

2ND EDITION

# MIND CONTROL

MANIPULATION, DECEPTION & PERSUASION

HUMAN PSYCHOLOGY



JEFFERY DAWSON

# **MIND CONTROL**

*Manipulation Deception and Persuasion  
Exposed*

2<sup>nd</sup> edition  
By Jeffery Dawson

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# Introduction

Welcome and congratulations! You have chosen the perfect guide to live life on your terms. Here, you will be made familiar with the necessary ingredients to cook up a life full of opportunities to have your way in matters that are important to you. You will also become equipped with the information necessary to prevent people from manipulating you.

Not every lie that is spoken is bad. Not every deception that is presented is made with ill intent. Not every mind game that is played is evil. We have come across Disney villains and mega super minds manipulating their way through movies and stories but they give the wrong impression of what deception really is.

We adore them, detest them and yet want to be them. You cannot ignore the character of Severus Snape or Jim Moriarty who were characters you couldn't hate, just because they possessed something average people didn't- the power to manipulate and lie. A part of us admires the villains of this world and their ability to get their way against all odds, hoodwinking even the most intelligent people.

In a world of deceit and lies, it has become incumbent on all of us to catch up and learn a few tricks of the trade. None of us can survive solely on the basis of honesty and hard work. While such characteristics are admirable and worthy of praise, you also need to know how to make your way around, over and under people and make sure they're not doing that to you, without your knowledge. Instinct is not enough. You need to equip yourself with the right tools to confidently take on the world.

If life were easy, full of only positives and few negatives, or none at all, it would be pretty boring, wouldn't it? The game of life becomes so much more interesting when you know your way around the playing field, the habits of the other players and even own the pitch as MVP.

You will also have information presented to you that will help you determine whether you are being manipulated in any way. You will finally have the kind of control in your life that people who have learned not to be victims, but masters of their turf, have. Best of all, you'll know whether or not someone is trying to get inside your head in order to have their way with you. You'll learn how to make your way or the highway more than just an empty slogan. You'll learn how to make it a way of life.

## **Our main focus**

The main focus of this book is to prevent *you* from being manipulated by people out there who live to do it. This is because people who manipulate others typically have a motive for trying to

change your mind and your life. This is not always a positive change and is usually practiced to meet the ends of the manipulator, at your expense. Typically, the people we love the most can also be the most vindictive. They can look for ways to make a negative impact on your life. They can manipulate you and others in your life and create the kind of toxic situations nightmares are made of.

Even though your loved ones mean well, some decisions they try to force you into can have a negative impact on your life and cause you to make bad choices. Like most people, they want to have their way, even if it's not the best way. It's not that they're bad. It's just human nature.

I have written this book to help prevent as many people as possible from making bad decisions based on the negative influence of the people around them, and to help spread the word about avoiding manipulation and deception, recognizing these practices when they appear in your life. I'd also like to let you in on some secrets to help you use the processes of manipulation and deception for good and for a more drama-free life. You can turn it back on those using it against you, or you can teach them something they need to know about playing around in other people's minds. If you're better at it, they don't stand a chance.

Let us then embark upon the journey of how to live a life that is boosted by the power of using techniques of manipulation to your advantage and also, to repel the manipulative advances of others. You are in for quite a journey, indeed!

# Chapter 1: The Concept of Mind Control

Most people believe that mind control, otherwise known as brainwashing, thought reform, or thought control, has been around since history began. While this may be somewhat true, it's only recently that it has become a popular area of study and investigation.

People have been engaged in manipulation as a means of social and sexual control, political gamesmanship and revenge, for eons. Think about King David. He looked out across the city one morning and saw Bathsheba taking a bath on a neighboring rooftop. It wasn't long before he got her husband good and drunk and sent him off to the front of a raging war from which he never returned. David wanted Bathsheba. Her husband was in the way and so, in high manipulative fashion, he eliminated the roadblock!

And how about those Borgias and their manipulator in chief, Machiavelli? They were masters of the game. They not only neutralized their enemies, the Orsinis, but made them travel to the scene of the crime on their own steam, believing that peace had miraculously been made.

Machiavelli famously said, "No enterprise is more likely to succeed than one concealed from the enemy until it is ripe for execution." And that enemy must be kept close! A master politician, Machiavelli was the exemplar of the manipulative mind, always one step ahead of those who would bring about the fall of the princely Borgias.

But manipulative mind control and brainwashing are two different animals. Brainwashing is a relatively new discipline and much focused on the violent and coercive compliance of the subjects it's practiced on.

It was during the Korean War that the term brainwashing was coined and added to the dictionary. Unfortunately, when it was added, it was given a negative connotation, because while the Korean War application was undoubtedly malevolent, brainwashing can actually be used for good (more on that in a minute).

The word was used to explain why 21 among the 20,000 American prisoners of war (POW) defected to their communist enemies. There was also an incident where some POW's were told to confess to having waged biological warfare (which they had, in fact, not done).

There is, however, a fine distinction between mind control and brainwashing that is rarely made. Most people often use these two terms for two very different concepts interchangeably, but how they work is vastly different, one from the other, as you will see demonstrated below. After reading the explanations provided, you will see they are completely different and that one of them does *not* represent the same type of manipulation (or deception) that is helpful in your everyday

life.

No matter how you phrase it, having someone compel you to make a dramatic change in your life, based on their personal will, is not a positive. The most important part of this book is focused on teaching you how to know if you are being manipulated, controlled or brainwashed by others. You will learn to recognize the signs and how to fight back when someone attempts to control your mind in order to affect your life in a negative manner.



## **Brainwashing**

Basically, what makes brainwashing different from manipulation is the process undergone by the subject in question. In brainwashing, the person is aware that the manipulators (or agents) are enemies, and that he is being pushed toward a certain behavior or mindset under the control of these people. In order to prevent the possibility of physical force or violence being inflicted on him, submission to the imposed belief system is the alternative frequently (if not always) chosen. Should the brainwashing method be discontinued, the victim will sometimes either fully or partially recover and regain his original individuality and powers of independent thought.

