

Just like simulations occur in deception, there is also simulation in defending or warding off the deception. These deception detection skills come with some fun simulations, some of which include: **TALK SHOWS ON TV:**

While listening to people arguing about different topics, pick out the truth, the exaggerations and half-truths told by a speaker in the process of making his or her point. Also, look out for outright lies, emotional reasoning, fallacies, and all other deceptive behavior. Being able to identify these things allow you to get better at detecting deception.

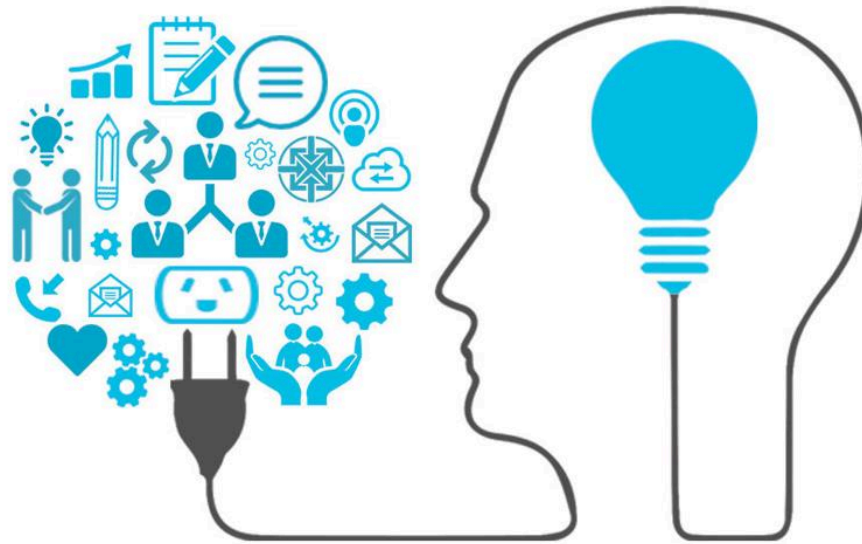
COMMERCIALS

These also give you opportunities to work more on your critical thinking skills. In advertisements, there are a lot of mistakes in reasoning, arguments based on things without facts, a lot of lies, and deception. Being able to detect this will improve your ability to detect a deceptive person from a distance.

If you can find the flaws in simulated information, hold on to that judgment until you have enough information to render a reasonable accusation. It is only at this point that you can say that you have truly mastered the act of deceptive defense.

But again, a person who is good at defending himself or herself from deception is only as good as the agent of deception he or she is faced with.

Some people tend to be more skilled at lying, and constant interaction and simulation are the only way to improve one's deception detection.



CHAPTER 15:

What Is NLP, and How Is It Different from Manipulation?

WHAT IS NLP

NLP stands for ‘Neuro-Linguistic Programming,’ and is the study of excellence. It glares deep into what it means for people to be great and for people to achieve high levels of success. It looks to figure out exactly what it is that those who succeed do by creating a model of their behaviors, of their unconscious patterns, and how they approach certain problems. On top of that, it is the study of how language and thoughts can be used to transform the mind. It uses everything from hypnosis, to visualization, to therapeutic measures. It is the user manual of the human brain.

John Grinder and **Richard Bandler** discovered it as the first new form of psychotherapy and created it in the 1970s as they studied **Milton Erickson** and **Virginia Satir**, two of the most successful therapists of the time. The transformations these two people achieved with their patients

became things of legend. **Milton Erickson** used hypnosis to help patients make a rapid transformation. His use of hypnosis transformed psychotherapy and legitimized hypnosis as a real, useful, and powerful tool recognized by the **American Medical Association**.

Virginia Satir is considered the mother of family therapy, discovering a quick way to helping people work through their craziness, by oftentimes working with them in a family environment. She once said, *“People hardly ever seemed as crazy when you saw them together with their family.”* Using a process of meta-analysis, she would often deconstruct what people are saying and thinking. Much of these early methods have made their way into a host of other therapeutic methods.

NLP oftentimes is ignored by the mainstream for its broad applications, but it is its broad applications that often help so many people and makes NLP

one of the most powerful tools anyone can learn in their life. People have used the techniques to transform their lives and take greater control of themselves as well as using a host of other techniques to better motivate and persuade people.

This may sound like a lot of stuff to cover but in the next few chapters, we will go through a host of major techniques that you can use immediately to

take better control of your life. We will go through some of the hallmark methodologies that will lay out some basic actions you can take to start taking advantage of these abilities.

The techniques that we will be laid out for you, from conversational hypnosis to reframing, to the famous and powerful swish pattern, are powerful tools that will hopefully give you the control and power you deserve in your life.

HOW NLP WORKS

If you are just coming across this topic for the first time, NLP may appear or seem like magic or hypnosis. When a person is undergoing therapy, this topic digs deep into the unconscious mind of the patient and filters

through different layers of beliefs and the person's approach or perception of life to deduce the early childhood experiences that are responsible for a behavioral pattern.

In NLP, it is believed that everyone has the resources that are needed for positive changes in their own lives. The technique adopted here is meant to help in facilitating these changes.

Usually, when NLP is taught, it is done in a pyramidal structure. However, the most advanced techniques are left for those multi-thousand-dollar seminars. An attempt to explain this complicated subject is to state that the NLPers (as those who use NLP will often call themselves) is always paying keen attention to the person they are working on/with.

Usually, there is a large majority of NLPers that are therapists, and they are very likely to be well-meaning people. They achieve their aims by paying attention to those subtle cues like the movement of the eyes, flushing of the skin, dilation of the pupil, and subtle nervous tics. It is easy for an NLP user to quickly determine the following:

The side of the brain that the person uses predominantly.

The sense (smell, sight, etc.) that is more dominant in a person's brain.

The way the person's brain stores and makes use of information (the NLP'er can deduce all this from the person's eye movement).

When they are telling a lie or concocting information.

When the NLP user has successfully gathered all this information, they begin to mimic the client slowly and subtly by not only taking on their body language but also by imitating their speech and mannerisms, so that they begin to talk with the language patterns that are aimed at targeting the

primary senses of the client. They will typically fake the social cues that will easily make someone let their guard down so that they become very open and suggestible.

For example, when a person's sense of sight is their most dominant sense, the NLP'er will use a language that is very laden with visual metaphors to speak with them. They will say things like: *"Do you see what I am talking about?"* or *"Why not look at it this way?"* For a person that has a more dominant sense of hearing, he will be approached with an auditory language like: *"Listen to me"* or *"I can hear where you're coming from."*

To create a rapport, the NLP'er mirrors the body language and the linguistic patterns of the other person. This rapport is a mental and physiological state which a human being gets into when they lose guard of their social senses.

It is done when they begin to feel like the other person who they are conversing with is just like them.

Once the NLP'er has achieved this rapport, they will take charge of the interaction by leading it mildly and subtly. Thanks to the fact that they have already mirrored the other person, they will now begin to make some subtle changes to gain a certain influence on the behavior of the person. This is also combined with some similar subtle language patterns which lead to questions and a whole phase of some other techniques.

At this point, the NLP'er will be able to tweak and twist the person to whichever direction they desire. This only happens if the other person

can't deduce that something is going on because they assume everything that is occurring is happening organically, or that they have given consent to everything.

What this means is that it is quite hard to make use of NLP to get other people to act out of character, but it can be used to get a person to give responses within their normal range of character. This may come in the form of getting them to donate to a charitable cause, finally making the decision they had been putting off, or getting them to go home with you for the night, if they had considered it at some previous point.

At this point, what the NLP user seeks to do may be to either elicit or anchor. When they are eliciting, they make use of both leading and

language to get the person to an emotional state of say, sadness. Once they can elicit this state, they can then lead it on with a physical cue by touching the other person's shoulder for example.

According to theory, whenever the NLP user touches the person's shoulder in the same manner, the same emotional state will resurface if they do it again. However, this is only made possible by the successful conditioning of the other person.

When undergoing NLP therapy, the therapist can adopt a content-free approach, which means the therapist can work effectively without taking a critical look at the problem or without even knowing about the problem at all. This means that there is room for privacy for the client as the therapist does not need to be told about whichever event took place, or whatever issue happened in the past.

Also, before the commencement of the therapy, there is an agreement that ensures that the therapist cannot disclose any information, hence the interaction between the therapist and the client remains confidential.

In NLP, there is the belief in the need for the perfection of the nature of human creation, so every client is encouraged to recognize the sensitivity of the senses and make use of them in responding to specific problems.

NLP

also holds the belief that the mind can find cures to diseases and sicknesses.

The techniques employed by NLP have to do with a noninvasive, medicine-free therapy that enables the client to find out new ways of handling emotional issues such as low self-esteem, lack of confidence, anxiety, and destructive relationship patterns. It is also a successful tool in effective bereavement counseling.

With its roots in the field of behavioral science, which was developed by **Skinner, Pavlov, and Thorndike**, NLP makes use of the combination physiology and the unconscious mind to bring about change in the thought process and ultimately in the behavior of a person.

THE IMPORTANCE OF NLP

Neuro-Linguistic Programming is not only necessary for the understanding of a person's being, but it also helps in the understanding of the way an individual is. It helps a person to get deep into the root cause of the problem, as well as the foundation of their being.

Here are some other reasons why NLP is important:

It helps people take responsibility for the things that they feel they may not be able to control. With the help of NLP, a person can change the way they react to events of the past and have a certain level of control over their future.

People need to be aware of the body language of the members of their inner circle, as well as those who they seek to do business with. With NLP, it is possible to make use of the language with both control and purpose, and with this, it is possible to have control over your life.

Remember, you cannot expect to make the same mistakes using the same mindset and hope to get different results. During an NLP session, the focus is placed entirely on the client as they are made the subject. This helps a lot because, at the point where a person can deal with his or herself as a person, they gain more clarity into his or her dealings with other people.

It helps to improve finances, sales performance, marriage, health issues, parenting, customer service, and every other aspect and phase of life. This is because it helps in the holistic improvement of an individual and when a person is whole, his interactions and relationship with himself and other people become whole as well.

It assists in targeting your beliefs, thoughts, and values and helps with the targeting of a person's brain functions, as well as developing certain behaviors. It also shapes the way these behaviors metamorphoses into habits, and how the habits change to actions which in turn comes as results.

NLP applies to different vocations and professions. This is a tool that is very important in the mastery of sales, personal development experts and self-help, teaching, communication, parenting, and other facets of life.



CHAPTER 16:

Techniques to Use with NLP

DISSOCIATION

The first thing that we will take a look at is a process that is known as dissociation. Have you ever entered into a certain situation and just had a really bad feeling about it right from the start? Or maybe there are certain situations where you will start feeling sad or down each time that you experience it. Or you may have some situations at work that will make you pretty nervous, such as a situation where you need to speak publicly.

These situations show the whole range of emotions that you can have, and often they will seem like things that you have to deal with, ones that are automatic, and unstoppable. But you will find that using the techniques from dark NLP, and by using dissociation, you will be able to turn these feelings away and not allow them to bother you any longer. Some of the ways that you can make this happen are the following: Identify the emotion that you want to spend some time on, the one that you want to target and get rid of. This can be any kind of emotion that you want such as disliking the situation, discomfort, rage, and fear.

Once you have picked out the feeling that you want to work with, you can imagine that you can float out of your body, and then look back at yourself.

This gives you a chance to encounter the whole situation from a different perspective, of that of the observer.

Once you take yourself out of the situation and just get to watch what is going on, rather than needing to actively participate in it, you will find that your personal feelings about that particular situation will start to change.

You may find that you don't feel as shy, that the public speaking isn't as big of a deal as you had thought, or maybe you are now able to talk to that person you liked, the one who made you feel nervous in the beginning.

To get an added boost to this, you can first imagine that you can float out of your body, looking at yourself, and then you can float out of this body again so that you can look at yourself looking at yourself. This is a process that is known as a double dissociation and it can ensure that you

are really removed from the situation and that all of the negative emotions that come

with many minor situations are long gone so that you are better able to handle them.

FUTURE PACING

This is another technique that you can work with where you will ask a person to imagine that they are doing something in the future, and then you will monitor the reaction that they have to this. It is typically something that will be used to check that a change process has been successful. You can check this out by observing the body language of the target when this person is going through a difficult situation before and also after the intervention.

If you are doing this and notice that the body language is the same, then you know right away that the intervention has not been successful the way that you would like.

The theory of this is that, once the person has taken the time to visualize the experience positively, when they do encounter the situation, the situation they visualized before will be their model for how to behave in that situation, even those that they only imagined and visualized. The mind is not able to come up with the differences between the real-life scenario and the imagined one, which can help the person to get through that whole situation more easily.

So, how will this be useful for the person who is trying to work with dark NLP? If you are worried about a specific situation, then the idea of future pacing will be able to help you out here. Before entering into that situation, take some time to visualize it in your head. Think about it positively, imagining what it will feel like if that situation goes well above your expectations, and if you were able to get through it without a hitch?

Try to imagine this as clearly as possible. Let's say that you are anxious about a job interview. Imagine what you will wear to the interview, what time you will show up, what you will say about your resume and the answers that you will give to the questions that you are asked. Imagine

that you are shaking the hand of the person interviewing you and that you feel really good about the whole situation like you are sure that they will offer you the job because they were dazzled by your credentials and all of the things that you said during the interview.

You will find that if you were able to come up with a strong enough and clear enough picture and visualization of the event when you head to the real event, it won't seem so scary. Your brain will assume that it has already gone through all of this, and the situation will pan out much better than you would imagine.

CONTENT REFRAMING

The next thing that we need to take a look at is content reframing. This is another technique that you can use any time you feel that the situation around you seems to be helpless or negative. When you take the time to reframe things, it will take away all the negative out of the situation that you see, and it will empower you by changing the meaning of the experience into something that will feel and appear to be more positive to you.

A good example of this is to say that you were in a long relationship and then it ends. You may not have been the one to end it, and maybe the other person blindsided you with the news. When you take a look at this breakup on the surface, it will seem awful and all that you will want to do is go and sulk in all of the misery that you feel. But maybe the one thing that you need to focus on here is how to reframe the situation.

For example, what are some of the benefits that you could enjoy now that you are single? You could look at it as the ability to be open to a new, and hopefully better, relationship. You now can go and do what you want, when you want it, without having to worry about how it will affect the other person or what they will think about this newfound freedom. And after that relationship is over, you can take some of the valuable lessons that you learned from it along the way and use it to make sure that you have better and stronger relationships in the future.

There are a lot of ways that you can go through and reframe the situations around you. There are always situations that are a bit negative, ones that don't seem to work the way that you want them to, and ones that will drag

you down and make it seem hard to get the results that you want. But by simply looking at the positives of that situation, and there are always some positive things, and ignoring the negatives that can come with it, you can start to see that the situation is not that bad.

In some situations, you will start to panic, or even focus on the fear that shows up. And this is pretty natural. But if you don't move the mind away from this panic and fear, it will just lead you to a lot more problems down the line and more things that you need to deal with. In contrast, when you

shift your focus, using some of the ideas that we were talking about above, you will be able to clear out your head and think about whether the situation was as bad as you had first thought.

ANCHORING YOURSELF

The next method that we will explore will be that of anchoring. We spent a little bit of time talking about anchoring in this book but didn't get a chance to go too much in-depth about how it works, why you would use it, and more. Now it is our chance to see some of the great things that you can do with the method of anchoring, and why it is one of the best methods to help you form a good connection with the other person.

The idea of anchoring found its origins with a Russian scientist **Ivan Pavlov**. **Pavlov** is well known for some of his experiments with dogs, which includes ringing a bell repeatedly while those dogs were eating. After he repeated the ringing of the bell, **Pavlov** found that simply by ringing the bell, even if he didn't bring out the food at that time, he was able to get the dogs to salivate. This was all just from hearing the bell.

The reason for this is that **Pavlov** had been able to create a big connection in the brain between the bell, and the behavior that would necessitate the salivating, namely, the eating of food. Then, when the dogs did hear the bell again, they assumed that food was on the way, or at least their brains did, and so the salivating started to prepare them for eating, even though there wasn't any food coming their way.

The neat thing about all of this is that you can use this same idea to stimulate a response that is anchored back to you. Instead of having the

noise or the touch or other signal go back to food or something else, you can use it in a way that anchors your target right back to you.

Anchoring yourself will make sure that you associate the desired positive emotional response to a specific sensation or a phrase that you choose. If you can choose the right kind of thought or emotion that is positive, and you can deliberately go through and connect it to a simple thought or gesture, you can then make sure that this anchor is triggered when you are feeling low. Then, you can do this gesture to help change the feelings that you are dealing with.

The first thing to consider is what you would like to feel. You can pretty much anchor any kind of emotion that you would like, but most people will

go with a good feeling like calmness, happiness, and confidence.