Some people however, never regain the faculty of thinking for themselves. They remain brainwashed. If you think back to events that transpired in Waco, Texas under cult leader, David Koresh, you will understand. These people were brainwashed into believing the only way they could achieve the eternal bliss promised by Koresh was to follow the teachings of a man who was completely insane. As with cult predecessor, Jim Jones, the leader of a cult in Guyana that committed mass suicide by consuming poisoned Kool-Aid (the origin of the saying “don’t drink the Kool-Aid”), Koresh brainwashed his followers into unquestioning belief in every word he said. We’ll discuss the influence of cults and how they indoctrinate people into unwavering belief in more detail, later in this book.

People subjected to prolonged brainwashing, reinforced for years (like those in the cult examples above) often don’t recover. While some recover after acknowledging they feigned acceptance of the brainwashing as a coping mechanism, others never regain their powers of independent thought. This is why you will not be learning how to brainwash others in the pages of this book. I will *not* teach you how to brainwash people. I will, however, teach you how to manipulate and steer people’s minds for your own benefit. I will not teach you how to do this in a malicious manner and that’s exactly what brainwashing is - a malicious form of mind control.

Throughout history, people have used manipulation as a way to get large groups of people, or even a single person, to follow their personal thought process and agenda. Typically, this ends negatively. Brainwashing is often used by cults and similar groups of people to control the minds of large numbers of people, as we’ve noted above, with the examples of David Koresh and Jim Jones.

Malicious mind control can also occur in situations like romantic relationships in which one person wishes to control the thoughts and actions of the other person. No matter how you put it, or what situation you put it in, brainwashing is never good!

## **Mind Control**

The process of mind control, on the other hand, is infinitely subtler and the effect, more long term and even (at times) damaging. In this method, the manipulator enters the person's life as a friend or teacher - an individual worth trusting and believing in. From the very beginning, the victim of the manipulator may have already let all defenses down and may even willingly participate in the mind control process. There may be no physical force involved whatsoever, and the victim may even be under the false impression that he is making all decisions by himself.

Mind control aims to change a person to the very core by altering their decisions, perception, beliefs, values, behaviors and relationships. The process is subtle and slow. Often, the victim is unaware of how extensive the manipulation is, if not completely oblivious to it. The manipulation will, however, involve social and psychological pressure and force, whether the target is aware of these effects or not.

Because victims of mind control are under the impression that the decision to adopt new values and beliefs has been made by them, and the fact that the agent is viewed as a trusted friend, even when the manipulation is discontinued, the new identity that has been formed by via influence will continue to persist. In essence, when people think the changes they have embraced are independent resolutions, they are more likely to passively accept and even struggle to maintain them. This is what makes mind control extremely dangerous, if used for the wrong motives and with malicious intent. Its effects are more powerful than brainwashing and it it's a long term project which can permanently disable and scar the victim.

It is also important to note that though mind control is somewhat unethical, it can be used for good purpose. People suffering from addiction issues can be subjected to this process to cure them of their habit. However, you should also be aware that people can use this system on you and that those who are vulnerable to it may believe that they are following their own instincts, when they are, in fact, following the subtle direction of the controller.

Now that you know mind control is possible, can you think of anyone who has tried mind control on you? You may not know it, but as you were growing up, your parents used a form of mind control to shape you into the person you are today. They massaged you into a shape society deems normal and acceptable by subtly steering you toward certain behaviors, beliefs and values. You may also notice that some of the decisions in your everyday life are due to mind control. Don't believe me? Look at your daily routine.

Your parents used mind control to teach you to get up, shower, brush your teeth, get dressed, possibly do your makeup, brush your hair, and look presentable before you left the house. This is a form of positive mind control. They also taught you that you should have an annual check-up at the doctor, see your dentist regularly and maintain a healthy diet. See, mind control does not always have to be a negative force in your life. It can easily lead to positive results.

## Extent of Effectiveness

Mind control is possible to reverse. Its effects need not be permanent. However, this will depend heavily on how extensive the manipulation has been, or how deep the relationship of the victim is to the agent of the mind control that's been practiced. Some other factors that can affect mind control are enumerated below:

- ≡ The number of techniques applied on the victim.
- Duration of exposure to manipulation, how long per session and how often.
- How deep the relationship of the victim is with his family and friends, and how much interaction and support he gets from them.
- Whether the victim is allowed to have outside exposure and for how long.
- If sexual abuse and hypnosis is utilized.
- How much direct contact the victim has with the agent.

All of these may sound dark and horrid, but it is important to note that all of these can happen in the most innocent-looking setting, like seminars, camps, and other similar activities. Even meeting a new friend and getting too intimate in too short a time may lead to mind control. Romantic relationships are often based on mind control, to some extent. You may believe that all your interests are indeed yours, though you may find out at a future date, when the relationship is no longer a valid one, that they were in fact the interests of your partner. Being stronger than you mentally, it's even possible that your partner was aware of controlling you and your preferences, to change the way you perceived the world you shared with him.

Relationships are a great example of mind control. This is because some people use mind control to attract potential mates. Pretending to be a certain way just long enough to draw in the person they think they want to spend their lives with, they can change without warning after only a short period of time. Having led the mate, they've fooled into believing they're someone they're not, the agent of mind control will reveal himself and the relationship will implode.

### **Example of a Bad Relationship**

A great example of a bad relationship is one that recently made the news. A woman was married for six years to what she thought was "the man of her dreams." She stayed with him through a series of horrible events, believing she loved him. She allowed his family to move in with them. She suffered physical and mental abuse from her partner and his family, and endured sexual abuse from her partner for years.

During the time she was with her partner, she failed to realize that every time she made a friend in the neighborhood, he decided that they were moving. She was not allowed to go shopping alone, or even to have money of her own. Even though she had a job, she had to hand her paycheck over to her partner each payday.

This story ended better than most. After six years of abuse, she realized what was going on and that she was a hostage in her own home. She realized that she was being held back from living a full, happy life and that she was being controlled. She packed her things, and taking her children, left for good.

In an effort to get out of the relationship, she decided that moving was the best option. When she reached the door with the last of her items, and the two children in tow, she was met at the door by her partner, wielding a sword. The thought of losing control of her was too much for this manipulative control freak to bear.