Decide where you want the anchor place to be on your body. You can pick almost anywhere but many times people like to squeeze on a fingernail, touch their knuckles, pull on the earlobe, or even just touch their wrist. It is important to add some kind of physical touch to this because it allows you to trigger that positive feeling no matter when or where. The placement doesn't matter. But you want to make sure that it is unique enough that you aren't as likely to touch it randomly as any other point.

Think about a time in the past when you felt that state that you want to feel now. So, if you want to have more confidence, think back to a time in your life when you felt you had a good deal of confidence.

Mentally go back to that time and float into your body. Look through your eyes at that moment and relive the memory as much as you can. You can work to adjust your body language so that it works with the memory. See what you saw, hear what you heard, and try to feel the feelings as much as you can and so on. This can help you to feel more in that state than ever before.

As you go back and relive some of that memory more and more, try to touch, pull, or squeeze the part of the body that you choose. You will feel that feeling swell as you go through and relive the memory. You can

release the touch as the emotional state starts to reach its peak, and when it starts to wear off.

Doing this may seem a little silly when you first get started, but the point of doing this is to create a neurological stimulus-response that will be able to trigger the emotion or the state at any time that you would like. If you have properly done this, you will be able to touch yourself and use the same pressure again in the future, and that emotion and that state will come back to you.

It is possible to do some steps to make the response even a little bit stronger. To do this, you can take the time to think about another memory, but make sure that this memory is about that same state that you wanted in the beginning. So if confidence was your goal to start, then think about a second memory where you felt confident.

Once you have that second memory, go back through it and relive it through your own eyes. Make sure that the anchor part of the body ends up being in the same spot that it was before. The more memories that you can add to this, and the stronger those memories are, the better off you will be. This anchor will become more potent, and even a single touch can be enough to trigger the response that you want. Aim to get in at least two or three memories to make this work, especially ones that are particularly strong.

But if you can find more, you will be able to get an even stronger response in the process.

You can use this idea with dark NLP as well. You don't have to just use it on yourself. Many masters of NLP have been able to use this anchoring idea to work with other people and getting them anchored towards the manipulator. For example, if you want to make sure that someone sees you like something that makes them laugh or someone they feel comfortable with, you can use some of the steps above to create an anchor.

We talked about this a bit before, but say that you want to associate a good feeling that the target has, back to you. You can start anchoring them each time that they laugh or feel good about themselves. Let's say that each time they laugh at one of your jokes, or at anything else that is

going on, you touch them a bit, or even touch your wrist. Over time, you will be able to touch your wrist even without the laughter and induce some good feelings in the target without even needing to try in the process.

GETTING OTHER PEOPLE TO LIKE YOU

One of the best things that you can do to make sure that others will be willing to do what you want, is to make sure that they like you. If you are likable, people will be more than willing to jump in and do what you want, without feeling like you are forcing them to do the action. It can take some time and some practice to get to this point, and you will have to take some special steps to make sure that you appear as likable as possible to that person. But once you can do it, you will be amazed at the results that you can get, and how willing they are to work with you.

Building up a rapport and making sure that other people, especially your target, like you, is one of the easier sets of NLP techniques that you can work with, but they can make a difference. And these techniques will ensure that you can get along with pretty much anyone. The good news is that even if you are shy or have trouble talking to others, there are a lot of different methods that you can use to build up some of that rapport that you want with the other person.

One of the fastest, and often seen as one of the most effective methods to help you build up this rapport with the other person, is to use the mirroring option. This is when you will subtly mirror the words, tone of voice, body language, and actions of the other person. This may seem simple, but it will work to get the target to like you more and to be drawn to you more, even though they aren't even going to realize what is going on in the process.

People like to be around those who are like themselves. They find that when someone is too different from them, it can make them feel uncomfortable, and they may feel like they and the other person don't have anything in common, or anything to talk about in the process. When you mirror the other person, making sure to be as subtle as possible with this, the brain will start firing off mirror neurons, which can be pleasure

sensors that show up in the brain, and will make people sense a liking for the person who is mirroring them.

It is such a great way to make sure the other person likes you. Their subconscious will take note of the fact that you are talking like them, acting like them, and using the same body language as your target. This will make

it so that the brain feels like there is a real connection going on there, and it will help the person to like you. In the process, since this is going on in the subconscious mind, the target isn't going to realize what is going on. All they will know is that they find you to be likable.

The technique of mirroring will be pretty simple. You will want to stand or sit the way that your target is sitting. If you see that they are tilting their head in one direction or another, you will want to make sure the head is tilted in the same manner. Smile when the target decides to smile, try to mirror the facial expressions, cross your legs if the other person seems to be doing that, try to mirror the voice and the tone they are using, and more.

Of course, if you are using this method as a way to build up some of the rapport that you want, you must make sure that everything you are doing is done subtly. If you are too noticeable with the actions that you are taking, it is more likely that the other person will notice what is going on. And while you are doing it to make the target notice and like you, the target may think that you are mimicking them or making fun of them. This will break the rapport that you are trying to build up. Instead, make sure that any of the actions that you use with mirroring are kept minimal and that they stay as natural and calm in front of the other person as possible.

EMBEDDED COMMANDS

When you make it impossible to say 'No' while remaining polite, you can convince people to do what you want every time. For example, do not ask a person if they want to go to dinner. Ask them where they want to go. With the first question, they can say 'No,' but with the second, they feel like you are wanting their opinion, so they feel compelled to have dinner with you.

CHOICE RESTRICTION

You want to restrict choices without it being obvious that you are doing so.

For example, instead of asking a person the type of wine they would like, ask them 'Red or White?' The second question will restrict them to either white or red. Then, you will ultimately get to choose the wine based on the color that they chose. They will not realize that you essentially persuaded them to allow you to choose which wine the two of you will drink.

I COULD, BUT RATHER NOT

This is a technique you have certainly used in the past and it has likely been used on you. An example would be saying something, such as "*I can drive if you want me to.*" At this point, you are saying you can drive, but the last part of the sentence opens the door for the other person to volunteer because you do not want to drive. In most cases, the other person will volunteer to drive not even realizing that you wanted that exact outcome.

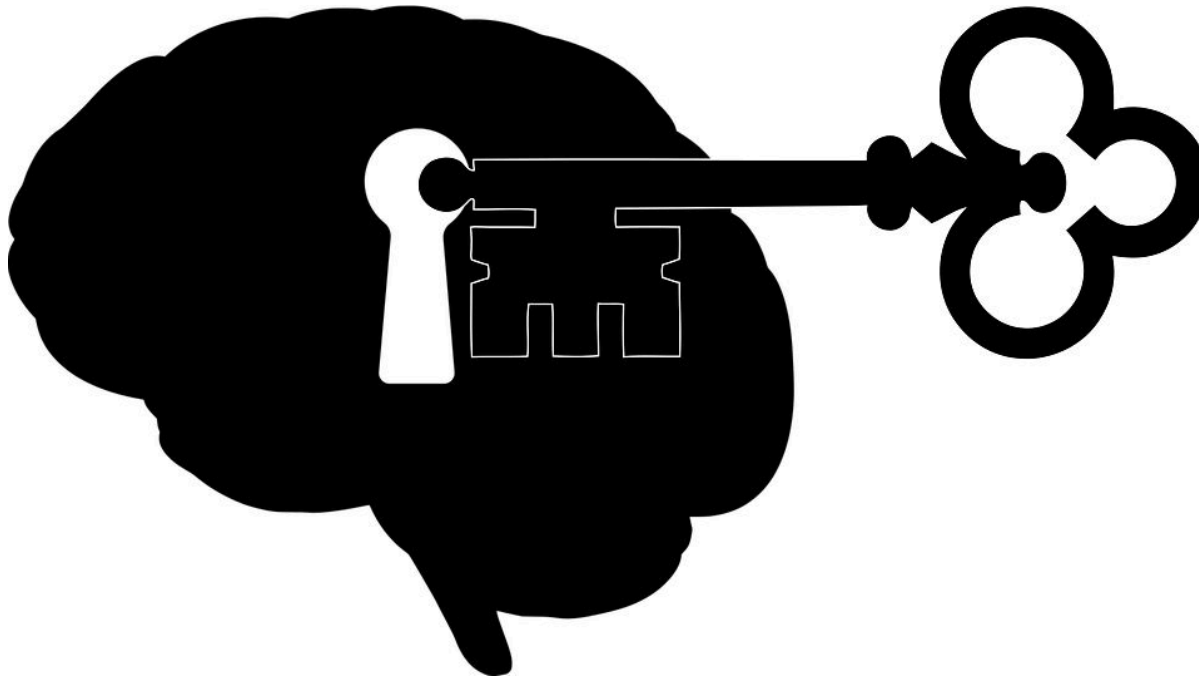
AND VS. BUT

You have no idea how powerful 'but' can be until you are starting to enhance your persuasion skills. This word can easily change opinions and you can fully use this to your advantage. For example, if you want someone to take you somewhere, but they are tired, you could frame it in the following way: "*I know you are tired but going to this movie will be so much fun and everyone has seen it.*" The second part of the sentence after the 'but' makes them feel obligated since the movie is trendy and fun.

WHAT THEY WANT

This is not only a type of NLP persuasion technique but also a form of hypnotism. Make sure that when you ask what a person wants, you make it open. For example, ask which car they would want if money was not a factor. You can use this same approach for just about anything. Once you get their true needs and wants, you can use these to your advantage to

persuade the other person to do something. For example, if you want to take a vacation with your significant other, ask where they would go if there were no restrictions. Once they answer, use this to present your idea.



CHAPTER 17:

How to Use NLP with

Dark Psychology

MANIPULATING THE MIND WITH NLP

As you may already know, several techniques can be employed when it comes to the subject of mind control. For this book, in this section, we will focus on how the mind can be manipulated with the use of NLP. The following are a few of those ways: **PAY CLOSE ATTENTION TO THE PERSON:**

When a person is trying to manipulate another person's mind with the use of NLP, they do so by first paying close attention to the subtle cues of the person like their breathing pattern, body language, pupil dilation, eye movement, nervous tics, body flush and so on. Thanks to the fact that the emotions of a person at a time are easily linked to such cues; it is easy for the NLP user to infer the person's state of mind. Also, the NLPer notes

these gestures to be able to determine the ways that a person perceives and processes every piece of information. For example, if a person is asked about the color of their favorite shirt and they move their eyes to the top right corner, it becomes obvious that they have visually created their answer. Similarly, if they move their eyes to the top left corner, it means that they have created a visual remembrance as they flashback to the color of their shirt.

In recent times though, studies have shown that this technique is not very reliable as it has to do with so many other factors that make it more complicated.

TALKING WITH A SUGGESTIVE FREQUENCY OF THE HUMAN MIND: This has to do with the uttering of words close to a person's heartbeat, which typically is about 42 to 72 beats every minute. When this is done, it can induce a high state of suggestibility to a person's mind.

MOVING PAST THE CONSCIOUS MIND WITH THE USE OF VOICE

ROLL:

This is a manipulating technique that has to do with voice roll, which is a patterned pace style that entrenches the desired point by skipping a person's conscious mind and going to the subconscious mind. An NLP'er does this by

emphasizing the word they desire the receiver to hear in a patterned style of monotony.

BUILDING RAPPORT EASILY IN SECRET:

This is a manipulative technique used by the skilled NLP user. It is done by employing language to boost suggestibility. To create a rapport with a person, the NLP professional examines the person closely and pretends to adopt the person's body language in a very subtle manner, thus making the person more vulnerable to everything the NLP'er suggests.

SUBLIMELY PROGRAMMING THE MIND AND CREATING AN ANCHOR: This technique has to do with a process of creating an anchor in a person such that it becomes easy to put the person in a particular state of mind by simply tapping on the person or touching them to program the person's mind sublimely.

EFFECTIVELY USING HOT WORDS:

NLP professionals can adopt a pattern of words that may seem normal on the surface, but in truth, they are permissive and suggestive. Some hot words are connected to the senses, these are the more suggestive ones. They include words like eventually, feel free, see this, means, hear this, now, because, as, etc.

These words are very potent in invoking a state of mind like experiencing, feeling, imagining, etc. It also creates the perception that the NLP user desires in the mind of a person. Also, they can make use of some vague words to control a person's thoughts.

AN INTERPERSONAL SUBCONSCIOUS MIND

PROGRAMMING: By making use of the interpersonal strategy, the NLP user can say one thing when they are planting something else in the subconscious mind of their subject.



CHAPTER 18:

The Barnum Effect

Let's say plain observation doesn't help anymore. It may happen we learned everything we could from our subject while observing them passively, and no new information may be obtained. Or, could be our time is limited, and we need to get to know the subject quickly, in a matter of minutes. When this happens, we cannot afford to stay a passive observer; we have to act!

The worst thing you can do in this case is to resort to interrogation. Be it a job interview, a TV show, or a romantic date, subjecting the person of your interest in a line of tedious pre-fabricated questions will bore them out quickly. If you read the previous chapters carefully, and your observational habits are in place, then you'll notice after only a few questions your subject will become aloof, unwilling, demotivated, and so on. We all hate answering plain questions about our character, and when asked to ‘*Name 5*

of your worst qualities’ we can even get angry with the interviewer. How is it even their business? It’s a very effective way to terminate your warm,

humane relations with someone; to give them a blank to fill, bore them to tears, and then intrude into their personal space in such an aggressive manner.

Wouldn't it be better to open our active analysis with letting the person in question know we do understand them, can identify with them, see what they are, and appreciate it? How do we open our conversation then, and what do we say to instantly break the ice and predispose the person towards us?

Here we must turn to a trick that fortune tellers and mediums use. The trick that may give you a hint of why horoscopes and Tarot readings seem to work, although they don't make sense scientifically.

This trick is called a '**Barnum effect**,' also known as the '**Forer effect**,'

named either in the honor of a famous showman **Phineas Barnum**, the first registered user of the so-called '**Barnum statements**,' which he employed to '*telepathically read*' his audience members, or after an American psychologist **Bertram Forer**, who analyzed the psychological mechanisms behind the said 'telepathy' and recreated the situation experimentally. What he did was offer each of his students a 'unique personality evaluation chart'

consisting entirely of the statements which seem personal, yet apply to pretty much anyone.

One of the reasons why the Barnum effect works, besides the generalized statements, is something called the confirmation bias. It claims that we tend to agree with descriptions of our character if we like them, not because of them being true. Maybe you do show a need for admiration; you could be needy and even narcissistic for all we know! And yet, who would disagree with someone calling them reserved, confident, a strong and silent type? It takes certain courage and objectivity, disagreeing with a good thing said about ourselves, so normally, we tend to agree.

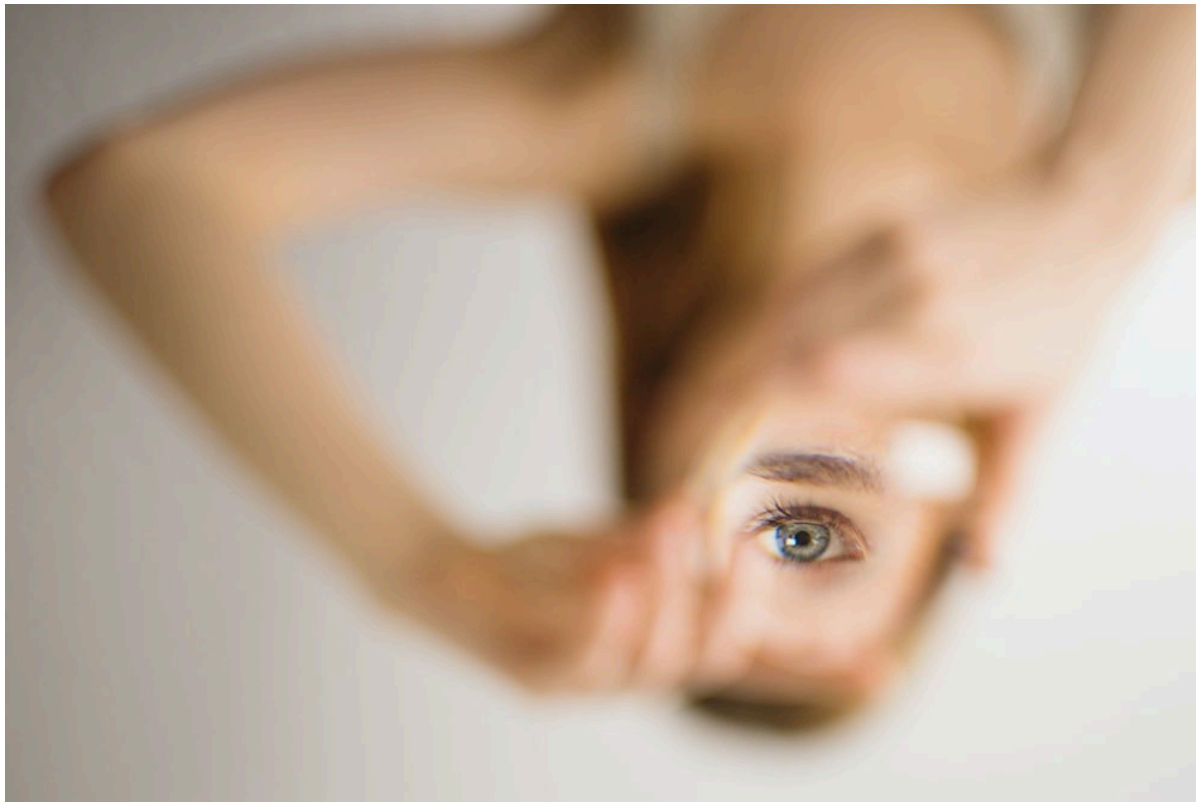
Where is the analysis though? What we were speaking about until now is related to establishing contact, breaking the ice. Of what use to us is someone's 'Yes' said in response to a Barnum statement?