The moral of the story is that this man was not particularly concerned with the fact he was losing his girlfriend, or his children. What he was concerned with losing was six years' hard, manipulative, mind-controlling work. He had manipulated, abused and controlled this woman for so long, he didn't know any other way to live. The truth is, neither did she. It took her five years to learn to live a new and normal life; one that did not involve abuse, neglect, mind control, or being constantly uprooted as a means of controlling her.

When someone is in a relationship like this, it can take years to adjust to making their own decisions and can ultimately lead to therapy in order to work through the problems and the damage that has been caused by mind control and abuse. Many victims come out of relationships like this saying that the physical abuse was nothing compared to the mental abuse they suffered in the situation. Bruises fade, and so does the pain. Emotional abuse, on the other hand, leaves a long lasting impression that can change a person for the rest of their lives. It can permanently damage someone to the point where they don't know how to live independently, or without the regularity and familiarity of the abuse they have escaped.

## Who Uses Mind Control?

Cults are universally known to utilize mind control to facilitate the total obedience of their followers. This is not limited to groups wearing white coats and masks, or those who shave their heads to distinguish themselves. Even the smoothest-talking man in a sleek suit can have the intention of manipulation. Even the simplest looking woman with a regular day job can be a member of a cult. These groups have become so sophisticated that, although we're all familiar with them and how they operate, many still fall prey to their promises and manipulation. Below is a list of groups, sectors, institutions and professions known to apply the process of mind control:

- Religions
- Politics
- Philosophy
- Science
- Sports
- Meditation
- Healing therapies
- Personal Development
- Money Making (E.g. network marketing, and stock exchange)
- Psychology
- Plastic Surgery
- Western medicine
- Mass media
- Education

And the list goes on up to, surprisingly, such areas as hairdressing. Because manipulation isn't about which group or institution or profession people are found in. It's about people and the human nature we all share.

Basically, anyone can fall victim to a cult, and the mind control they employ without realizing it. The best thing anyone can hope for is that there is no motive for the manipulator to take advantage of the victim. Also, that they're able to discern they're being manipulated before selling all their belongings and giving the proceeds to the cult, or worse, drinking the Kool-Aid!

It is important to note that groups, organizations, and professions are not the only areas in which mind control is employed. Random individuals can use mind control on anyone, and, often, with malicious intent. Some serial killers and psychopaths use mind control to ensnare victims.

How do you know if you're being controlled? The process being undertaken by manipulators will be discussed in the next chapter. However, here is a little food for thought. Go to a public place (any place where people gather) and look around you. How many people do you see wearing jeans? How many people do you see with the same hairstyles? Society itself is capable of using

mind control and often does without people realizing it. Marketing techniques, advertising and messages in mass media control our preferences daily. We are creatures of conformity, it seems, and ripe for the picking by those who want us to buy their jeans and use their hair products – even color our hair a certain shade.

Why else would the hairstyles of the 80s have gained popularity? Certainly not personal taste. Why else would any woman wear a bubble skirt? Why would any self-respecting man wear mom jeans – or a mullet? Persistent messages delivered through mass communication, combined with the social imperative to fit in, make us vulnerable to the kind of manipulation Wilson Bryan Key was talking about in his book about mass marketing and consumer culture, *Subliminal Seduction*.

And so without knowing any of us personally, the mechanisms of commerce pluck us from the crowd based on demographic markers like age, gender, income, and the interests gleaned from mining our Facebook accounts (thanks Zuckerberg!) to target us as consumers of their products and services.

Consumerism is a cult, too. It's a cult we're all acolytes of in a disposable society in which planned obsolescence is built into every convenient, easy purchase. We believe in the church of the stuff we don't need, because the television and the internet drive our society toward the mall with the unrelenting precision of a costly GPS system. We collaborate willingly, talking about gadgets and cars and shoes and the latest fad in food you're supposed to eat (or not supposed to eat). We talk about it all as though it were Holy Writ. We are the adherents, essentially, of a massive, yet unofficial cult.

The membership card is in your wallet. It says Visa, or MasterCard, or American Express.

Techniques like viral marketing, in which products are sold to us while we're engaged in what we think is an online interaction, or a conversation in a bar. The topic is gently steered toward the product or service on offer and before we know it, we've been enlisted in a commercial interest's branding and consumer awareness effort. We know the name of a product we didn't know we needed and suddenly, the name of that product is everywhere we look. Just maybe, the next time we see that name is the time we will buy it (even if we don't really need it).

Viral marketing has already made it part of our consciousness. Without even being aware that it's happening, we have become consumers of a product we had no idea existed, until that magic, viral marketing moment, which didn't even feel like a sales pitch.

And that's how mind control works. You don't see it coming. You're unaware it's happening and suddenly, you're opening your wallet and paying for the thing you've been told you *must* have.

But of all the institutions that works most actively to control people's minds, some corners of religion are perhaps the most egregious examples. Behavior is modified to conform to the "rules"

of any given religion, down to the foods and beverages practitioners may consume.

The Latin word "*cultus*" is the root word of the English "cult", which is generally used to describe a fringe breakaway group, or a newly-established religious faction. Its original meaning, however, is surprising in our modern context and the word's usage: the belief in a power that controls the universe, or veneration of that power. What this means is that the term is applicable to any and all religious denominations or Faith institutions. Our modern usage of the word fails to reflect this, so it's instructive to think in terms of the word's original usage when exploring the world of religious "cults". All religion, in essence, fits the original meaning of the word.

## **Religion in the Form of a Cult**

Of the world's total population, fully 84% is associated with a religious faith. This is a staggering number and represents 8 out of 10 people. It is very satisfying to have a belief system. Believing that the world has a logical center that rewards good and punishes evil allows people to feel safe and secure. Adherents of many Faiths believe they needn't fear death because an afterlife is promised. They do not feel alone because they believe a higher power is always with them, watching out for them.

What they do not realize is that religion, in all its forms, practices a type of mind control. Think about it in this manner - when you read the Bible, Qu'ran, or any other book considered to be Holy Scripture on your own, you interpret it in a certain way. You read through the passages and build your belief system according to your personal interpretation of what you've read.