The analysis begins when we continue the discourse and narrow things down; zoom in on certain qualities of the subject's character that interest us.

This technique is called cold reading ('cold' means you're honestly unfamiliar with your subject) and it's employed equally often by salesmen, show businessmen, journalists, and con artists.

It helps you study your subject while pretending to know them well from the start. This way, the conversation is much warmer. You can regulate the warmth by interchanging ego-pleasing confirmation-biased remarks, then offering critical judgment in a reasonable and 'sobering' manner, finding out actual new information about the subject.

So, remember the active analysis sequence well: opening with a generalized (Barnum) statement to break the ice, then zoom in on the most obvious positive characteristic of your subject, counterweighted by cold reading and/or mirroring.



CHAPTER 19:

Mirroring

Mirroring is one of the most effective manipulation techniques. It has two stages. The first stage is where you mirror the person you are talking with. The second stage is where he or she is the one who is mirroring you. Mirroring is an excellent way to build a connection.

So, how does it work? As the name implies, you have to mirror the other person. This is the first step. To do this, pay attention to how he positions his body, as well as the gestures that he makes. You should apply mirroring while you are engaged in a conversation. Simply mirror or copy how the other person positions his physical body. For example, if his hand is on his lap, then place your hand on your lap. If his hands are both raised to his chin, then mimic the same posture. Simply put, be a mirror of the person

with whom you are conversing with. Be sure to do this casually, so that the other person will not notice it.

Once you mirror the other person while talking, a connection is made. The next step is to continue with the flow of conversation. This is also the time when you use other manipulation techniques. If it works, what will happen is that the other person will be the one who will be copying your movements or position. In other words, he will be the one who will be mirroring you.

Mirroring is an excellent way to create a rapport and trust with a person.

Also, by copying another person, you get to view the situation from their perspective, and this will allow you to have a better understanding of how the other person thinks and feels. Once you have a good understanding of these things, then it will be easier for you to know how to control the other person more effectively.

The more that you mirror a person, the more effective it will be. Therefore, you are not limited to just mirroring gestures and positions of the body. You should also mirror the tone of voice and how the person projects himself. In other words, mirror the other person as much as you can. This is an effective way to establish empathy with the person. Once this empathic link is made, you can then take advantage of it by using other manipulation techniques, which can then lead to the other person to do what you want.

What if the person with whom you are talking to is the one who is mirroring you? In this case, you have to find out if he is doing it deliberately or not. If he is not doing it intentionally, then it is a sign that you are already in sync with him. This means that you can now proceed to the next step of manipulation and apply other techniques that you know. However, if he is doing it intentionally, which means that he also intends to manipulate you and he does so, consciously, then nothing good can come out from such a meeting. The reason is that no two manipulators can agree with each other, simply because nobody in his right mind wants to be manipulated knowingly. In such cases, the best thing for you to do is stay away from the other person. Another thing that you can do is simply to make a mutual deal where you can satisfy each other's interests.

Mirroring is tricky, and conscious employment of it, the same as detection of the attempts of people to mirror you, takes practice. Think of it like a sonar/emitter of sorts, an intuitive device normally more developed in females than males. You take in some emotion from your subject, some impression. Transmit it back by pretending you're them, then analyze their response. If you want, you could specifically make them describe you as you pose as them, to tell you their opinion of their character worn as a mask and presented back to them.

If you detect conscious attempts to mirror you or mimic you, then chances are the person you're communicating with belongs to the so-called dark triad: a narcissist, a sociopath, or a Machiavellian (manipulative) type.

These types of people use mirroring and cognitive empathy to charm you and pretend to be very similar, or a very close person to you in a way you will not be able to comprehend, in a magnetic, hypnotizing way. This bond will grant them emotional control over you since such people are not necessarily close to you in any way at all. They will often remain very cold, well-controlled, and logical, and yet you will be unable to predict their behavior. Given enough practice when looking for these features, you will be able to spot the dark triad types in conversation and take precautions against their techniques by employing your own (mirroring back).



CHAPTER 20:

Cold Reading

Cold reading is known to be a con artist's best friend. It provides the illusion of mind reading and magical abilities without the use of actual supernatural power. It is often used by those who make a living through fortune-telling and psychic acts. Many people have been completely sold on the act, as it is usually performed by someone who excels in reading others, has acquired enough general knowledge, and has practiced enough to deliver a very believable performance. Cold reading means educated guesswork. A lot can be told about your subject from their looks, their dress, their non-verbal signals and tone, and their vocabulary.

Take everything relevant into account, notice every change that happens, dampen the strike with a positive statement, zoom in on important questions, and so on. If your subject seems to slow down, remember it's

their reasonable personality, a less predictable and less primal one that has kicked in. They could be lying (they could lie on instinct as well if the lie was prepackaged!)

However, such an act is only a form of psychology, and you could create this act yourself if you chose to. You would do this by creating the illusion of knowing more than you do through the power of observation. There are different names for different techniques. How many people are present decides how you should approach it. Shot gunning, for instance, is done in a large room packed with people. This is often the choice of mediums who are creating the illusion of connecting to a passed loved one because whatever they say, there is likely to be someone who can relate to the statement. When the medium speaks a few, usually vague phrases, such as

" I am connecting to an elderly man... the name John or Jack comes to mind. Does that speak to anyone?" He or she watches for anyone who expresses recognition. The names Jack and John are very common, and many people have lost a grandfather in their time. The medium will then choose one person and watch their face carefully.

This is where the true psychology steps in. Reading body language is essential to keeping up the ruse, as the medium will need to narrow down the descriptions of the audience member's loved one. If, for example, the medium says something about a white picket fence, yet no familiarity comes to this person's face, he or she will have to carefully change their tactic. He or she might explain that he never lived within a white picket fence, but wanted to, or that another relative was also present. If the audience member agrees or seems excited, this medium will know they are getting warmer. This act is continued and even peppered by what are known as rainbow ruses. These are contradictory phrases such as *" He was a gentle man; however, he would occasionally display a stern side."* Most people have experienced these contradictory moments in their personality; however, the word choice feels so specific that it seems as if it only applies to the supposed spirit the man or woman is referring to.

Another method of cold reading, which may be more suitable to a smaller population, is to use previous knowledge when observing someone's behavior. This method is often used in detective dramas, as the act is

dramatic and exciting to watch, and the character appears intelligent and clever. It is, however, easier than it may appear, as it only takes keen observation skills. For example, if you meet a new person and notice

there is graphite smudged along the side of their left hand, you will know that they are left-handed, as those who are left-hand dominant must drag their hand along the previously written words to continue writing. As a left-hander myself, I would know. This phenomenon, which has been jokingly called “The Silver Surfer Syndrome,” is an unquestionable indication that this person is left-handed, and you may say so with confidence as you shake their hand. The confident statement will shock this person, and they won’t think to look for physical indicators. This can be used as a fun trick to amuse others, or as a shocking factor to carry into a persuasive technique, as those who have recently been surprised don’t always think every factor of a decision through.

Cold reading, as any other manipulation tactic, can be used on anyone. And it is. Many people who are studied in the ways of cold reading have used it as a career, such as psychics, fortune-tellers, and any kind of con artist.

Such a complicated set-up is not necessary to add this skill to your toolbox, as you only need your observation and shock factor. Another example is if you see someone you may already know is a student, you could confidently exclaim that they were studying late and fell asleep on their work as you note the imprint of math work on their left ear. These subtle observations build up over time, and you may gain a reputation with that person. The more you get to know someone, the more background information you will have stored away. For example, say you have a friend named Kyle. Kyle is a single father of an adorable six-year-old girl with whom he spends every moment he can. To support her, he works at a grueling desk job where he files paperwork all day long and takes rude phone calls. You know that he likes light coffee with a lot of sweetener and that he is right-handed.

Today, Kyle arrives with a large coffee in his left hand. You two always meet up every Tuesday at around ten in the morning. Today, it's almost eleven. In the back of his car is a pink hairbrush. When he gets close enough to greet you, you smell the strong aroma of black coffee rising from his cup, and you can see his clothes are wrinkled. Without asking him, what can you deduce from his situation?

I believe that his boss kept him very late and piled on the work the night prior. He's gotten paper cuts before, however even the light touch of his coffee seems to be too painful this time, so he was working as quickly as he could. Even so, he got home late that night and overslept the next morning.

Rushing to get her to school, Kyle likely tossed his daughter's hairbrush back for her to do her best with her hair on their way to school. Due to his exhaustion, he stopped to buy a coffee much stronger than he likes before meeting with you. Of course, other indicators weren't mentioned in the example. What situations you come to find yourselves observing will vary, as will the indicators that you notice.

You can also use cold reading to gather the information you don't have, by acting as if you do. For example, if you are a business salesman in a clothing shop who encounters a shy, young girl that is close to the age of the high school, you may focus on this observation, to begin with. You could state or ask with confidence if she has an event coming up. It doesn't hurt to be aware of large school events nearby either, as there may be a dance she wants to prepare for. She may nod or shrug. Either response isn't a no. After, you could press on and ask if she wants to wear something that will catch a certain someone's attention. Because she's shy, she may have difficulty speaking about her feelings to that cute boy from her math class.

Or, she may even want to look nice to feel superior to that girl who bullies her about her looks. Either way, this vague statement will technically be correct. With this much information, you can gather that she'll want to look elegant.

Taking a look at the clothes that she currently has on will give you a clue as to her preference with style. If she's wearing long sleeves, and baggy pants, she won't feel inclined to wear something revealing. You can work with this in two ways. You could persuade her to buy the dress with a low back and no sleeves by explaining how confident she'll appear while that yellow brings out the color in her eyes, or you could take the safer approach and find her a nice dress with long sleeves and a high neckline. This whole time, the girl never told you what she wanted or why she needed a dress, but you learned enough to make the sale anyway.

Cold reading isn't only useful in salesclerk settings and parlor tricks. You can also use it to gain favor, shock someone into doing as you wish, and learning enough about another person to use it to your advantage.



CHAPTER 21:

Hypnosis

WHAT IS HYPNOSIS

Hypnosis is not about making you bark like a dog or cluck like a chicken. It is not about enslaving you under the control of some Svengali who has enraptured you and now will make you do what they want. In truth, hypnosis is about connecting you with your unconscious mind, giving you greater freedom and personal power to transform your life. Every day you experience trance, for example, you are driving home and suddenly look around and do not know how you got home.

Alternatively, you sat down in front of the television with **Netflix** on and suddenly looked up and realized the sun had gone down and you have been sitting there all day. Maybe you believe that you are bad at math, that you get anxious when something happens, or when your anxious food is a great relaxing thing for you. These are all suggestions and trances that have been embedded into your unconsciousness throughout your life; hypnotic programming has a part in your life, even though you may have never thought you have been hypnotized.

Your brain works on an unconscious and a conscious level. Your consciousness is your gatekeeper; it has a very limited ability to help you make changes, mostly because your conscious mind does not require a lot to get overloaded. It is great in helping you make a decision, on the self-talk that you do, and other such things. But, the very act of you moving your hands requires so many muscles and nerves to fire, so many structural fibers that for you, if you were to consciously try to do it, would be impossible.

The human foot makes a series of micro-adjustments as a person stands and walks that we have not yet been able to replicate in anything, and all of that is done in the unconscious. Your unconscious mind manages almost everything else in your life.

Every second your unconscious brain processes twenty million bits of information, the conscious mind only processes about forty bits of information and that is why hypnosis is so powerful. Our habits, our beliefs, our world outlook, all of these things are embedded in our unconscious mind. How we believe things, why we believe things, how we act on our beliefs, all of these are unconscious. Some studies suggest that even large

parts of what feels like a conscious decision happens unconsciously before they happen consciously.

Think about that. What we perceive as a free choice, is oftentimes, a completely unconscious process that we rationalize as a free choice afterward. And to many people, when they hear that, it sounds scary. It might make them even question their view of who they are or what freedoms they have. But to those who understand hypnosis, it offers an

opportunity for them to create a massive change that they will be able to enjoy and reap the benefits of with ease.

Through hypnosis, a person is often guided into their unconscious and is able to layer their desired changes into their unconscious, so that they can make changes more easily.

But you might be wondering, you have seen people clucking like a chicken and barking like a dog. You have maybe watched people or heard about people who forgot their name or danced like a stripper. So, what was going on there if hypnosis is just about relaxation, visualization, and mental programming for positive change? Is everyone just pretending? Is it all just fake? Well, the answer is no.

Stage hypnosis relies on people's general ability to want to do crazy things.

It uses social pressure and compliance and a proper selection to create a compelling display of hypnotic showmanship. The stage hypnotist does a hypnotic test with the audience for anyone that wants to participate, and then chooses those who are most responsive. Then when they are on stage, he begins to run them through a series of hypnotic tests, eliminating one person after another who is not fully responding to the hypnotic suggestions that they are putting out there, until all they have on stage is a group of people willing and able to follow directions. And here is the thing, you might have been one of these people, or you have witnessed a friend of yours do it. You might say to yourself that they swear on a stack of bibles that they were hypnotized, and I would say that was 100% true.

The thing is though that what is happening is that the people on stage have given themselves permission to be hypnotized and in doing so have abdicated their responsibility to someone else. In 1963, **Stanley Milgram**

wanted to test people's compliance to find out if Nazism was a German weakness, or if people, when faced with authority, could be pushed to do horrible things. Volunteers were told they were doing a study on memory and they were to administer an electric shock to another volunteer if they got the question wrong. At each point, the shocks would increase in intensity.

The thing was that everyone except the volunteer was an actor and no one was receiving electric shocks. As they went through the process, a doctor in a white coat would simply insist that they keep going; they keep doing what needs to be done. Each time, people bowed to the authority, especially as they were consistently told that the doctor would take full responsibility.

Stage hypnosis works in the same way. They are going along because they can go along because they know that no matter what they do, they have someone they can blame it on. That means they are empowered.

So, is hypnosis just a benign thing? Moreover, the answer here is very mixed. The fact is that hypnosis is a tool, like any other tool, and it can be made a weapon. The thing is that almost nobody knows how to do it and anything you could do in hypnosis to someone, you could do without hypnosis 100x easily. But, of course, hypnosis is powerful. It is after all capable of having you transform your unconscious mind and plant new thoughts, ideas, and beliefs inside of it.

Hypnosis is one of the most unique phenomena that now only with the breakthrough technology in brain scans, we are beginning to have any major understanding of it. We know now that it transforms the way people think and process information. Where we are usually responding to stimulation (see food and thus want to eat it), instead, when a person has been hypnotized, they act out their thoughts first (meaning if they are on a diet, they do not respond to the food). This may sound like a small change, but it is not. A powerful transformation makes a person self-directed in their life, given the ability to decide what actions they take, rather than simply being drawn to something from their unconscious programming.

And the best thing about hypnosis is that it is not very difficult to learn, neither the self-hypnosis nor the hypnotic protocols on other people. All of which, you are about to learn.

WHAT IS HYPNOTHERAPY?

According to specialists, hypnotherapy is thought of as a state of awareness that entails the concentrated focus in addition to the minimized outer understanding that is identified by the individual's boosted

capability to reply to recommendations that are offered. This implies that the individual is most likely to go into various mindsets, as well as will certainly be a lot more vulnerable to adhering to the pointers that are offered by the therapist.

It is commonly identified that there are 2 concepts that help to define what is taking place throughout hypnotherapy. The very first one is referred to as the transformed state concept. Those that follow this concept see that hypnotherapy resembles a hypnotic trance or a mindset where the individual recognizes that their state of consciousness is altered from their normal state. The various other concepts are non-state concepts. Those that follow this concept do not assume that those that undertake hypnotherapy are participating in various states of awareness. Instead, the individual is collaborating with the therapist to go into a sort of creative function implementation.

While in hypnotherapy, the individual is believed to have even more focus and also concentration, which pairs along with a brand-new capacity to extremely focus on a particular memory or idea. Throughout this procedure, the individual is additionally able to shut out various other resources that could be sidetracking to them. The hypnotized topics are believed to reveal an enhanced capability to react to tips that are offered to them, particularly when these recommendations originate from the therapist. The procedure that is utilized to put the individual right into hypnotherapy is referred to as hypnotic induction and will also certainly include a collection of recommendations and guidelines that are utilized as a kind of heat up.

Various ideas are raised by the specialists regarding what the meaning of hypnotherapy is. The variety of these interpretations originates from the truth that there are several conditions that include hypnotherapy, and no individual has the same experience when they are undergoing it. Several of the various meanings of hypnotherapy by professionals consist of the following:

- 1." *A diplomatic immunity of mental regression*," by **Michael Nash**.
2. **Ernest Hilgard** and also **Janet Hilgard** have created a fantastic deepness concerning hypnotherapy, and also define it as a means for the

body to dissociate from itself in one more plane of awareness.

3. **Sarbin** as well as **Coe**, two popular social psychotherapists, adhere to the function concept to explain hypnotherapy. Under this interpretation, the individual is playing the duty of being hypnotized; they are imitating they are hypnotized as opposed to in fact remaining in that state.

4. According to **T.X. Barber**, hypnotherapy is specified based upon the various non-hypnotic behavior specifications. Under this interpretation, the individual will certainly specify the job inspiration and also tag the scenario that they remain in as hypnotherapy, considering that they have nothing else to call it.

5. **Weitzenhoffer** wrote in several of his earlier works concerning hypnotherapy. He conceived that hypnotherapy is a state of boosted suggestibility. In even more current works, he specified the act of hypnotherapy as ‘ *A kind of impact by a single person applied on an additional via a tool or form of a pointer.* ’

6. **Brenman** as well as **Gill** made use of the psychoanalytic principle of ‘regression in the solution of the vanity,’ to assist explaining what hypnotherapy was about. Under this meaning, the individual wants to go under hypnotherapy and also right into the modified state since it assists their vanity as well as makes them feel far better.

7. According to **Edmonston** an individual that has gone through hypnotherapy is just in a deep state of leisure.

8. **Spiegel** has specified that hypnotherapy is merely something that occurs as a result of the organic capability of the individual.

9. **Erickson** mentions that hypnotherapy is modified, inner-directed, as well as a unique state of working. The individual is still able to operate and also understands points around them; however, they remain transformed contrasted to their typical state.

There are several sights as well as declarations that have been made concerning hypnotherapy. Some individuals think that hypnotherapy is extremely actual and also is paranoid that the federal government as well

as others around them will certainly attempt to regulate their minds. Others do not count on hypnotherapy whatsoever and also assume that it is simply deception. More than likely, the suggestion of hypnotherapy as mind control drops someplace between.

STAGES OF HYPNOTHERAPY

INDUCTION

The initial stage of hypnosis is induction. Before the participant undergoes complete hypnotherapy, they will be introduced to the hypnotic induction strategy. Several of the non-state theorists have seen this stage somewhat in a different way. Rather they see this phase as the method to increase the participants' expectations of what will take place, specifying the duty that they will play, and obtaining their focus to concentrate in the ideal direction, as well as any of the other steps that are needed to lead the individual into the ideal instructions for hypnotherapy.

Several induction strategies can be made use of during hypnosis. The most widely known as well as significant approaches are **Braid's 'Eye fixation'**

strategy or '**Braidism.**'

To make use of the **Braid** induction strategies you will need to follow several steps. The initial one is to take any type of object that you can locate that is intense, such as a watch instance, and also hold it between the middle and forefingers, as well as the thumb on the left hand. You will wish to hold this object about 8-15 inches from the eyes of the individual. Hold the item someplace over the forehead so that it generates a great deal of strain on the eyelids, as well as the eyes during the procedure to ensure that the individual can maintain a fixed look on the object any time.

The hypnotist after that must explain to the individual that they need to maintain their eyes constantly fixed on to the object. The person will additionally need to concentrate their mind entirely on the suggestion of that certain object. They ought to not be allowed to consider other points or let their minds and eyes wander, otherwise the process will not succeed.

After a brief time, the participant's eyes will certainly begin to expand. With a bit more time the participant will certainly begin to presume a bumpy motion. If the individual involuntarily closes their eyelids when the center and forefingers of the right-hand man are brought from the eyes to the things, they remain in the trance. Otherwise, the individual will certainly need to start once more; ensure to allow the participant to recognize that

they are to enable their eyes to shut, once the fingers are carried in a comparable motion back in the direction of the eyes once again. This will certainly get the individual to enter into the altered state of mind that is referred to as hypnotherapy.

While **Braid** waited for his very own technique, he did acknowledge that using the induction technique of hypnotherapy is not constantly needed for every single case. Researchers in modern times have normally located that the induction strategy is not as vital to the results of hypnotic recommendation as formerly thought. In time, various other choices as well as variants of the initial hypnotic induction strategy have been created, although the Pigtail approach is still taken into consideration as being the most effective.

SUGGESTION

The following phase of hypnosis is called the idea stage. When hypnosis was initially defined by **James Braid**, the recommendation was not made use of. Instead, **Braid** described this stage as the act of having the conscious mind of the individual focus on one main and leading suggestion. How **Braid** did this was by boosting or decreasing the physiological functioning of the various regions on the individual's body. Later, **Braid** began to put increasingly more focus on using various nonverbal and verbal types of ideas to get the individual into the hypnotic state of mind. These would consist of making use of 'waking suggestions' along with self-hypnosis.

Another widely known hypnotist, **Hippolyte Bernheim**, continued to change the emphasis of the physical state of the procedure of hypnosis over to the mental procedure that contained verbal ideas. According to **Bernheim**, hypnotherapy is the induction of a psychical condition that is

strange, and which will certainly raise the susceptibility of the suggestion to the participant. Frequently, he mentioned, the hypnotic state that is caused will aid to help with the pointer, although this might not be needed to start the vulnerability in the first place.

Modern hypnotism makes use of a lot of different pointer types to achieve success such as allegories, insinuations, indirect or nonverbal pointers, straight spoken ideas, and also various other figures of speech and suggestions that are nonverbal. Some of the nonverbal pointers that may be

utilized during the pointer phase would certainly consist of physical manipulation, voice accent, and also psychological imagery. One of the differences that are made in the types of recommendations that can be offered to the individual, consists of those tips that are provided with permission and those that are a lot more authoritarian.

Among the things that need to be considered concerning hypnosis is the difference between the unconscious and the aware mind. Several therapists see the phase of pointers as a method of communication that is routed, for the most part, to the mind of the topic. Others in the field will certainly see it on the contrary instructions; they see the communication happening between the agent and also the subconscious or subconscious mind.

Proponents consisted of **Bernheim**, **Pigtail**, and also other leaders of the **Victorian age**. They thought that the ideas were being addressed right to the conscious part of the topic's mind, rather than to the unconscious part.

Pigtail goes further and also actually specifies the act of hypnotherapy as the focused attention upon the idea or the dominant idea. The concern of most individuals that the hypnotherapists will certainly have the ability to get into their unconscious and make them do, as well as think things beyond their control are merely difficult according to those that follow this train of thought.

The nature of the mind has additionally been the component of the different conceptions regarding pointers. Those that believed that the reactions provided are with the unconscious mind, such as in the case of **Milton Erickson**, raise the situations of utilizing indirect ideas. Most of

these indirect ideas, such as stories or allegories, will certainly conceal their intended significance to conceal it from the aware mind of the subject. A subliminal tip is a kind of hypnosis that relies entirely on the theory of the subconscious mind. If the unconscious mind were not being made use of in hypnosis, this type of tip would certainly not be possible. The differences in between both groups are rather very easy to recognize; those that think that the ideas will certainly go primarily to the conscious mind will certainly make use of straight verbal instructions and tips, while those that think the suggestions will go largely to the subconscious mind will use stories and allegories with surprised definitions.

In either of these theories or ideas, the participant will certainly need to be able to focus on one item or concept. This permits them to be led in the instructions that are needed to go into the hypnotic state. When the suggestion phase has been completed efficiently; the individual will after that have the ability to relocate to the 3rd phase, susceptibility.

SUSCEPTIBILITY

Gradually, it has been observed that individuals will certainly respond in a different way to hypnotherapy. Some individuals locate that they can fall under a hypnotic trance rather conveniently, and also do not have to take initiative into the procedure in any way. Others may locate that they can enter into the hypnotic trance, yet just after a prolonged period as well as with some initiative. Still, others will find that they are unable to enter the hypnotic trance and even after ongoing efforts will not reach their objectives. Something that scientists have found fascinating about the vulnerability of different individuals is that this aspect remains continuous.

If you could quickly enter a hypnotic frame of mind, you are likely to be similar for the remainder of your life. On the other hand, if you have always had difficulty in reaching the hypnotic state, as well as have never been hypnotized, then it is likely that you never will.

There have been several various models created with time to try and identify the susceptibility of participants to hypnosis. A few of the older depth ranges worked to infer which level of hypnotic trance the participant remained in, with the observable indicators that were

available. These would include points such as spontaneous memory loss. Some of the more modern-day scales function to gauge the degree of self-evaluated or observed responsiveness to certain idea examinations that are offered such as the direct ideas of arm strength.

According to the research study that has been done by **Deirdre Barrett**, there are two types of topics that are taken into consideration that are very susceptible to the impacts of hypnotism. These two groups consist of dissociaters and also fantasizers. The fantasizers will certainly rack up high on the absorption scales, would certainly be able to conveniently shut out the stimulations of the real world without using hypnosis, spend a great deal of their time daydreaming, would have had fictional friends when they were a youngster, as well as additionally would have grown up in a setting where fictional play was encouraged.

The dissociaters will usually originate from a history of trauma or youth misuse and find methods to fail to remember the undesirable occasions that

remain in their past, as well as an escape into a numbness. If an individual in this group does fantasize, it is more in regards to going blank, as opposed to developing fantasies. Both of these groups scored high up on the examinations of hypnotic vulnerability. The two teams that have the highest possible prices of hypnotism include those struggling with posttraumatic stress and an anxiety problem, and also a dissociative identity disorder.

SELF-HYPNOSIS

There are situations/conditions where one will not be able to access a certified hypnotherapist or any other expert, so a subject will have to make up their mind to employ the use of self-hypnosis. This is simply a process where a person can hypnotize themselves so that they enter the hypnotic trance all by themselves.

Self-hypnosis involves the method of autosuggestion. The most basic use of this method is for the sake of improving one's self. Most of the people who use it, do so to help themselves reduce stress levels so that they can quit smoking or to get the necessary motivation to go on a diet.

Although there are people that can hypnotize themselves, others discover that they cannot do it by themselves and they need some form of assistance to help them reach the altered state. They could make use of things like hypnotic recordings or mind-machines that help them to enter an altered state or the hypnotic trance.

Self-hypnosis can also be used in other areas like physical well-being or getting over stage fright.

MILITARY APPLICATIONS

For many years, people have long wondered if hypnosis has been as useful in the military or the hands of government officials as it has been when helping people deal with different types of health issues and addictions.

They wonder if the military or the government uses it to change the thinking of citizens about certain topics.

As far as we can tell, there has been some proof that the American military can use hypnosis to help them to reach their goals. It has been discovered in a declassified document, which was obtained through the 'Freedom of Information Act' archive, that there has been an investigation into the process of hypnosis at the hands of the military.

Regardless of the research that has been carried out, experts have concluded there is little or no evidence to prove that the hypnotic process can be of much use in the hands of the military. There isn't much evidence to show that hypnosis is in existence when it comes to the actual phenomenon besides the subject of expectancy, ordinary suggestion, or high motivation.

The 'Freedom of Information Act' document also goes further to state that it will be almost impossible to make use of hypnosis in a military setting.

The document explains that it has been difficult to study the effects and applications of hypnosis when it comes to its use in the military. This is because no one can state categorically whether hypnosis is a unique state that comes with a conditioned response, or if it is just a form of

suggestion that has been induced as a result of the positive link it has between the subject and the hypnotist.

HOW TO HYPNOTIZE PEOPLE

Talking about any professional hypnosis instructor, they tend to notify their clients that a successful hypnotherapist is usually a confidential person.

Ideally, you motivate confidence in your clients with the method of

‘Personality Assurance.’ In other words, the clients get to the state, whereby they feel better when you are around. Of course, this is the same when you invent the method of delivering speeches to hypnotize your audience. To start with, you need to cultivate confidence in your ability when with the audience, and you portray a nervous mood at the same time.

Ideally, you tend to put your client/audience in the state of which they feel like you cannot find them in the room; you portray the narratives in their minds. This could be done with the ideology of focusing your attention so carefully to ensure that your words have a real effect on their perception, consciously, and unconsciously. Changing the functioning of your immune system or blood circulation tends to be done by a competent hypnotist.

A good narrator must understand the idea of you wanting to be sufficiently convincing your listeners to concentrate on what you say. This is necessary because you need them to disassociate themselves from their concerns and situations to travel to different times, places, and opportunities with you.

So, at least for a while, you tend to make them understand the benefits of implementing the new ways of seeing reality.

Helping people learn new ways of responding to life, with the aim of not letting low confidence, phobias, and attention mess them up is so useful when it comes to ‘Therapy hypnosis.’ You concentrate the attention of your audience so selectively when you speak powerfully that they

become hypnotic rather than purely aware of the essence of their living. Therefore, this kind of education seems more profound for people.

AVOIDING THE BOREDOM TRANCE

However, it appears that various kinds of trances are in the crowd. You tend to hypnotize the audience by making them be in the state of leaving the room psychologically when you aren't inspiring them. Instead, the groups will try not to obey your concept and try to avoid your voice. In most cases,

they begin imagining what they will do for the day, what their next social arrangements will be like, or even what they will cook for lunch. The audience/participant tends to be disassociating, but not in the ways we would like. However, it appears that the specific technique to guide your audience to the proper direction seems to be available.

CROWD HYPNOSIS

Professional public presenters tend to captivate the audience with thoughts and words. Also, what they will use are the anticipation, vocabulary, narrative, and initial pace. This means that implementing the ideas for their audience to act on in the future will be their ideal objective. This method tends to be very useful when it comes to hypnotizing the audience. This means that the hypnotic speakers don't give just facts. Instead, they serve the audience with an experience that will improve the way they feel, think, or even behave.

Ideally, hypnotic performance tends to take part in referring the brain to the most meaningful pieces of music and poetry. Public talks that appear to have a real universe beating, do have a real rhythm. The kind of trance rhythm that draws you in and makes you forget the address is available when it comes to the best speeches, such as the best hypnotic inductions.

PREPARE YOUR SPEECH WITH WORDS THAT APPEAL TO FEELINGS

'Nominalization' happens to be the term in which the people who have to travel inwards to communicate with personal meanings are called. This idea helps in hypnotizing the audience. These happen to be words like

mighty, lovely, devotion, wisdom, power, and so on. What's just needed is that you ensure that you align the terms with what you mean. Ideally, such correctly used terms need to contain more than mere concrete words, but instead words that evoke feelings.

PAINT VISION OF HEARING MINDS THROUGH COMBINING SENSES

We portray a paradise-like experience to someone, the moment we hypnotize them. And indeed, in pictures, words, sounds, feelings, tastes, and as well as emotions, we dream. You need to tell what you've seen, felt,

heard, and tasted when you tell a story about something that has happened to you when giving speeches.

Ideally, an address becomes more elegant with the implementations of this sensory appeal. For instance, "*When I heard a sickening scream, I was carrying a huge bag through the mall, I turned around and saw two giant guys trying to mug an old lady who pushed them into the realm*" sounds more appropriate. Compared to this, "*I went to the shopping center and witnessed a serious physical conflict.*"

TELL ALL YOUR STORIES TO HYPNOTIZE

When there are great stories to tell, tell your viewers/audience overwhelmingly, even at the moment when you're giving a talk about molecular biology.

FASCINATE WITH YOUR VOICE

Think about words that have significance and relevance. So, in other words, you need to speed up with your voice at times. Then sometimes slow down a bit. Perhaps, this shouldn't happen every single time to avoid getting upset. You need to reduce the speed you implement in your words when you make an argument of significance. Then, also, you can even talk to a real hypnotist calmly and on slow delivery, periodically.

USE SUDDENNESS

We tend to go into a hypnotic spell when we're shocked or surprised, not only when we loosen up.

Humor, as it is, tends to amuse someone. So, great speakers implement the idea of using humor because it is hypnotic. In some other perspectives, there tends to be a punch on a punch line, and that is because it is surprising. Mainly, the shock is often used by the hypnotists from different stages to track subjects quickly into a hypnotic state.

BE POWERFUL

You can create a hypnotic state for people by simply exerting power over others. Look at how people are likely to blindly follow a person who appears to be powerful. When you do this, you can get a following, and the

people following you will do what you say because they want to please you and stay in your presence.

You can use this technique among your friends, family, and coworkers and any person that you have a pre-existing relationship with. You want to exert your power over time so that it does not feel too aggressive. Once you notice you have followers, start small with what you are asking. They will do it without even thinking twice about it. Over time, you can ask for larger things and you will have no trouble getting them.

MIRRORING

Now, the powerful approach works for people you know, but what about strangers? This is where mirroring comes into play. This allows you to quickly develop a rapport with someone once they see you both have someone in common. This can almost put them into a trance because they will naturally like you and want to please you since they will perceive both of you as very similar.