But when you attend a house of worship, the Holy Scripture in play is being interpreted for you by the worship leader. You are told what the passages mean by a priest, imam, rabbi, etc. Whether they have a degree in divinity for their particular corner of the religious world or not, Holy Scripture is being filtered through the lens of their beliefs, before it gets to you. You are, essentially, being asked to accept the worship leader's interpretation of scripture, instead of interpreting it yourself. You may involve yourself in a study group to better understand the scripture of your Faith. But even there, the leader of the group will appeal to his or her own authority and eventually, you will begin to accept that authority as definitive concerning the interpretation of scripture.

Perhaps while attending your study group, you raise important points about the scripture you're studying. You find that these are pushed aside by the study leader as invalid. Authority decides what the correct interpretation is. Sometimes, this is entirely appropriate. However, it's often the case that authority in religious institutions is misused in order to cow practitioners. This is an unfortunate fact of life in institutions – people with ill intent use the hierarchical structures involved in these institutions in order to wield inappropriate power over the group at large. Being aware of this tendency and its prevalence in hierarchical institutions can help you avoid indoctrination into a way of thinking that is essentially foreign to you. You can avoid it and you should.



## **How to Avoid Indoctrination**

For many people, religious worship is a great release from their everyday lives. It has a leavening and soothing effect. The liturgy of houses of worship and the communal nature of services can instill in practitioners a sense of belonging to something greater than themselves. Religious worship also provides a rich source of fellowship, personal renewal and reflection that enhance the lives of millions. However, you must be aware of what it is you truly believe and maintain your right to believe it, in whatever religious context you are in. Being true to yourself is a central tenet of all religious belief, for in knowing the self, you may better know God. If one believes in God, then surely the proposition that knowing yourself is tantamount to knowing God, as God (in your belief system) created you. That means your core beliefs are not for sale to any worship leader who attempts to make you believe that they're incorrect, or somehow unsound in confrontation of his own.

At times, people become extremely involved in their religious institutions. This can either enrich or interfere with their lives. Greater involvement can be very rewarding, involving work with the poor and sick. It can take you out of yourself and induce you to pursue activities that are constructive and useful to your community. However, this same involvement can become a problem in the presence of a manipulative community leader, bent on group conformity to the point that he demands total ideological agreement with his own agenda.

All individuals are born with the right to freedom of religious belief. This is expressed in the UN Charter of Human Rights. That means you have the right to interpret the scriptures of your Faith tradition according to your personal, core values. This is a matter between you and God and no one else. It's not your worship leader's business to interfere with that relationship. A worship leader is in place to lead, not demand and not control the minds of his flock. If you sense that your worship leader is working to interfere with the core beliefs of your community, you should not only resist, you should actively work in that community to counter the effect. Should the problem be persistent and entrenched, it's advisable to put an end to that leadership's influence by taking your concerns to someone at a higher level of the institution. This may not always work, but it's always worth the effort, if you sense that a leader is abusing his power.

The abuse of power can happen in any institution, but religious ones seem particularly prone to it. Power can be wielded to shield religious leaders from scrutiny by the community he's charged with and even, the law of the land. A good example of this is the pedophile scandal in the Roman Catholic Church.

Leaders of that institution actively sought to shield priests guilty of abuse by moving them from diocese to diocese and parish to parish. Simply, revelation of these crimes might have had the power to destroy the institution and so practitioners were lied to and controlled by distortions of the church's teachings. Further the traditional power structures of the Church's hierarchy were abused at the highest level. Priests, bishops, archbishops and cardinals all worked to keep this scandal from the world's attention until Catholics could no longer pretend it wasn't happening.

This scandal most probably led to the resignation of Benedict XVI (a very rare Papal resignation; something not seen for centuries) and has compelled the residing Pope to begin the process of investigating the slew of complaints that has accumulated over the years.

The abuse of power in the RCC pedophile scandal is an excellent example of what can happen when religious leaders abuse their authority. Beginning with their victims, priests abused their authority to prey on children in their congregations. This abuse was compounded by an institution-wide conspiracy to hide these crimes from public view by shuttling the guilty parties to other locations. In part, these actions were spurred by the church's own theology of the priesthood – that one is born a priest and one dies a priest, even if the priest is elevated to the papacy. This makes defrocking extremely difficult.

A further wrinkle in this tale of mass mind control and the abuse of power that stems from it, is behavior at the highest levels of the church. This involved submitting to blackmail, according to Fr. Robert Hoatson, who was responsible for unmasking at least part of the scandal. Fr. Hoatson claimed that pedophile priests blackmailed gay Archbishops in order to maintain their standing. Again, the church's own theology was its worst enemy, as the RCC has (until very recently) taken a very rigid stance on sexuality.

You can see how things might spiral out of all control – but not the control of Catholic minds, which compelled the silence of victims and their families all over the world for many long years.

But stories like these play out across the world, in all its religions. At the root of it is the abuse of power and the use of strict control of people's thoughts and actions, due to their recognition of that power's primacy and their fear of challenging it.

Religious cults, with the strict demands made of their followers, are ripe for this type of abuse. As mentioned above, men like Jim Jones and David Koresh knew this to be true and fully used that knowledge to their advantage in order to achieve total control over their followers. As for his knowledge of the Bible, Koresh really had very little and had absolutely no academic learning under his belt. He learned what he knew at his church, using his incredible capacity for rote memorization. He did, however, have a special interpretive gift, which endeared him to followers.

In the founding of the Branch Davidian cult, David Koresh claimed to have had a direct revelation from God, concerning the Seven Seals of the Book of Revelation, and that God had "anointed" him to teach about what they meant.

His followers were told what to eat, when to eat and were punished for not doing as he instructed. He would occasionally change the rules, claiming he'd been directed to by God. Both feared and loved, his followers believed all he said and because of that belief were powerless to

act contrary to his commands.

This led to his abuse of young girls for his personal, sexual gratification. He took them as “wives”, compelling them to wear a pendant with a “w” engraved on it to indicate that they were married to him and were exclusively dedicated to him and no other man in the cult. The parents of these girls, as adherents of the cult could do nothing but stand by and watch as their daughters were abused. This is the power of mind control, when maliciously applied by people like Koresh – followers lose their power, their morals and their ability to think independently.