To successfully use this technique, pay attention to the stranger's common phrases and body language. Look at their behaviors. Exhibit these things back at them. As you continue your interaction with them, it will not take long for them to notice the similarities. You do not even

have to lie about things you have in common. Simply mirroring their language and behaviors is enough to get them under your spell.

USE STORIES

The right stories can put people into a trance-like state. Think back to when you were a kid and your parents would read stories to you before bed. This would induce a deep state of relaxation. The same is true when you are an adult.

As you are talking to people each day, add in some anecdotes. This shows you on a more personal level and can even give you a sense of power and authority. You want people to be able to visualize what you are saying, so use imagery when you are telling your story.

For example, you want a person to move something breakable for you because you just do not want to take the risk. Do not just ask them to move

it carefully. State that you do not want the vase to be dropped since it can shatter. They will visualize the vase shattering, forcing them to not only be careful when moving it, but they will volunteer to do it. They will almost see completing the task successfully as a type of personal challenge.

LENGTHY SPEECHES

When you want to induce hypnosis on a large group, lengthy speeches are the way to do it. Think about the television evangelists you have seen. They essentially use this form of hypnosis to get people to hand over thousands of dollars every time they hold a service.

When they are delivering their speech, they take a few pauses. They use varied voice tones to annunciate points and keep people completely engrossed in what they are saying. They know what their message is, and they repeat it frequently. They often do it using different phrasing, however, so no one in the audience ever feels like something is being forced on them.

It is not uncommon for them to tell you exactly what to do without directly telling you to do it. When you are in this type of situation, you are so enamored with the speaker that you will do just about anything they ask.

They always present their lengthy speech and then they just pass the collection basket. They do not ask you to donate because they know you will. After all, you feel dedicated to them.

This is a technique that you can use too. You do not need an auditorium for it either. If you need something from a person or a group of people, plan out a speech. Make sure that those you are talking to feel empowered throughout the speech. By the time you get to the end, you have already subconsciously implanted in their minds what you want. You will not need to ask for it. You will just get it.

For example, you want people to invest in your new business idea. Give them a speech about the business, about how much starting it would mean to you, and then insert a bit of a sob story about how this is your dream, but financially, you cannot swing it. After listening to your dramatic speech, they will feel compelled to invest.

STACKING

This is a hypnotic technique that works because you essentially overwhelm the people you are talking to. With this technique, you essentially bombard people with information. They are learning so many new things that they do not have time to sort through it. They do not feel they need to check facts because you are speaking with such authority that they automatically believe what you are saying. By the time you end your thoughts, you have essentially put them into a trance.

They are completely overwhelmed and defenseless at this point. So, you can tell them anything now and they will believe it. This is when you step in and use their trance-like state to your advantage. You do not directly ask for something. At this point, you just need to make a mere suggestion and you will get what you want.

COLD READING

This is something that psychics use to convince people that they can read their minds and predict their future. You will start by making a vague statement. For example, if you know a person to be shy, you will state this.

You know it is true and they will elaborate, giving you further information.

You will use this further information to essentially make other predictions.

Once a person feels that you have this almost clairvoyant ability, they are more prone to believe anything that you tell them.

PROTECTING YOURSELF AGAINST HYPNOSIS

One of the things that will help you to protect yourself against hypnosis is to live by principle. Living by principle does not mean being stuck-up or unrelenting when you should be flexible. It simply means knowing what you will accept and what you would rather forego, instead of simply going with the flow. If you are the sort of person that goes with the flow in the name of being easygoing, you might find that you have drifted too far from the safe shore. Manipulators who prey on others through hypnosis know to attack those who are not safely anchored onto something unshakeable. If you are the kind of person who upon being told to imagine how easier your life will be with product X, rushes to buy product X unquestioningly, you will find yourself with a whole lot of clutter in your life. Having one or two principles about certain aspects of your life helps you to make more conscious decisions that are not influenced by the actions or words of other people.

A good thing about life is the free will that is gifted to every human being living in the civilized world. Free will means that you get to choose what you allow into your life and what does not get to make it through the gate.

In today's world, numerous channels are utilized to influence you.

Television, movies, films, the Internet, books, magazines, radio shows, music...the list is endless. You are at liberty to choose what you allow in your life because you can be certain that most of these channels are being

used to put you in a certain state of mind that is advantageous to the channel owners. In short, you get to decide what gets filtered out of your life.

Choose wisely.



CHAPTER 22:

Types of Hypnosis

TYPES OF HYPNOSIS

A hypnotist can use different types of hypnosis on a participant. Each of them will use different ways and will help with certain issues.

Some types of hypnosis will assist in the area of weight loss, while others will be used to help a participant relax. The types of hypnosis are discussed below.

TRADITIONAL HYPNOSIS

This type of hypnosis is very popular and used by hypnotists. It works by the hypnotist making suggestions to the participant's unconscious mind. The participant that is likely to be hypnotized by this is one who does what he is told and does not ask many or frequent questions. If one was to self-hypnotize themselves, they will do this by using traditional hypnosis. Like we have said, this type of hypnosis is very popular and this could be attributed as one that does not require much skill and it is not technical. The hypnotist will just have the right words and tell the participant what to do.

This might pose a problem to the hypnotist where the participant is a critical thinker and can analyze a given situation.

THE EMBEDDED TECHNIQUE

This is another type of hypnosis where the agent makes use of an interesting story to hypnotize the subject. The story is used as a distraction to engage the consciousness of the subject. This story will also have some indirect suggestions that are hidden within it. These suggestions will be accepted by the subject's unconscious mind.

With the use of the story, the agent will be able to create some instructions that will help with channeling the mind of the subject to come up with a memory that is required. This memory often has to do with certain learning experiences from the past that are appropriate for solving the patient's problem. This learning experience will then be applied by the hypnotist to help the patient to make changes to their present state.

NEURO-LINGUISTIC PROGRAMMING (NLP)

This type of hypnosis gives the hypnotist wide criteria for the methods they can use in the process of hypnosis. The hypnotist can save time during the process as the hypnotist will just use the same thought patterns as the one that is creating the problem in the participant. If it is stress, for example, the same thought pattern causing this stress will be used to counter the stress.

The different types of NLP are discussed below.

NLP Anchoring

To understand how anchoring works, think of a particular scent. The first time you had that scent, you were going through some feeling in which the unconscious mind attached these feelings to that scent. Through this, the scent will become the anchor for those particular feelings. Every time you heard the scent, those feelings come rushing back triggered by the unconscious mind. This type of NLP has been useful to hypnotists in the process of hypnosis. If for example, you won a prize or some money, the hypnotist will try and recreate those feelings you had when you won the prize. While recreating these feelings, the hypnotist will ensure the participant does an action during this process. Each time the subject does the said action, they will be reminded of those feelings. This type of NLP

can be used to motivate a person to accomplish their goals, for example, if they are trying to be healthier or trying to lose weight. The hypnotist will create a positive anchor that is in line with the mental image of the participant. The mental picture will be that of a sexy slim body. This image will be used as a motivator to start losing weight.

NLP Flash

This technique should only be done by a certified professional because it is considered to be very powerful and is used to alter thoughts and emotions around the unconscious mind of the participant. It is considered helpful to persons who experience chronic stress or are addicted to a substance. Here is what the hypnotist will do; whoever is addicted to a substance, instead of it causing some feelings of happiness, the act will now cause feelings of pain. Where the person had chronic stress, the act will bring a sense of relaxation. Those addicted to substances such as cigarettes and alcohol will now feel pain when they take these substances, which then can effectively assist them in getting over their addiction. While those undergoing chronic



stress will find this technique also very useful as it helps them relax because stress can be very harsh to one's body. They will be able to know what causes their stress and redirect them to cause feelings of relaxation instead.

NLP flash has been effective in getting rid of conditioned responses found in the mind of the subject. A practical example will be a person who enjoys drinking alcohol in events. Whenever this person is at an event even where no alcoholic drinks are being served, he will associate every event to alcohol. When this person goes through NLP Flash, they will be able to separate these two events from each other. This means the person will be able to enjoy an event without thinking about alcohol and will be effective when trying to quit consuming alcohol.

NLP Reframe

This is the third type of NLP that can be used in hypnosis. It aims and works well in helping the participant change the way they behave. The hypnotist, for this work, should be able to comprehend that there is a positive outcome when the behavior is changed. The focus on the outcome is critical as this is the reason for using this form of NLP in the first place.

Despite this, the behavior chosen to achieve the outcome is not as important. The process involves the hypnotist trying to engage with the unconscious mind of the participant. The end game is to get the unconscious mind to be responsible for the participant's new chosen behavior that will help in achieving the secondary gain. This new behavior will then be more acceptable to the conscious mind of the participant.

SUBLIMINAL HYPNOSIS

This is the last type of hypnosis that we will discuss. In this type of hypnosis, subliminal messages will be embedded in a recording that the subject will listen to. This recording will contain two different tracks and each of the tracks will address different parts of the subject's mind.

On one track, there will be a cover sound that will be heard by the subject's conscious mind. This cover sound will be soft so that it will be easy for the subject's brain to process. They usually come in the form of nature sounds or music. The second track will have direct suggestions that will be heard by the subject's subconscious mind and there will be a repetition of these suggestions through the period of the entire session.

The subliminal messages will come in such a way that it will be easy to play them at any time or in any place. One can listen to it during work hours or even while watching television.

The good thing about this message is that it does not require that you stop what you are doing, and it does not need the participant to sit down or relax as is required in traditional hypnosis or NLP.

There are times when the subliminal programs are included in the regular hypnotic processes, but the use of subliminal programming is not as prevalent as there are not many people that will choose this technique in changing their behaviors or habits.

According to research, subliminal programming has not proven to be as effective as other types of hypnotherapy, so it can't replace NLP or any other type of hypnotherapy. According to some experts, it usually takes about 80 hours of paying attention to the message to enable it to take effect.

Sometimes those long hours may still not be enough for most of the participants.

Joel Weinberger, a professor, and a psychologist at **Adelphi University** says that normal subliminal audiotapes that are bought in stores or online do not usually work. Subliminal psychodynamics, on the other hand, may work if there is the presence of visuals.

Popular options that are available for purchase only include the auditory parts, but these auditory parts are not enough to make sure that this method will work on its own. This is because the subliminal suggestion will have to be paired with other types of hypnotherapy to take the desired effects.

Although the media have made attempts to paint hypnosis in a bad light, certainly, hypnosis is not an evil tool used to control the minds of unwilling subjects. The subject must be willing to go through the process of hypnosis and enter an altered state. It will merely be an effort in futility if the subject is not willing.

Most times, subjects undergo hypnosis to help them improve their lives.

This could be to help them manage their weight, help them quit smoking, improve their health conditions, or assist them with the management of chronic pain. Each of these techniques can also be used in helping the subject in letting go of their overall goal.

Although all these techniques can be effective and useful, it is important to be critical about the professional that you will work with because your issue will be used to decide the method of hypnosis that will suit your needs in such a way that it will improve your life.

ERICKSONIAN HYPNOSIS

This type of hypnosis uses stories and metaphors. This hypnosis uses stories and metaphors to create ideas and suggestions in the unconscious mind.

This hypnosis is very effective and powerful, but the only downside it has is that it requires someone who is experienced and trained for it to work

and be effective. What is the reason behind its efficacy? The reason underlying is that it can eliminate any resistance to the suggestions of the hypnotist.

The metaphors used will be of two types. The first is called the 'Isomorphic metaphor.' This is a common metaphor that gives steps to the unconscious mind by presenting some story to the participant that will have a moral ending.

The unconscious mind will be able to link the elements coming from the story and the element of the problematic situation. An example of a story with a moral ending is the famous story of the 'Boy Who Cried Wolf.' This story was told to children to warn them about what would happen when

they continuously lie. The children being told this story will be able to link the telling of lies with the boy who is mentioned in the story. They will be able to see that lies can bring problems and that the child will willingly stop lying to avoid problems. The other metaphor is the 'Intersperse metaphor.'

Here the command explained in the story is not easily understood by the participant outside their unconscious mind.



CHAPTER 23:

Body Language

BODY LANGUAGE

Body language is the part of nonverbal communication that refers to the gestural codes expressed by your body. It is divided into two fields: the expression of the body as a whole, and the facial expressions that include the micro-expressions, and all the emotions that you can express with your face.

The most important applications of body language are to be able to model your nonverbal expression to better communicate, observe, and analyze that of others, and to use both these factors to persuade and convince more effectively.

It may seem redundant, but nonverbal communication is everything you don't express with words. You already know that it includes body language, but it also encompasses the paralanguage (the characteristics of your voice) and even the pheromones (the smells that your body gives off naturally).

Your first step in deciphering body language is the **SAPP method**.

As if it were one of our riddles, define the feeling that each of these positions gives you. It should be the same because they are all crossing their arms... or not?

It is always much more complex, even when it is the same gesture. In this case, the woman (B) is the one who is really on the defensive because she shows both backs of her hands. This is a very uncomfortable style of crossing arms because it requires tension in the extremities and shows that the person is in a position of defense.

On the other hand, the woman (A) has a 'normal' arm crossing (only one of the hands is seen). The woman (C) has a similar crossing, but surely you felt something different in each case.

The difference is a matter of perception: the woman (A) has a neutral expression and the colors that surround her are muted, while the (C) smiles and the colors of the image are vibrant. Both positions are analogous (except the visible hand, in each case), and the 'feeling' that you had in one or the other case had nothing to do with the posture itself.

This 'perception of failure' occurs because we are used to observing our environment as a sum of stimuli, and not each one separately. Precisely for that reason, every analysis of body language must go through these very important phases that break down that generality:

THE SITUATION

It refers to the conditions in which the interaction occurs. For example, two people who argue, do they have any emotional relationship? They are weird? Was the meeting casual, or arranged?

THE ENVIRONMENT

Determine the physical characteristics of the place where the event occurs.

For example, someone who shouts in a very noisy place is not the same as someone who does it in a quiet place. Do you remember the one who

was cross? If the environment was cold, you can justify this position.

THE PROXEMICS

It is the distance at which you interact with others. When observing two or more people, this variable is mainly associated with trust among all. (The more confident they will be, the closer they will be to each other.)

THE POSTURE

This last point introduces us to the heart of the matter: **Kinesics** or nonverbal vocabulary, in which we begin to decipher the nonverbal language of gestures, body orientation, body movements, and finally the emotions in the face.



CHAPTER 24:

Nonverbal Communication

NONVERBAL COMMUNICATION

Nonverbal communication is difficult to define, as proposed by **Ray Birdwhistell** as “*Studying nonverbal communication is like studying*

physiology with no heart.” For that reason, it is so difficult to propose a single definition of it. For a correct definition of CNV

(nonverbal communication):

- Using the general and accepted definition of communication (sender, receiver, and messages) where we can accept that any behavior is considered communication
- Using the perspective of the distinction between the concepts of information, behavior, and communication
- Using the perspective of the sender and the receiver of the message

The academic will choose the most appropriate definition that fits his study.

For general purposes, the first one will be used.

CHARACTERISTICS:

Nonverbal communication is omnipresent and multifunctional.

The CNV can lead to misunderstandings and the opposite too.

The CNV has phylogenetic and ontogenetic primacy.

The CNV can express what is not said verbally.

The CNV is reliable.

In humans, CNV is frequently paralinguistic, that is, it accompanies verbal information by shading it, expanding it, or sending contradictory signals. That is why the CNV is important so far.

When we talk (or listen), our focus is on words rather than body language.

Although our judgment includes both. An audience is simultaneously processing the verbal and nonverbal aspects.

The movements of the body are not generally positive or negative in themselves, rather, the situation and the message will determine its evaluation.

GESTURAL AND BODY LANGUAGE

Body communication, evolutionarily before structured verbal language, is an essential part of the human communication system, and many primates.

In modern humans, nonverbal language makes paralinguistic sense and is important in many human communicative exchanges that adequately complement verbal discourse. It is mentioned that gestures transmit moods and the bio-psychic situation of a person, such as their degree of stress or fatigue.

Some authors point out that success in communication depends on the correct and proper functioning of all components of the communication system. We start from the conviction that being understood by a small or large number of people is an art that can be learned to the extent that several resources are known and implemented by the sender; in this case, the monitor, the transmission of the message, and its correct assimilation by the receivers will be favored.

LOOK

The look is an important aspect of nonverbal communication since it allows complementing verbal information by corroborating it or clarifying its content. In most conversations between human beings, there is remarkable eye contact, being anomalous people who do not look too much at interlocutors. In children, the lack of eye contact is frequently associated with lies, distortions, and other interesting psychological facts. It can also point to autism. In public communication, very persistent eye contact can cause restlessness and nervousness in the person speaking or the audience.

On the other hand, the look serves to interact and mark the word shifts in a conversation. Before answering, it is common to look away, implying that it will intervene again. The assent with the gaze is also a frequent sign that serves to establish the duration of the word shift. Many of the

gestures and attitudes are derived, on many occasions, from an unconscious behavior, although they are acquired in childhood and are not innate. Children gradually learn to distinguish between a mocking look, a look of surprise, and a challenging look, etc. Finally, the time during which the gaze is

maintained can also help to know what the interlocutor thinks. Thus, an insecure or nervous person is unable to keep his gaze fixed on his interlocutor for a long period. Also, talking about personal issues decreases (or even gets lost) eye contact. It has been established that praise often attracts the praised look.

The look is a basic technique of nonverbal communication in the field of communication and the Performing Arts are no less. In this communicative field, we have studied the existence of three strata or imaginary levels to which we could direct the gaze according to what we want to convey.

They would be the following:

Low or Ground Level

It is when the gaze is directed to an area near the ground or the ground. This type of look conveys feelings related to the earth, in semiotic terms. Self-assimilation is typical of this level, suggesting that the sender is having an internal conversation with himself. Other feelings related to this level are disgust, anger, and sadness.

Medium or Neutral Level

It is at the level of the emitter's eye level or between the ground and air level. The issuer uses this level to give a sense of truthfulness and neutrality about the information that he emits verbally. It is related to the truth, the sincerity, or the feeling of trust that the sender intends to generate over the receiver. It is also used to express the feelings related to the upper and lower level, reinforced with the veracity of the level. It is not so much like an internal conversation of the sender with itself, but rather a direct and voluntary projection of nonverbal information to the recipient.

Upper or Aerial Level

The gaze is directed to an upper point of the middle level, closer to the sky.

In semiotic terms, the feelings related to this level are joy and illusion. The gaze directed to heaven has historically been related to the gaze towards a magical world of gods and superstitions. We can also relate the look to the sky as an acceptance of the issuer of a superior figure, trying to convey humility or a request for mercy.

THE ANALYSIS OF NONVERBAL COMMUNICATION REQUIRES

AT LEAST THREE BASIC CRITERIA:

Every nonverbal behavior is inevitably associated with the whole communication of the person. Even a single gesture is interpreted as a whole, not as something isolated by the members of the interaction. If it is a unique gesture, it is assumed as being a gesture and as a sign that there are no more gestures.

The interpretation of nonverbal movements should be done in terms of their congruence with verbal communication. Normally the emotional intention is revealed by nonverbal movements, and intuitively we can feel the incongruity between them and what we are told verbally. Nonverbal communication needs to be congruent with verbal communication and vice versa so that total communication is understandable and sincere.

The last criterion of interpretation of the meaning of nonverbal communication is the need to place each nonverbal behavior in its communicational context.



CHAPTER 25:

Nonverbal Cues

HOW TO INTERPRET NONVERBAL COMMUNICATIONS

Nonverbal communication is the way messages are indirectly sent and gotten without utilizing words that are either verbally expressed or written. Additionally, it is regarded as a manual language because it involves body gestures rather than spoken words. The rule is this: nonverbal communication makes up 97% of communication, which means that people generally pass most of their important message, without uttering a word.

The term 'nonverbal communication' was initially presented by **Jurgen Ruesch**. The renowned therapist, together with **Weldon Kees**, who is a writer, published a book on the subject in 1956. However, the concept of gestures in communication has been present for ages.

The easiest way to analyze people is through this form of communication.

Most people use words as a means of convenience or obligation. This often makes verbal communication vague as people try to unveil their meaning with a particular type of language. You have to be apt in the skill of reading body gestures if you want to decipher what people are saying.

There are different types of nonverbal communication. Body language is a common type that is often used interchangeably with nonverbal communication. Here are the types of nonverbal communication: Kinesics or body developments, which involve all types of body language: facial appearances and eye contacts Vocalics or paralinguistic communication: A form of speaking that uses tones, volumes, pitch, i.e., speech delivery

Personal appearance

Our physical surrounding

Proxemics or individual space

Haptics or contact

Chronemics or time

Signs or seals

We will be looking at the most important aspect of nonverbal communication, which is body language.

READING NONVERBAL GESTURES

Body languages are all the unpretentious signs we send and get to one another without saying a word. You can learn the skill of analyzing body language like an expert if you don't have the gift of social empathy. It is a skill that needs a lot of time, and patience that is practiced and enhanced over time. Learning body languages can be subdivided into a couple of various parts:

FACIAL APPEARANCES

Researcher **Dr. Paul Ekman** found 7 generally accepted micro-expressions; these are short facial signals each human makes when they

feel an exceptional emotion. They are a basic piece of nonverbal communication.

We will be discussing these expressions in subsequent sections.

BODY PROXEMICS

Proxemics describes how our body moves in space. Looking at body movements is common with many people as they try to see if someone is gesturing, making an advance, coming close, or staying away from us.

Body proxemics reveals so much about human inclinations and anxiety.

They are instrumental in nonverbal communication signals.

BODY DECORATIONS

Clothes, gems, shades, haircuts, are altogether a type of body language. The type of ornaments we endow ourselves with shows how we associate with people; the type of people we wish to associate with. They also send a sign to other people. For instance, you wonder why a lady is playing with her hair when you are both conversing.

NONVERBAL CUES

When you try to know more about your goal and how they view the world, body language will be so crucial. Too many times we get caught in the words that someone else tells us and we won't concentrate on the other indications they also give us. There is so much that can be disclosed by these body language clues, and it makes a large difference in how effective you are in understanding and working with your goals.

Body language will refer to some of the nonverbal signals we use to interact with others. These nonverbal signals will take up much of the interaction we have every day. From the movement of our body to our facial expressions and everything in between, things we don't say can still share a ton of information during the process. Indeed, 60 to 65% of our interaction could be accounted for by body language and other nonverbal communications. So how do we learn to read this language to our advantage? Let's begin by learning more about the various indications of

body language, and how we can read this for our benefit. First off, we have the facial expressions.

Think of a time, by the expression on your face, about how much data someone can convey. A smile is a nice way to show happiness or consent.

A frown can imply the other way around. In some instances, facial expressions can show our real emotions about a scenario. While an individual may say he's okay, he can look like he's not.

There are many feelings in our facial expressions, including: 1. Contempt

2. Desire

3. Excitement

4. Confusion

5. Fear

The expression that appears on the person's face helps us to determine if we trust and think about anything the person says. In reality, one research

discovered that the most credible of all facial expressions will be a small eyebrow raise and a slight smile. This is an expression that in many instances shows us trust and friendliness.

The other type of body language cue will have to be the mouth. Mouth expressions and motions can be another vital component of body language reading. For instance, if you notice someone else chewing on his bottom lip, it may show that there are feelings of insecurity, fear, and worry. The individual can cover his mouth to be polite when he coughs, but sometimes show the other person's disapproval. And smiling will be one of the best signals of corporeal language, but the smile and what it says about a person can be evaluated differently.

Some of the stuff you can care about when reading someone else's mouth movements include;

Pursed Lips: If you see your goal tightened up, it's a sign of distrust, disagreement, and disgust.

Lip Biting: This is when you bite your lower lip, usually when you are stressed, anxious, or distressed.

Mouth Cover: Any moment someone wishes to conceal one of their emotional responses, they can cover their mouths to assist them.

Turned Up or Down: Even a slight shift in your mouth can be a subtle indication of how you feel right now. When your mouth turns up, it's a sign that you are hopeful or glad. It could be a grimace, disagreement, and even sorrow when the mouth turns down.

Another area to observe as a body language cue is gestures. Gestures can be very evident, and a direct sign of body language to be careful about.

Waiving, pointing, and fingering can be common and easy-to-understand gestures. Some may even be cultural.

Some of the most popular gestures and the significances that come with them include:

A Clung Fist: In most cases, this will show anger, but sometimes it can also imply solidarity.

Up or Down Thumbs: This is used as a sign of approval and disapproval.

The 'All Correct' Gesture: This one will assist others to say you're fine in the United States. But it is seen in some other cultures as a vulgar gesture.

The next thing we have to do is look at the arms and legs of the individual you talk to. These can be useful if a lot of information is to be transmitted nonverbally. Crossing the weapons will often be a defensive maneuver.

Crossing the legs away from another individual will also show a person's discomfort or a dislike.

Other subtle signals, including the large expansion of the arm, can sometimes help us to seem bigger and more comfortable while maintaining the arms close to the body. When you try to measure your body language a little, be careful about some of the following signals that your legs and arms will transmit from you to the target:

Crossed Arms: This will give you a signal that you're closed, safe, and defensive. As a manipulator, you need to uncross the arms of the goal to make you feel comfortable.

Standing on Hips with Your Hands: This can be a good sign that the person is ready and controlled. This will sometimes be a sign of aggression.

Clamp the Hands So That They're Behind the Back: This will be a sign that your goal is angry, anxious, or boring. You have to look at some of the other signals that come first.

Tapping Fingers or Fidgeting Quickly: The other person is frustrated, impatient, and even bored.

Crossed Legs: This is a good indication that someone feels closed or needs some privacy.

Posture is another thing you should look at. The way we hold our bodies will also be a significant component of body language. Posture refers to how we hold our bodies and to a person's general physical shape. Posture can give a wealth of data on how someone feels and also suggests whether a person's features are submissive, open, or confident.

For instance, if you sit directly, it can show that an individual is concentrated and is attempting to look after what is going on. Sitting down with the body on the other side will show that someone is most of the time indifferent or bored. Looking at your goal will assist you to understand whether you are interested in what you do or say, or if you need to move on to find a different destination.

Whenever you attempt to read some of the languages of your body, attempt and find out some signals that your goal's position is attempting to tell you.

Some of them are:

Open Posture: This includes keeping the body's trunk exposed and open.

Closed Position: This one will require hiding the body's trunk and hitting the legs and arms. This posture will be more indicative of anxiety, discomfort, and depression in the objective.

UNDERSTANDING FACIAL EXPRESSIONS

Facial expression is one of the most significant elements of human interactions. The human face is important for expressing feelings, as well as thoughts. What makes emotional interaction fascinating is that it indicates that some of these emotional states (e.g., rage, anger, discomfort, joy, disappointment, shock, and to a lesser extent disdain, humiliation, desire, discomfort, and shame) may be genetically hard-wired and communicated in the very same way by all societies of all cultures. This fact conflicts with other perceptions that the result of social cognition in the community is through facial expressions.

Below is a roundup of those seven fundamental emotions, what they look like, and why we are biologically programmed to convey them in this manner:

RAGE

Facial Moves: Eyebrows rolled down, top eyelashes pull up, low eyelashes lifted, margins of lips rolled in, and lips clamped.

Anger's facial expression performs so well because, according to psychologists, every facial movement makes men look extremely tougher.

This expression helps us to know when we have crossed the line with someone. It is one of our greatest feelings, and it reveals just how emotional the human face can sometimes be. This expression sends a strong message, whether it is merely to threaten or to show that a confrontation has begun.

FEAR/SHOCK

Facial Moves: Brows pulled up and tightened, top eyelids pulled up, and widening of the mouth.

Each fear-based facial gesture activates us for a fight-or-flight reaction. This gesture takes advantage of the way our minds work. Broadening our eyes expands our line of sight; it helps us see the dangers before us in more detail, as it allows more perspective. The same could be said of our pathways to oxygen. Opening our nasal passages stimulates our consumption of oxygen and allows us to brace ourselves for flight or battle.

DISGUST

Facial Moves: Brows that are pulled down, a creased nose, a pulled up upper lip, and loose lips.

Not only does the disgust face gesture show our disappointment, but it also serves to protect us. Wrinkling the nose seals the nostril, shielding it against toxic gases, and shielding our eyes from injury.

CONTENTMENT

Facial Moves: Relaxed muscles around the eyes, lines around the eyes with

‘crow’s feet,’ elevated ears, and diagonally lifted edges of the lips.

Researchers suggest that, given the pleasant undertone, our smiles may have a more mysterious source. Through their social structure, most animals expose their teeth to assert their superiority and lock their position down.

SORROW

Facial Moves: Lifted eyebrows at the inner edges, relaxed eyelids, and the corners of the mouth pulled down.

According to scientists, depression is difficult to fake. One of the obvious signs of depression is the raising of the internal eye, which not everyone can do on request.

SURPRISE

Facial Moves: The whole eyebrow raised, eyelids raised, a hanging open mouth, and dilated pupils.

While the surprise face gesture may only last one or two seconds, the facial movement, especially the raised eyebrows, allow us to take in our external environment, change our attention to another event, and potentially threaten and react faster. The facial response is the same, whether it's a positive or a negative surprise.

CONTEMPT

Facial Moves: Neutral eyes and a raised edge of the lip to one side.

Although rage and mistrust may overlap the feelings of contempt, the expression of the face gesture is unique. One brow may be pulled down when the feeling is at its strongest. Also, the bottom eyelid and the edge of the lip rise on the same line. The area of the lip can be lifted briefly when the expression becomes sinister.



CHAPTER 26:

Falsifying Nonverbal Communication

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any people have misconceptions about faking body language. It seems the intent for faking body language is always for negative or unethical purposes, but that is not always the case and certainly isn't the reason I have included it in this chapter. To be clear, we all fake our body language at one time or the other, during our interactions with others. We do this most times unconsciously, and it is aimed at manipulating others.

Another misconception is the idea of manipulation. When you hear the word manipulate, it is very likely that you have all your defenses up and

scream foul play! Nevertheless, I'd like you to view manipulation from a different angle. Here are two quick examples that will help you shift your

perspective about manipulation.

HOW TO FAKE BODY LANGUAGE EFFECTIVELY

I'm sure you have heard the phrase "*Fake it till you make it!* " It is usually intended to boost a belief in oneself even when things are not going as planned. This is a powerful phrase that is very true also for your body language. There is a connection between your physical body posture and the chemicals in your brain. Assuming certain postures will make your brain release chemicals (hormones) into your body and make you feel vulnerable, anxious, or even downright fearful. There are other postures too that will automatically trigger a release of self-confidence building hormones into your body, and you will almost immediately begin to feel confident in yourself.

To become really good at faking your body language to the point where you can easily fool almost anyone, I'd recommend that you apply the following tips. They appear simple, but their impact over time is amazingly powerful.

Keep in mind that if you are not convinced about your performance, it will be difficult to convince others with your performance.

TAKING A DEEP BREATH

By amplifying the supply of oxygen within our lungs, we can be given more power and more ability to fake our emotions through body language.

This will also give us a moment to collect our composure and pretend to be calm and collected. Also, deep breathing tends to stimulate the parasympathetic nervous system, which can trigger a relaxation response.

This is very good, especially when trying to trick those around you into believing that you are calm and controlled in a situation. Deep breathing is a very good trick for mindful living, as it gives you more control over your body and your reactions to stimuli.

CONTROLLING THE MOVEMENT OF OUR EYEBROWS

Our eyebrows can convey a lot about our inner feelings. A lot of movement from our eyebrows can convey feelings that you do not want to express.

You need to consciously be aware of the movement of your eyebrows when you are trying to fake certain emotions through your body language.

TRYING NOT TO USE A FAKE SMILE

While it is good to smile even if you don't feel like it, that is not always beneficial when faking your emotions through your body language. While looking happy and bubbly may make others want to like you, it is not the best look to have constantly. Fake smiles are far too easy to see through, and humans are naturally inclined to try and search for any inconsistencies within somebody's smile. A better way to hide your emotions is to keep your mouth straight and not smiling or sad.

RELAXING YOUR FACE

By keeping your facial muscles relaxed, you can more easily control the movements of your face. Stay away from movements such as teeth grinding, frowning, or displaying any other type of emotional expression.

Having relaxation and a calmer look on your face makes it easier to control better the emotions you are putting out through your body language.

SUPPORTING YOUR HEAD

A person's head that is being held up by an individual or a face buried into one's palm is a very obvious and clear giveaway of a bad mood or sadness.

It is better to keep your head held up high and your neck and back straight in a situation where you feel sad, but you do not want those around you to know that you feel sad. Another important thing to remember is to try and stop yourself from touching your face when you're feeling sad, as it is a strong sign of anxiety and stress.

AVOIDING FIDGETING

Moving suddenly or very quickly are obvious signs of discomfort and anxiety. If you try to relax your body and try to look as though you are comfortable where you are, then it can be easier to control your emotions and feelings. It also becomes harder for those around you to decipher what you feel because you simply look calm and relaxed.

SPEAKING IN A BALANCED TONE

This one is very important. If you want to come across as anything other than how you are currently feeling, you may want to take a moment to think about what you're going to say and speak in a balanced and even tone to those around you. The tone of your voice can give away your thoughts

faster than you could think. Speaking too fast or changing your tone very quickly and frequently is an obvious sign that you aren't quite sure what you are trying to emote, or what you are feeling. Try to slow down before you answer any questions. In addition to this, try to speak with your mind in a logical setting. You will want to focus exclusively on facts and remove any emotion from the situation. By focusing on facts, you can stop your body from exclusively feeling the said emotions and focus on the task at hand.