When combined with religious belief, mind control is a powerful tool for those with an eye to abusing power by controlling the thoughts and actions of others.

## **Chapter 2: The Mind Control Process**

In most cases, the primary goal of manipulators is to create a clone of themselves - to have the members of the cult think like them. To achieve this, one must have a high sense of entitlement and a well-fed ego. Having no doubt in oneself is the key to being able to convince people that one is above authority and should be emulated. In other words, cult leaders will enforce a new personality on their victims.

Everyone can fall prey to this sort of manipulation, and it is only a matter of how extensive the mind control is that's being imposed that determines its ultimate success, or how profoundly it will change its victims.

Almost all manipulators follow a series of steps to successfully impose their will on other people. This has been proven repeatedly by the many networking and marketing companies which actively recruit people to sell their products. All new members undergo a systematic training about how to recruit still more people and how to compel target buyers to make a purchase. This process correlates to that of mind control in its success and power.

A basic outline of the mind control process is provided and explained below.

## Reading People

Of course, before anything else, the agent must establish a connection or bond with their victim. As explained before, with friendship as the foundation of a relationship, all psychological and social defenses of victims will be lowered. Intimacy provides entry to the agent, as the target harbors no suspicions. Having gained the target's trust, the manipulative agent will get to work finding ways and means of wielding control.

Manipulators usually will scan potential targets in order to arrive at a decision to actually target them. They need to know that the person they're examining (like a bug under a magnifying glass) is susceptible to their manipulations. They need to understand that this is the case before making efforts to bond with them, as doing so would be a waste of time, if there were no potential for manipulation.

Body language, verbal clues, the tilt of a head, the use of the hands – all these are vital information which tell others what sort of person you are. Do you have self-confidence? Are you shy? Are you strong? Are you weak? Extrovert? Introvert? We all give a lot about ourselves away when interacting with other people and the expert manipulator is well aware of this. The arch manipulator will look for signs that you're going to be a cooperative target; signs like arms folded across your body as though hugging yourself, which would indicate you're insecure. They look at posture – is it bold and confident, or weak and bowed? Large strides when walking can actually signal a general lack of confidence. Blinking can mean you're lying. There is so much data you're producing by just being in the world, that it pays to be aware of the signals your body is sending. (More on reading the body language of others and curating your own, later in this book).

In scoping out potential targets, the agent comes to know the person's possible weaknesses, interests, and strengths, and uses these to identify areas of vulnerability. Knowing a potential target has entry points that can be exploited for the agent's manipulative purpose is essential to determine whether to proceed with bonding toward controlling and manipulating the eventual target.

How do they do this? Generally, agents will assess a person through first impressions, and this assessment is abundantly served by body language. People all have three personas:

- (1) Private Persona,
- (2) Public Persona, and
- (3) Reputation.

The first is the reflection of the authentic, inner personality. It is the character that lives inside his head, and is composed of thoughts, attitudes, preferences, hopes, ambitions, values and emotions. The second is the person people project to the world. Here, positive traits are conspicuously displayed, while negative ones are mitigated. The third one is how others perceive the individual

person; which is something none of us has much control over. These three personas are the foundation of the first impression. As they say (and it certainly rings true) – first impressions are lasting impressions.

Agents will be able to quite rapidly analyze the information you unwittingly provide and assess your value and usability as a target. If they find you appropriate to their manipulative uses, or if they think you will prove to be an obedient follower, they will then proceed getting to know your strengths, weaknesses, insecurities, needs, values, and anything they can use as leverage. Afterwards, based on their assessment of you, they will transform themselves into the self-representation they believe will most appeal to you to ensure your attention and to gain your trust. All of the agent's actions will convey these four basic messages:

- I like your personality.
- We are the same.
- You can trust me.
- We are good for each other.

Of course, there are times when all of the steps outlined above may not follow each other in strict sequence. Some may overlap, while others may change places in the process. Changes to the standard operating procedure of the manipulator depend on the situation and a good manipulator will enjoy making the necessary calibrations. Nonetheless, these comprise the first step of the mind control process -- establishing a connection and instilling trust in the target.

## **Unfreezing**

Everyone has a semi-fixed set of values and beliefs accumulated since childhood. We carry these with us into adulthood, sometimes adding to them, or revising them as we go along. But many of these values and beliefs are immutable. They have become a part of our identities. When these values and beliefs are called into question, contradicted, or threatened, our natural reaction is to defend these closely held ideals as part of who we are. Because they are.

When we're compelled to question these established values and beliefs ourselves, due to the manipulation of another person, or by life circumstances, we're undergoing what's called "unfreezing". Many situations can trigger this; the loss of a loved one, being fired from a job, or repossession of a house. Anything that causes us to seek out answers and to perhaps question our core beliefs about how life works, or why we're here; to question traditional ideas about society and how it functions – all these indicate that we're encountering a shift in a very fundamental part of ourselves. We are, in essence, unfreezing important core values and beliefs which have been thrown into doubt by circumstance – or the machinations of a manipulator.

Going through a period of emotional vulnerability which compels changes to our value system makes us more available as targets to manipulative people and further indicates that we're susceptible. We become perfect fodder for manipulators. As explained earlier, manipulators use the weaknesses of other people to their advantage, and they will say whatever their targets want or need to hear.

A typical example of this is when a strong-minded man enters a romantic relationship with a woman who has very little self-confidence. He insists in imposing his will on her on the pretext that he loves her, cherishes her and wants to protect her. Often, in relationships such as this, the stronger partner (whether it's the man or woman) will know all the right things to say in order to obtain power over the weaker partner and to feel in control.

But it's not just in romantic relationships that manipulation happens. All relationships are subject to power dynamics. Vulnerability and a lack of self-confidence or self-esteem are invitations to the manipulators of this world, even in our own families, where parents manipulate children and vice versa.

## **The Process**

The main objective of this stage is to unweave the target from his past, because this will allow the agent to compel the target to let go of his established values and beliefs, and cleave to those of his manipulator. Apart from this distancing, however, the agent will also make the preceding events in the victim's life seem bad, wrong, or the cause of all their hardships. This way, the target will have no way of defending himself or his understanding of the world before the manipulator began to do his work. This renders the target susceptible to accepting new concepts and ideas by deliberate deposit on the part of the agent.