TRYING TO DISASSOCIATE

If you can manage to detach yourself from a situation you are in, it will become much easier to control your body language and the emotions that you were putting off. An easy way to do this is to think of happy thoughts as good memories. Doing this will help you take your mind off of whatever is happening around you, and it will make it more challenging for others to read your thoughts. By detaching yourself from the situation around you, you will more easily be able to see the logical side of what is happening and able to accurately portray the particular body language and emotions that you want to exude.

SPEAKING TO YOURSELF

You will be able to tell your mind to think about the way that it should. This will make it easier to control your body language and your emotions, as you are in the process of controlling your mind.

HOW TO PROPERLY FAKE INTEREST IN OTHERS

Now and then, people get the classic advice to show interest in others even when they aren't interested.

Question: How do you show interest when you are not interested in any way?

Answer: By faking the body language of interest!

But before you start to stare or gaze at someone and vigorously nod to show interest, you need to first understand the human attention span, because it is directly linked to the capacity to show interest in anything.

Normal human beings do not keep their attention on one particular subject for long periods at a stretch. At some point, our attention is likely to be distracted by something else or we will just get bored and lose interest.

With this in mind, here's how to fake interest in others.

Don't overdo it! Appear interested but don't keep your attention on the other person 100% of the time. Here's a rule of thumb to guide you; maintain eye contact with the other person for a few seconds and look away. Look at their face (not eyes) for a few minutes and look away.

Nod calmly and use words like, "*I'm with you*" or "*Keep going*" while you quickly look at something else or quickly do something else. Make sure you keep interjecting your focus on them with something very brief, and please do this cautiously. Too many interjections will also mean that you are not paying attention to them and therefore, not interested in them or what they are saying. You need to find a balance between showing too much interest and faking distraction once in a while during the interaction. If you are having a short interaction, it is better not to have more than one or two fake distractions.

Here's something that will make anyone believe that you are completely interested in them even if you aren't paying attention to them the whole time. If the other person was interrupted or distracted during your conversation or discussion, make a habit of trying to continue the conversation from where they stopped even if you weren't listening at all.

Here's how. When the distraction is over, say something like, "*So, you were*

trying to say something about ..." and allow them to complete your sentence and continue from there.

Don't ask for a favor immediately after you compliment someone. It tells them your compliment was insincere and a means to lure them into doing you the favor. No one likes being taken for a fool, so don't ever do that. If you want to ask for a favor but need to warm up to the person first, do so after you have engaged in quite a bit of conversation, especially if you are not too familiar with the person. Keep an open body posture; hands out of your pocket, showing your palms as you speak, not crossing your arms on your chest, slightly raising your eyebrows to show interest, and so on, during your interaction and gently guide the conversation towards the favor you need to ask them.

HOW TO FAKE SELF-CONFIDENCE

One of the more common uses for faking body language is to convey a sense of self-confidence (even if you are lacking it). Right from childhood, parents encourage their kids to fake the body language of self-confidence, especially when the kids have to deal with bullies. The good thing about this practice is that its effects are not only meant to manipulate other people, but it increases your confidence level in real-life.

To effectively fake self-confidence in body language, you'll need to learn to use the following.

CLAIMING YOUR TERRITORY

Timid or fearful people seem to cramp themselves into a corner. On the other hand, confident people tend to occupy a lot of space. This is what

you should have in mind when faking the body language of self-confidence. So, when you stand or sit, claim your space; spread yourself to occupy your territory!

In a standing position, let your hands be on your hips or loosely hanging by your side with your head held high. If you are standing in front of a desk or table, lean in and place your palm facing down on the tabletop as you hold the gaze of the other person.

In a sitting position, make sure your feet are apart and planted firmly on the floor. Let your arms come to rest on the armrest, or spread them on a table in front of you. Alternatively, place one hand over the top of your chair. All of these are excellent ways to hide any fear or anxiety that you may have and portray a self-confident image.

USING A LOW TONE

It doesn't matter whether you are male or female, if you are nervous or lacking self-confidence, it has a way of showing in your voice. I am not talking about having a shaky voice; what I am referring to is the fast-talking pace and the high pitches associated with nervous people.

If you must mask your anxiety and nervousness, you must learn how to work on your tone of voice. Decreasing the pace with which you speak and

lowering your tone will convey more self-confidence and even power.

ASSUME THE POWER POSE

Stand upright, legs apart, hands on your hips, and hold your head high like a confident person. This is known as the power pose. It is one of the instances where your brain releases hormones that increase your confidence level and reduce your stress level, simply by changing your body posture. When you assume this pose for about 3 minutes, it makes you calmer and more confident. This is particularly helpful if you are anxious about a meeting you have to attend.



CHAPTER 27:

Using Body Language to Influence

BODY LANGUAGE

Humans are adept at reading body language or the nonverbal signals we use to communicate. These nonverbal cues can communicate more information than the words we choose. From facial expressions to how we stand, the things we don't say convey volumes of information.

People have a natural inclination to engage in helping behavior. Our communal nature makes it imperative to understand the meaning behind nonverbal cues. This makes every person on earth a mind reader. It just so happens that some people are better at it than others.

Our communities aren't a big homogenous mass though. We divide up into micro and macro groups and prioritize our 'tribe' when making decisions.

In the long run, it provides significant benefits to team up rather than every person for themselves.

But our mind-reading abilities add a layer of complexity. Humans can lie or otherwise hide their true intentions. This often provides a significant short-term advantage at the cost of ill will from others in the community.

Deception is an active performance. It requires decent brainpower and effort to maintain a ruse for any length of time. We can only focus on a few things at a time, so our body language often gives away our true thoughts and intentions.

PRACTICE PERFECT POSTURE

Maintaining good posture helps others understand that I am someone worth knowing. While using my space to make broad and expansive gestures shows others that I know my limits. These combine to command respect and help others to value engaging with me.

ADOPT A LIKABLE TONE

By acting friendly and open, they almost instinctively respond with warmth.

They may remain suspicious of your intentions if you overplay it though.

So be friendly, not fake, and believe that people want to help.

MIRROR BODY LANGUAGE

One of the most important elements of attraction is believing that the other person understands you on a deep level. The feeling of someone just getting you is intoxicating. The more we feel they understand us, the deeper our connection.

It's important to emphasize commonalities rather than differences. The more we have in common, the more likely we are to align our motives and goals. These situations show us that the other person is similar to us. Since body language communicates the most information in the shortest time, it's the best way to establish that feeling of similarity.

ESTABLISH CONTROL

Questions help to establish the control of a conversation. It may seem counter-intuitive, but the person giving answers is weaker than the person asking the questions. So I ask questions as often as possible, although I rarely give the other person time to answer them.

MAKE EYE CONTACT

We are the only primates in the world with white in our eyes. That's because we use them as a primary way to communicate. The eye is called the window to the soul because of how integral it is to body language.

Without good eye contact, people will perceive you as nervous, shifty, or unattractive. Making eye contact with someone creates an intense connection. That connection is integral to appearing trustworthy and engaged.

GIVE GOOD FACIAL EXPRESSIONS

When talking about body language, we tend to focus on the torso and limbs.

Things like posture, where and when to touch someone, and how to hold our hands dominate the conversation. We often underestimate the power of emotive expressions.

It always surprises me how effective a smile is in communicating emotions.

It can indicate pleasure, happiness, irony, appeasement, or a superiority complex. A genuine smile is one of the most underrated aspects of attraction.

BODY LANGUAGE

Proximity is one of the easiest ways to see how people feel about you or other people. Depending on the person's culture, you can often see how comfortable or intimate someone is around you or other people by looking at how close they stand or sit to them. The less comfortable they

are, the greater the distance they're likely to put between themselves and others.

POSTURE

Head Posture: The way someone moves or holds their heads can tell you a lot about where they are in their head. Watching where they point their chin can tell you if they are confident, the chin will be up; if aggressive, the chin will be up and pointed forward; or if insecure or sad, the chin will probably be facing downwards.

Open Posture: A good way of seeing if someone is warming up to you is to see if their body is open and relaxed, usually exposing their chest.

This is most common in men. Women will sometimes lean in and point their bodies towards you to show interest in you or what you're saying.

Closed Posture: This is a good way of telling if someone is uninterested or unsure of a certain place or interaction. They will usually hunch more as if preparing to fall asleep or duck if the situation calls for it.

ARMS AND LEGS

Hand Positions: Where people place their hands says a lot about what they want. While people are familiar with how to interpret others touching them, they seldom realize how the movements and positions of the hands can be a form of sub-communication as well.

Unconscious Pointing: Some people, depending on how gestures are viewed in their culture, are likely to point their hands or fingers in the direction they may want to go without realizing it.

Concealed Hands: Someone trying to hide their hands by folding them, putting them in their pockets, or behind their backs can often show defensiveness or deceptiveness. They are instinctively trying to hide a part of themselves.

Holding the Head Up: People using one hand to hold their head up is normally a sign that they are paying attention the best they can. Holding

their heads up with both hands is more likely to mean they are bored and ready to leave or fall asleep.

Creating Barrier: People keeping their arms or some object they're holding in front of them can often mean they are using it as a barrier between themselves and whoever they're interacting with. This can usually show disinterest, boredom, or uncertainty.

Crossing Arms: This is not always to be seen as a sign of disinterest or even negative emotion. In a lot of cases, confident people will cross their arms when they are feeling comfortable or in charge. So this one must be read with the context in mind.

Hands on Hips: This is one of those positions that require context to understand. While this gesture can often be seen as a show of anger, it can also show confidence, depending on where the person is from and their culture.

Feet Pointing: The feet can often give some people's intentions away as they are the easiest things to forget during an interaction since they are the furthest away from the brain. Peoples' feet are most likely to point where the person wants to be.

Legs Crossed: Depending on where the person grew up, the way they cross their legs can usually tell you how comfortable they are depending on whether their legs cross and lean towards or away from the person they are interacting with.

FACIAL EXPRESSIONS

Happiness: This will usually come in the form of a smile where the lips pull back and up. Their cheeks will usually lift, and crow's feet will form around their eyes. Only around one in ten people can fake the crow's feet around the eyes.

Sadness: The inner corners of the eyebrows will usually draw together and up while the mouth pouts and lips turn down at the corners. The jaw will usually come forward. This is considered one of the most difficult faces to fake.

Surprise: The eyebrows will rise, stretching the skin beneath them, while wrinkling the skin above them. The jaw will usually loosen or drop while the eyes will open up wider, making the whites of the eyes more visible.

Fear: Similar to when surprised, the eyebrows will rise, but this time in a straight line rather than a curved one, and the wrinkles will be closer to the center than across the forehead. The upper whites of the eyes usually show while the jaw loosens to scream (flight) or breathe (fight).

Anger: The lower jaw comes forward and the eyebrows are drawn together and down forming vertical wrinkles between the eyebrows. The lips will tighten or form a square depending on the person.

Disgust: The upper lip will usually be raised along with the lower lip. The nose will also wrinkle and the cheeks will rise. Lines will form below the lower eyelid. This is the face most people make when smelling something bad.

Contempt: This is the easiest one to spot as one side of the mouth will rise, creating a sort of smirk. The rest of the face will often remain relaxed.

So, it was seen that it is very simple to manipulate and control people through simple means including love flooding, sulking, restricting choices, reverse psychology, and semantic (using the power of words) psychology to coerce others to do things they believed they would never do.



CHAPTER 28:

What Is Mind Control, And How Does It Work?

Mind control involves using influence and persuasion to change the behaviors and beliefs that someone might be the person they think they are or it might be someone else. Mind control has also been referred to as brainwashing, thought reform, coercive persuasion, mental control, and manipulation, just to name a few. Some people feel that everything is done by manipulation. But if that is true and are to be believed, then important points about manipulation will be lost. Influence is much better thought of as a mental continuum with two extremes. One side has influences that are respectful and ethical, and work to improve the individual while showing respect for them and their basic human rights.

The other side contains influences that are dark and destructive that work to

remove basic human rights from a person, such as independence, the ability for rational thought, and sometimes their total identity.

When thinking of mind control, it is better to see it as a way to use influence on other people that will disrupt something in them like their way of thinking or living. Influence works on the very basis of what

makes people human, such as their behaviors, beliefs, and values. It can disrupt the very way they chose personal preferences or make critical decisions. Mind control is nothing more than using words and ideas to convince someone to say or do something they might never have thought of saying or doing on their own.

There are scientifically proven methods that can be used to influence other people. Mind control has nothing to do with fakery, ancient arts, or even magical powers. Real mind control is the basis of a word that many people hate to hear. That word is marketing. Many people hate to hear that word because of the negative connotations associated with it. When people hear

‘marketing,’ they automatically assume that it refers to those ideas taught in business school. But the basis of marketing is not about deciding which part of the market to target or deciding which customers will likely buy this product. The basis of marketing is one very simple word. That word is

‘YES.’

If a salesperson asks a regular customer to write a brief endorsement of the product they buy, hopefully, they will say yes. If someone asks their significant other to take some of the business cards to pass out at work, hopefully, they will say yes. If you write any kind of blog and ask another blogger to provide a link to yours on their blog, hopefully, they will say yes.

When enough people say yes, the business or blog will begin to grow. With even more yesses, it will continue to grow and thrive. This is the very simple basis of marketing. Marketing is nothing more than using mind control to get other people to buy something or to do something beneficial for someone else. And the techniques can easily be learned.

The first technique in mind control is to tell people what you want them to want. Never tell people to think it over or take some time. That is a definite mind control killer. When they are told to think something over, they will not. It will be forgotten, and then it will never happen. This has nothing to

do with being stupid or lazy and everything to do with just being way too busy.

So, the best strategy is to take the offensive and think for them. Everything must be explained in the beginning. Never assume that the other blogger will automatically understand what the benefits of adding a link would be.

Do not expect anyone to give a demonstration blindly. And merely asking for a testimonial, while it might garner an appositive response, probably will not garner a well-formed testimonial to the product. Instead, be prepared to explain the blog, show examples, and offer compelling reasons why this merger will be a benefit to both parties. Have the demonstration laid out in great detail with notes on what to say and when, and visuals to go along with the notes, so all the other person has to do is present the information. Offer the customer a few variations of testimonials that have already been received and ask them to choose one and personalize it a bit.

Always be specific in explaining what is desired. Explain why it is desired.

Show how this will work. Tell the person how to do it and why they should do it. If done correctly it will feel exactly like one friend advising another friend on which is the best path to take. And the answer will be yes, simply because saying yes makes so much sense.

Think of the avalanche. Think of climbing to the top of the highest mountain ever. Now, at the top, think of searching for the biggest heaviest boulder that exists on the mountain. Now, picture summoning up superhuman strength to push this boulder, dislodging it from the place it has rested for years and years. Once this boulder is loosened, it rolls easily over the edge of the cliff, crashing into thousands of other boulders on its way down the mountain, taking half of the mountain with it in a beautiful cascade of rocks and dirt. Imagine sitting there smiling cheerfully at the avalanche that was just created.

Marketing and mind control are like creating an avalanche. Getting the first person to answer yes might be difficult. But each subsequent yes will be easier and easier. And always start at the top, never the bottom.

Starting at the top is more difficult, and it is more likely to come with more negative responses than positive responses in the beginning. But starting at the top also yields a much greater reward when the avalanche does begin. And the

results will be far greater than beginning at the bottom of the mountain. Yes, the small rock is easier to push over. Then it can be built upon by pushing over another small rock, then another. This way can work, but it will take much longer than being successful at the top. No one ever went fishing for the smallest fish in the pond or auditioned for the secondary role just to be safe. Everyone wants that top prize. Do not be afraid to go for it.

On the other hand, never ask for the whole boulder for the first time. Ask for part of it. This may seem directly contradictory, but it is not. Always start with a small piece. Make the beginning easier for everyone to see. Let other people use their insight to see the result. When the first bit goes well, then gradually ask for more and more and more.

Think of writing a guest spot for someone else who has their blog. By sending in the entire manuscript first, there is a greater risk of rejection.

Begin small. Send them a paragraph or two discussing the idea. Then outline the idea and send that in an email. Then write the complete draft you would like them too to use and send it along. When asking a customer for a testimonial, start by asking for a few lines in an email. Then ask the customer to expand those few lines into a testimonial that covers at least half a typed page. Soon the customer will be ready for an hour-long webcast, extolling the virtues of the product and your great customer service skills.

Everything must have a deadline that exists. The important word here is the word 'real.' Everyone has heard the salesperson who said to decide quickly because the deal might not be available later or another customer was coming in and they might get it. That is a total fabrication, and everyone knows it to be true. There are no impending other customers and the deal will not disappear. There is no real sense of urgency involved. But everyone does it. There are too many situations where people are given a fake deadline by someone who thinks it will instill a

great sense of urgency for completion of the task. It is not only totally ineffective, it is completely unneeded. It is a simple matter to create true urgency. Only leave free things available for a finite amount of time. When asking customers for testimonials, be certain to mention the last possible day for it to be received

and to be able to be used. Some people will be unable to assist, but having people unable to participate is better than never being able to begin.

Always give before you receive. And do not ever think that giving is fifty-fifty. Always give much more than is expected in return. Before asking for a testimonial from a satisfied customer, be sure to make numerous acts of exceptional customer service. Before asking a blog writer for a link, link theirs to yours many times. This is not about helping someone out so they will help you. This is all about being so totally generous that the person who is asked for the favor cannot possibly say no. It might mean extra work, but that is how to influence other people.

Always stand up for something much bigger than average. Do not just write another blog on how to do something. Use an important issue to take a stand and defend the stance with unbeatable logic and fervent passion. Do not just write a how-to manual. Choose a particular idea and sell people on it, using examples of other people with the same idea living the philosophy.

Never feel shame. This does not mean being extremely extroverted to the point of silliness or having a total lack of conscience in business dealings.

In the case of mind control, shamelessness refers to a total complete belief that this course of action is the best possible course, and everyone will benefit greatly from it. This is about writing the best possible blog ever and believing that everyone needs to read it to be able to improve their lives. It is about believing in a particular product so deeply that the feeling is that everyone will benefit from using it. He knows deep inside that this belief is the most correct belief ever and everyone should believe it.

Mind control uses the idea that someone's decisions and emotions can be controlled using psychological means. It is using powers of negotiation or

mental influence to ensure the outcome of the interaction is more favorable to one person over the other. This is basically what marketing is: convincing someone to do something particular or buy something in particular. Being able to control someone else's mind merely means understanding the power of human emotion and being able to play upon those emotions. It is easier to have a mental impact on people if there is a basic understanding of human emotions. Angry people will back down when the subject of their anger is not afraid. Angry people feed upon the fear of others. Guilt is

another great motivator. Making someone feel guilty for not thinking or feeling, in the same manner, is a wonderful way to get them to give in.

Another way to use mind control over someone is to point out how valuable they are to the situation.



CHAPTER 29:

Mind Control and

Emotional Influence

The truth can be a destroyer of illusions. This is why it can be hard to hear, and you can use this fact to your advantage. You have heard about the law of attraction. If you think it, you attract it. That is the basic premise. Now, whether this works or remains unseen, you can modify this tactic to make it work for you and your ability to persuade others.

The first step is making sure that you have full control over your mind. This allows you to think efficiently and gain a greater understanding of how the human mind works. You must understand this before you can control the mind of another person without being detected.

The following tips will help you to gain control over your mind first:

Deal with the troubles in your mind and sort them out.

Go into controlling your mind with a plan.

When working on this, be calm because it ensures an open mind.

Still your visceral responses.

Relax your muscles.

Utilize breathing exercises and meditation to get deeper into your mind.

Sense the physical symptoms that come with your thoughts.

Evaluate all of your thoughts for a source and reason.

Once you do this, you will know what all of your thoughts mean, and you can control them. Once you master controlling your mind, you will be able to seamlessly transfer over to controlling the minds of others without being detected.

MIND CONTROL IN SOCIETY

You see mind control every day, and you have even fallen victim to it. The majority of it is used in advertising and marketing. For example, you see a television commercial that captures your attention. The product is not one you need, but the commercial captured your mind and essentially told you on a subconscious level that you need the product. So, go and

buy it. You had no idea your mind was being controlled. You probably did not realize it until reading this section right now.

When you master undetectable mind control, you will essentially be marketing yourself. The result will not be others buying you, but giving you what you want.

MIND CONTROL TECHNIQUES

There are several techniques that you will use when you are working to control the minds of others. All of these are relatively simple to implement once you have gained control over your mind. The following are effective undetectable mind control techniques to learn:

THINK FOR THEM

When you need something from someone, do not give them a chance to think it over. Tell them what they are thinking and what they will follow.

People are naturally busy and if you ask them to consider something, they are likely to either forget or not give it enough thought to give you your desired outcome. When you help them by not having them think, they view it as you helping them, making them more likely to give you what you want.

ASK FOR AN INCH

When you are assessing how easy a person is to control, you want to take baby steps so that they never catch on to what you are doing. So, start with small things first, such as asking them to buy you a drink, or making them take you to a movie. From here, you can persuade them to do larger things, such as paying a bill for you or buying you something on the pricey side. It is all about testing the waters and essentially priming your target.

GIVE SOME TOO

If all you do is take, no matter how naïve a person is, they will eventually catch on to what you are doing. So, on occasion, buy them a drink, compliment them or offer to pay for the movie. This makes the

relationship seem balanced and even, but what you are doing is ensuring that they continue to be available for whatever you need from them.

INSTALL FEAR

This was touched on in a previous chapter, but it is incredibly effective for undetectable mind control. You essentially want to set up a situation that makes the person feel afraid. When people are afraid, they are easier to control and make suggestions to.

INSTALL GUILT

Make the person feel guilty and they will be putty in your hands. The key here is to alleviate your guilt and reverse the roles as seamlessly as possible.

This is a great mind control technique for those that are harder to break with other methods. Once you cause them to feel guilt for what they perceive is something bad happening to you, immediately act and make suggestions to get what you want from them since guilt goes away quickly when induced this way.



CHAPTER 30:

The Process of Mind Control

M

ind control is the framework on which most of the dark psychology tactics are built. The more you know about the world of dark psychology and the various manifestations associated with it, you will get more acquainted with the signs of these mind manipulations. Therefore, comprehending dark psychology is a vital and predominant step to understanding dark psychology.

What is mind control? This is the attempt by an individual to influence and manipulate the thoughts and emotions of another, in a way that the other party isn't aware of the manipulation.

This way, the mind controllers try to effectively conceal the true nature and intentions of their actions. Be that as it may, not every mind manipulation is

constricted; avoiding detection and defense till it's too late remains a major characteristic or manipulation.

To be an effective mind manipulator, you need to focus mainly on people's behaviors, beliefs, resolution, and psychological state. You should be able to focus on the influential area of a person's personality to be able to manipulate them with ease.

One major misunderstanding that usually clouds the ordinary human, is not being able to decipher between dark psychology and influencing. They are way different from one another. Dark psychology refers to the hidden manipulative process of influencing the mind of another party. There's a major difference.

While the influencer has the personality mindset that benefits the other person, the mind controller possesses the mentality of wanting to benefit himself while also controlling the influenced person.

Having explained the concept overview of dark psychology, it makes it easier to find scenarios that connote the major types of manipulative characters that occur recurrently.

Mind control is the system in which a group or individual systematically uses methods that are unscrupulously deceitful, to convince people to conform to the wishes of the manipulator, often to the detriment of the manipulated person.

TEN MODERN AND COMMON MIND CONTROL STRATEGIES

The more one discusses mind control, the more one concludes that an orchestrated system has been set up to turn humans into robots after a long time of consistent manipulations. That person has an attempted influence over so many people for whatever duration; mind control has been planned and executed by the individuals who are studying human behavior to spin a lot of people to the yearning for a small clique.

SCHOOLING AND EDUCATION

This is simply the most apparent, yet it is always very tricky to discover. It has reliably been a possible despot's outrageous vision to 'train' regularly open youths. It has been a central idea for believers of Communism and Fascism. No one has been continuously instrumental in revealing the concept of constant tutoring than **Charlotte Iserbyt**. Her research shows that the activity of the Globalist foundations in shaping a future proposed to convey servile machines ruled over by an educated, careful selective class.

ADVANCING AND PROPAGANDA

Edward Bernays has been alluded to as the founder of the consumerist society that was arranged generally to concentrate on the psychological self-view (or inadequacy) of people, to encourage people to consume more.

This was from the onset envisioned for consumerist things, like beer for example. According to **Bernays**, deliberate advertisement is the job of a vague government.

The extending blend of media has engaged the entire corporate systems to meet with the standards of a representative government. Furthermore, interface news would now have the option to work reliably to fuse a story that seems to have some form of truth. Once you get touchy to perceiving the underlying ‘message,’ you will see the same thing everywhere.

PRESCIENT PROGRAMMING

Many still deny that perceptive composing PC programs are authentic.

Anyone needs to watch out for the extent of the documentation set up together by **Alan Watt**. Insightful programming has its beginning stages in

mainly among the top Hollywood stars. This happens where a ‘good movie’

can offer a significant hint of what our culture should do.

Check out the educational materials and movies which you felt were improbable or sci-fi and explore every contemporary community.

SPORTS, POLITICS, AND RELIGION

Some will, in general, feel insulted when they see different faiths, or even governmental establishments as a technique of mind control, together with sporting activities. The principle here is similar all through; ‘*Divide and conquer*’ like the old political rule. The procedures are straightforward.

This system limits individuals' universal inclination to work together for their endurance and urges them to shape groups that are twisted on predominance and coming on top. Sports have generally assumed a job as a critical preoccupation that paints natural frames of mind into a non-significant occasion. This has arrived at absurd extents in the present-day USA, where uproars will break out over a brandishing VIP leaving their city. In any case, this is basic to human concerns; for example, democratic governments are tended to be unstable.

NOURISHMENT, WATER, AND AIR

This is aimed at modifying the chemicals in the brain to create tameness and lack of concern in individuals by utilizing added substances, poisons, and other food contaminants. For example, aspartame and **MSG**

(Monosodium Glutamate) are toxic food chemicals that energize synapses until they pass on. Also, since it is so simple to get fast-foods that sell these poisonous substances, more individuals are now wired to lose focus and excitement for a vivacious way of life. Nearly the whole present-day world is well-prepared for a kind of dictator-led society that will never experience resilience.

MEDICATIONS

Regularly taking medications could be an unfortunate propensity, yet it is the joy of a typical strategist to ensure that you are dependent on something.

Psychiatry, one that intends to characterize all individuals by their irregularities rather than their human potential, is a significant arm of the

contemporary mind control strategy. This was exposed in 'Brave New World.' Today, a form of oppression through medications has gain ground where nearly everybody has a type of medical issue. Most people that are apt to raise doubts about people in power are always victims of medical problems. The army's utilization of nerve drugs has brought about an exceptional amount of suicide. To top it all off, over 25% of U.S.

youngsters presently, have the present enslavement framework on mind-desensitizing medications.

MILITARY TESTING

The army is well-known as an organizing ground for mind control. The personality of an average soldier might be the most damaging. Since the individuals who pursue military life usually partner with manipulative frameworks, likewise, with the requirement for unchallenged adherence to a strategy. A recent invention is the **DARPA** stereotactic mind control protective cap, to keep soldiers concentrated on the expanding number of military workforce scrutinizing their teaching.

ELECTROMAGNETIC SPECTRUM

We are altogether encompassed in an electromagnetic world. This is empowered by present-day comfort gadgets that have been appeared to affect the way our brain processes information significantly. A researcher explored different avenues regarding a divine being a head protector to cause mental trips in an implicit affirmation of what is conceivable. The aim here is to take control of the electromagnetic power of the human brain. Our present spectrum has washed us with possibly mental-adjusting waves, though the perfect personality controller currently has a broad scope of conceivable outcomes for a more straightforward inclusion, for example, wireless towers.

TV, COMPUTER, AND FLICKER RATE

It is terrible to reconfigure what's 'modified' on your television, which we do with a touch of the remote control. Everything will, in general, be made simpler by actually hushing you to rest, making it a tool to reduce brainpower. Flash recurrence tests show that alpha waves in the brain are altered while we watch, bringing about the type of trance.

FLASH FLICKERS

The flash pace of the PC is not fast. In any case, modern communication systems are now invented to cause an **ADHD** state just by involving yourself in **PlayStation®**, talking with a friend on **WhatsApp®**, and an essential system that over-burdens the mind with so much data. A study on computer games uncovered that playing games for long hours could bring about lower bloodstream to the mind, which can lead to unstable emotions.

Interestingly, 3D games with real-life fights and wars will, in general, damage an association with this present reality.



CHAPTER 31:

Common Techniques

of Mind Control

COMMON TECHNIQUES OF MIND CONTROL

There are different ways which people use to control the minds of others, below are some of these techniques:

SUBLIMINAL MESSAGING

These are either visual or auditory messages that are sent to a receiver's brains to bypass the person's normal conscious perceptions. To do this effectively, the mind controller flashes these messages to the other person's brain without giving the person's eyes the chance to capture/see the image or by making sounds inaudible for the receiver's ears. The messages are sent directly to the brain. The mind controller aims to influence the other person, and they do that effectively with the use of this technique.

BRAINWAVE SYNCHRONIZATION

For everything a person does or thinks, there is a league of neurons that communicate with each other in the brain. These neurons generate and transmit electrical signals between themselves, creating patterns that are in the form of waves, which are known as brainwaves. For different states of mind of a person, there are different resultant frequencies of these brainwaves. Thus, the question becomes whether it is possible to get to a predetermined state of the mind.

NEURO-LINGUISTIC PROGRAMMING (NLP)

This is a technique that has its basis in the idea that successful behavioral patterns can be made possible in either oneself or other people, through the modification of underlying thought patterns as well as interpersonal relationships or interactions.

COGNITIVE BEHAVIORAL THERAPY

This is a therapeutic technique that may not be related to mind control, but it works perfectly when it comes to the underlying principle of the modification of a person's behavior, known as behavioral modification, based on the corresponding thought modification.

HYPNOSIS

This is a mind-control tool that is used by professional hypnotists to fish out a person's suggestible subconscious mind by moving past the conscious and analytical mind to create positive thoughts, or by replacing old negative beliefs that the mind has held onto for a long time.

People in sports have used hypnosis successfully. It has also been used in other fields like education, therapy, as well as self-improvement to boost a person's self-confidence and get rid of phobias, fears, and bad habits. It is used for relaxation and stress relief too.

According to the **National Institute of Health**, hypnosis is an effective tool in the reduction of some kinds of pains, which include the pain from cancer.

Also, hypnosis has been proven to have some self-help benefits. It has been said to be a useful tool in any attempt to change the thought process of another person for things like persuasion, negotiation, or sales. When hypnosis is used in this manner, it is known as 'conversational hypnosis,'

which is based on the techniques created/developed by the American psychiatrist and medical hypnotherapist **Milton H. Erickson**.

CONCLUSION

I want to thank you for getting this book. I hope you got everything you could want from this book. Whatever your goals may be with understanding and using Dark Psychology, we hope you found it in these pages.

Remember, dark psychology includes all other criminal and terrible behaviors. Although many are plotting through the discussion of serial killers and psychopaths, a large number of predatory victims are not involved in killings or sexual cruelty.

Many of us struggle in our daily lives. We perform routine tasks to make our lives pleasant and our loved ones happy. There comes a time when we do not always have the energy or inclination to help other people. Most of us will do kindness along the way, though our priorities are always for our loved ones. There is a certain necessity to be strong if you wish to make something of your life. Otherwise, depression can set in and you may drown in the many temptations around you. Excessive eating, or even worse, the temptations of alcohol and drugs could seem an easy way out.

It does take courage to stand up to a controlling manipulative character, but you must be brave and see it through. Push them away from your life and keep them at an arm's length. Don't be taken in by their false promises. If someone encompasses you so tightly that you feel you cannot breathe, then you must escape. A healthy relationship should not feel like that.

This book should enlighten you on how to cope with some of the problems you may face in life. It is meant only as a guide on how to deal with controlling manipulative relationships. It cannot give you your freedom.

Only courage can do that. Build up your self-confidence. Take care of your health. For the sake of living a happy life, learn how to handle such controlling characters that may pass you by.

If you notice, every one of the examples given here requires you to control your mind and influence yourself using some form of dark psychology

tactic. Understanding how the human mind works, understanding how dark psychology tactics can get you what you want, and implementing the tips and tricks given in this book will help you become a better person than before and lead a more fulfilling life than before.

So, go ahead and get started learning dark psychology so that you can get what you want in your life.

There is, unfortunately, no certain way to know what another person thinks, and the best thing a person can do is try to take control and understand their thoughts and remain true to what they trust because the heart of the man hides his true purposes.

Whether you are looking for hypnotic secrets, or you are looking for ways to be more influential, or you think you are being manipulated by someone and want to know how to counteract it. We packed a lot in this book, and know that it can be overwhelming at some points. Now, it is your time to take what you learned, and begin to apply it, practice it, and use it in the real world.

Whether you hypnotize some friends, have a deeper and more influential conversation with your spouse or significant other through active listening, or simply enjoy knowing that people will not easily manipulate you anymore, keep yourself honed, keep revisiting this book, and do not let the techniques go unused.

At the end of the day, your life is yours to control, and what you make of yourself is up to you. With the NLP and self-hypnosis techniques, you can get over some of the major hurdles that leave others trapped and struggling, and often falling behind their dreams. Your life can be and deserves to be amazing. Whether you use the Swish Pattern to make sure that the better life stays in the front of your mind, or you eliminate negative beliefs through reframing and replacing them with positive ones, how you live your life from now on is in your hands.

Be excited. Take action!

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