As for the methods used in mind control, it's necessary that the victim be isolated from the outside world to the greatest degree possible, during the process. This means the agent will make full use of seminars, focus group discussions, or even one-on-one meet-ups within the manipulator's territory.

In the case of a manipulator who has established a friendship for purposes other than indoctrination into a marketing scheme or cult, the agent will ensure as much contact as possible with his target and as little with other friends and relatives as possible. This increases his opportunity to deposit his values in the target toward his end (whether than end be financial gain, or simply the fun of controlling another person). If possible, it is ideal to place the target in the agent's environment twenty-four hours a day to have strict control over the target's activities. There are some who will intentionally weaken the victim's body by limiting and restricting their food intake. This is a common practice in cults, but can also be seen in abusive romantic and family relationships. Often, the pretext of going on a diet together will be used. Meanwhile, the agent will be eating what he always eats, without the target's knowledge.

Some methods require the victim to participate in the mind control process late at night. The brain is tired during these hours, causing the target to bypass critical thinking and to simply agree with whatever is being said by the manipulator. In cults, this may be coupled with public confessions -- probably the most powerful tactic to unfreeze victims. The target loses his sense of privacy, merging with the group in an unhealthy way. This makes him more vulnerable to other methods of mind control.

Keep in mind that all private information can and will be used to break the target's will. Humiliation and insult will be expressed subtly by the agent (whether leading a group, or acting one-on-one). This method instills in the target a sense of self-doubt. Targets begin to question their grasp of reality and meaning and is thrown into an unbalanced state of personal turmoil. In the case of a cult, established members serve the project of de-stabilizing the target's sense of self by reinforcing the message being delivered. In the case of individuals enduring this process, it is subtler, with the agent taking considerably more time, in a less intensive manner, to de-stabilize and instill doubt in his target.

During this stage, the agents will introduce the answer to the target's misgivings. They will



present their ideology as the solution to the target's difficulties. If the manipulator is targeting a group, and any members of the group have enough sense in them left to oppose or question the ideology being instilled, these members will be isolated or further defamed. They will be made an example which other members; weaker members, will be loath to follow.

Of course, some targets choose to leave the groups which practice manipulation of their own accord, and agents won't stop them from doing so. In fact, this will even help support the cause of the manipulator in question. The agent will use this act as a way to uplift the spirits of the remaining group members by saying that the person who walked out is not yet ready to accept the higher spiritual calling they offer. He will say that those who remain have evolved beyond the level of the departing target, or have chosen the more intelligent path.

In the grip of powerful emotions, the target will be hard pressed to think critically. This is exactly the state manipulators hope to achieve in their targets. Once targets are experiencing misery, the way is clear to steer targets toward ecstatic experiences, and/or the belief that the agent is the answer to all their problems. By this point, targets will want nothing more than for their hell of self-doubt and instability to end and will do anything to move beyond it – including succumbing to the ideological urgings of the agent.

Peer pressure is another method utilized by agents of mind control and manipulation. Exposure to the manipulator's environment in the context of a group will follow these three simple, unspoken rules:

- The target will do whatever the agent demands, in front of others.
- After doing it, the incident will be fixed in the target's mind.
- Since the incident is fixed in the target's mind, he will believe he did what he was commanded to do by the agent of his own volition.

And as explained earlier, when targets come to the point of the mind control process at which they believe their actions are being performed as a byproduct of their own will and not that of the agent, they are reaching mind control's apogee (low point – or high point, if you're the agent). At this stage of the game, the resistance of targets is diminished to almost nothing and they are now creatures of the agent's designs.

## **Freezing**

The pseudo-personality will begin to form in this stage of the mind control process. However, keep in mind that the methods used under unfreezing, the process, and freezing will oftentimes overlap. The order of these stages is largely dependent on how victims respond to the mind control process, as a whole. Nonetheless, during the freezing stage, the target undergoes a catastrophic internal struggle, as his old and new identities clash.

In order to solidify the values and beliefs being instilled by the manipulator, the same reward/punishment method used on children and animals is employed. Good behaviors are rewarded by simple yet highly-prized privileges (a one-on-one talk with the leader, involvement in a planning process, or a special title, permission to call home, or even a visit).

Punishments, on the other hand, are swift, but harsh. Depending on how bad the victim's behavior is, punishments will range from losing leadership responsibilities, public insults, or restrictions on speaking or eating. Physical beatings may also be part of the punishment, but, of course, not all cult groups go this far with punishment. The same type of reward/punishment schema can be seen in personal relationships. As noted, these are often employed in childrearing, but can be seen in romantic relationships, friendships and in workplaces, up to and including the employment of violence to punish unwelcome behavior.

Keep in mind that despite being physically mistreated by his manipulator, the target willingly accepts punishment as what he deserves. The mind control employed by the agent has instilled in the target a belief that justice is being served, even when it makes no sense to someone looking on from outside the context of the relationship. Women who are beaten by manipulative men, for example, explain staying with these abusive men because they believed that they would be killed, lose their children, or that they had little value outside the confines of the abusive relationship. This is also mind control and employed in the same fashion as it is in group situations. Carrot and stick are accepted as instruments of the agent's justice (even when the stick is employed violently).

Another method of freezing the pseudo-personality of targets is to have them model it. As discussed earlier, the goal of mind control is to create a replica of the agent, or to embody the agent's ideals of the way the world is, in his mind, through the target. There is no faster way to do this than to have members go out and recruit more people. By doing this, members of the group speak with the agent's voice, modelling his ideology in order to disseminate his message. Selling the idea will, in fact, require the members to be fully invested in it.

Re-indoctrination can also be useful in freezing the pseudo-personality. This is why some groups require members to attend seminars or camps every week, month, or year, depending on the 'qualifications' of the group.

The mind control process is slow, (especially in one-on-one situations) and may take years for it

to fully take root. Once it does, however, it will take a commensurate amount of time to undo, and may require professional help to fully dislodge from the psyche of the target.

The effects of mind control are not beyond therapeutic help. As long as the target is removed completely from the environment in which mind control has been perpetrated, and follows a diligent path to recovery, with the help of a competent and compassionate therapist, full recovery is almost always possible.

Many question why it is that some people stay in manipulative relationship. But people in a situation in which they're being subjected to mind control depend on the person who is controlling their mind. Targets don't see leaving as an option (as mentioned above, in the example of abused and battered women), even though the abusive behavior they're enduring is unacceptable to others. You may even have been in a situation like this and have bought this book to try to avoid getting into that situation again. If that's the case, read on. The information contained in the following chapters you may find particularly helpful. This information will also be helpful for anyone hoping to gain greater control of their lives and the actions of the people in it.

## Chapter 3: Mind Control Techniques

The mind control process described in the previous chapter is direct and commonly used by groups or cults of all sizes. There are many conspiracy theories fluttering about on the internet, social media, and the likes about mind control being practiced on a national, or even global, scale. When thinking about the methods discussed, it may seem impossible to conclude that the government, corporations and the elite are, in fact, manipulating the masses. That is because of the surreptitious methods by which they're able to achieve the same effect as more overt forms of mind control.

These players are all about power. They're not interested in picking people's pockets, so much as they are in other ends. It's more about keeping everyone in line and in their proper places. By inculcating conformity through a variety of channels, it becomes much easier to obtain the compliance of the masses. In other words, in order to obtain the stability of the system, it's necessary to instill in the population the value of conforming to certain beliefs about the way the world is. Though it may not sound as bad because we tend to perceive the concept of order in a positive way, what makes their methods questionable is the fact that they impair people's ability to think critically in order to achieve this end. In common with the process explained in the preceding chapter, everyone is under the impression that they have made their own decisions; that they are living their lives as independent people who make their own choices. But the truth is that mass media has undermined many people's ability to do that. With the degradation of language associated with the information age (a drastic reduction in the number of people who read books, texting, passive viewing), we are also rapidly losing our ability to name what's wrong.

Most of the techniques used to control people are very familiar. If you are an average citizen, then you will be somewhat aware of them, and you may have felt the effect of this influence on your own life.

## **Education**

A systematic and organized form of education is the perfect mind controlling method. Any would-be dictator or tyrant would readily call on it in the service of large scale indoctrination. Witness how Hitler managed to instill his ideals and beliefs on German minors during his reign through the Hitler Youth, employing programs of mass education and indoctrination. Existing educational infrastructure can become a cornerstone of authoritarian ideologies, demanding complete conformity to a set of beliefs that serves the state, from those enrolled. This technique of mind control is extraordinarily effective, manipulating the desire for status through achievement, reward/punishment and peer monitoring.

At any early stage in life, the value of teaching children to obey and not to deviate from the deposit of the information offered by the system is extremely useful to the conduct of authoritarianism. Instilling the need to conform from an early age creates a foundation for the continuing health of such regimes and ensures their ongoing grip on power. Deposit education, crafted to produce a mindset which serves the state's desire for willing soldiers, an administrative class and other operatives, precludes the need for thinking outside the confines of that system of thought. The student becomes a creature of his education and the education a part of the creature. If the educational system teaches its students that, for example, "greed is good", these children will grow up believing that they need to pursue money and wealth before all other concerns, because it is the right thing to do. Questioning the assertions made will not even occur to the successfully indoctrinated student.

The purpose of education is not to grind out carbon copy people who are unable to think for themselves. In fact, the purpose of education is to create an educated class capable of innovating and creating societal good for the benefit of all. In an authoritarian governmental structure, the inhibition of critical thinking, then, does not serve the state, at all. Rather, it undermines the state in the service of a very small elite, which exploits the uneducated mass. Unable to think itself out of the situation, the mass educated by deposit of authoritarian ideology cannot break free without catastrophic events, like the fall of the Third Reich. This left Germany devastated and internationally despised. It took complete collapse for the thrall of educational indoctrination and relentless government propaganda to be broken and for reality to take hold.

## **Propaganda and Advertising**

Large-scale mind control, when sugarcoated, is called marketing. This discipline in commerce is solely focused on knowing what the masses want and need, (or perhaps telling them what they want and need) and how to get into people's heads in order to sell them things. The principle weapon of marketing is advertising and propaganda. Despite employing short, easy to absorb messages, the way advertising is structured and composed is focused on conveying messages powerful enough to move people and make them do what's desired – namely, to buy products and services.

## **Subliminal Seduction**

Wilson Bryan Key's groundbreaking 1974 book on the subject of advertising and mass marketing blew the lid off the practices of the industry. In its pages, Key revealed the subliminal messages often included in the advertising of the day. Sexual imagery and its power to influence were the focus of this, with Key claiming its covert use in advertising images to influence public buying decisions.

But wrapped inside the sexual message (life), were also messages and images which elicited a quite a different response in the consumer. Also being included in advertising were images that subliminally recalled the inevitability of death. An implicit threat, almost, when juxtaposed with sexual imagery, death imagery served as a potent goad to consumer behavior.

While Key's work has been criticized in recent decades, his assertions of hidden messages in advertising were not the first. In 1957, Vance Packard's *The Hidden Persuaders* similarly warned of the psychological research advertising companies regularly undertook in order to arrive at effective marketing schemes. It revealed that advertising executives used psychology in order to more convincingly appeal to consumers on behalf of their corporate clientele. This volume was published immediately before an experiment conducted by researcher James Vickery in the same year. In the experiment, Vickery tested the efficacy of flashing suggestive words onto the screen of a movie theater in New Jersey. Suggestions like "drink Coca-Cola" and "eat popcorn" were flashed on the screen during the running of movies before 14,000 viewers, over the course of the experiment.

Only shown for 1/3000<sup>th</sup> of a second each, Vickery discovered that the messages increased sales for Coke by 57% during the course of the experiment. Popcorn sales increased by 18%.

But Vickery, sadly, later admitted that he'd doctored his research data and modern scholars are somewhat reluctant to give a great deal of credence to the ideas of Key, in his writings. All the same, it's clear that advertising is well known to be manipulative.

As early as 1896, though, the idea of influencing mass behavior and how it might be achieved has become a part of intellectual and scientific exploration. Gustave le Bon's *The Crowd* was an early exploration of this effect, examining how it was that huge numbers of people could be influenced to engage in "group think" and be held in the thrall of intellectually limiting ideas and ideologies.

Viral marketing, for example, depends on consumer buy in in various arenas in order to spread the message. Budweiser, for example, has been very successful in encouraging Facebook users to share its heartwarming advertisements featuring Clydesdale horses and puppies (who doesn't like puppies?). The videos are so effective that no one sharing them seems to object to participating in the marketing of a company which is having its job done free of charge.

Branding on clothing also has a powerful effect on consumer habits. There is little reluctance on the part of consumers to wear clothing emblazoned with brand names. In effect, they have made walking billboards of themselves and have actually paid for the privilege to do so. What could be more effective? Your brand name is not only displayed free of charge; you make a profit while consumers are doing the job for you.

In an age of mass communication and a 24/7 information glut, it's often difficult to discern when it is we're being marketed to. Advertising messages are now disguised as friendly content, unthinkingly shared by millions across multiple platforms. If only for this modern twist on subliminal messaging, it's arguable that Keys, while a controversial figure in the world of communications scholarship, was right.



## **Religion, Politics, and Sports**

These groups all, to a certain extent, engage in mind control. By dividing people into camps of loyalty, people are pitted against one another. In the world of sports, loyalties are fierce, but the world of sport is more about entertainment. When your team is a political party, or a religious Faith, the kind of loyalty modelled by sports fans for their respective teams can become dangerous and virulent. “Go team” becomes let’s bomb Iraq, for one. It becomes “the red menace”. It becomes the Final Solution.

Oppositionalism in these arenas provides a vibrant ground for keeping people divided. When people are divided, there is little chance they will be able to unite around an idea – like crushing the international banking system, or stopping climate change, for example. As we all go about holding petty grudges over our team losing a game, an election, a war, or a race to gather more adherents to our Faith, the people at the top of the pyramid rejoice. As long as we’re kept busy with our internecine squabbles, their control is assured.

Recently, memes (graphic messages) have surfaced on Facebook, displaying large groups of people engaged in celebrations of sports victories. These memes ask an important question – what would happen if all the people in this picture applied themselves to uniting over something perhaps more important than sports? What if all these thousands of people in their team jerseys, instead of whooping it up in the streets of major cities over a game, filled the streets in protest over the systematic accumulation of wealth at the top of the food chain?

This would not serve those who will be served – not you and I, in other words. Our distractions serve them. They create a kind of myopia in which the big picture (the one in which our lives are becoming increasingly less successful and affluent; even more hopeless) is obscured from our view. We can’t unite to challenge them, because we can’t see them through our team-colored glasses.

As for the illusion of choice, the best example would be the grocery store. In the grocery store (which has become larger and more varied in its commercial excess in recent decades than anyone could ever have imagined), we are assaulted by endless choice. Which shampoo will make our hair shinier? Which breakfast cereal will get our day off to a better start? Which toilet bowl cleaner will leave the porcelain most spotlessly clean and fresh smelling? Each of these items has myriad incarnations, all from competing brands. Some of these brands are even owned by the same corporations, pushing a variety of products. Disguised as choice, a market filled with labels that claim superior ability over all others demand that we buy them. They call to us, saying they’ll make our lives better. Whole aisles of grocery stores are devoted to various types of potato chips, in every flavor from salt and vinegar to rib eye steak. But it’s all an illusion, because regardless of what we buy, even at the highest end of the dizzying array on offer, the result will not be more dramatically different than if we’d bought the neighboring bottle on the shelf (for less money). It’s all the same. It’s all what it is. It all does the same job. Only the labels are different, in an attempt to entice the money out of our pockets in the quest for shinier

hair and fresher smelling toilet bowls.

There is nothing, essentially, wrong with the concept of choice. What's wrong is the masquerade. There is nothing wrong with sport, religion or politics. It's the masquerade; the illusion that deprives us of true choices and compels us to agonize over affairs that serve as distractions from more important matters.

The golden rule is present in every religious Faith in the world and yet we have been slaughtering one another for eons over whose god is the bigger, better god. Every political party claims to have the answers we seek to our economic woes, but the systems in which they operate defy progress. Political donations, lobbying and the corporate influence these represent make the conduct of our affairs a matter of sale to the highest bidder.

Yet, we are so busy cheering on our team, we don't notice. Perhaps that because the television is ever murmuring in the background, telling us our hair isn't shiny enough and our toilet bowl doesn't smell fresh enough.

## **Food, Water and Air**

One of the greatest debates currently happening is around genetically modified crops and other food sources. The recent acceptance by the Federal Department of Agriculture of GMO salmon indicates they're not going anywhere.

The production of food has become so systematic and commercialized that it now relies on a variety of chemical fertilizers and pesticides and unnatural processes to produce sufficient food for a growing population. At least, that's what we're told. But the truth is that there's adequate food. The problem lies in a market ascendancy demanding bigger profits for less effort, in less turnaround time. Because of this, food being bought almost anywhere contains toxins and poisons that can alter the brain's chemistry and human physical health.

Outbreaks of illnesses in commercial poultry (avian flu) and beef (bovine spongiform encephalitis, or "mad cow disease"), as well as spates of contaminated vegetables and dairy products plague our now heavily adulterated food systems. The problem is the rush to market, a lack of regulation in many markets (the USA, in particular) and the greed which has occasioned both those realities in food production.

GMOs aren't necessarily a bad thing. Factory farming isn't, either. It's the manner in which some companies pursue these activities that's at issue. GMOs, if administered under the watchful eye of a vigilant government, can provide world food security. In a world of corporate influence driving de-regulation, however, that is not the case. The same is true of factory farming. In the absence of adequate government regulation and vigilance, producers engage in unethical, cruel and unsanitary practices that endanger our food sources. Of course, while we're cheering on the team, we remain ignorant of these pressing challenges.

Mass mind control depends on our inattention and that has now been achieved to such a degree, that we no longer even know what we're feeding our children, or ourselves.

Religion serves an important function in society and when not abused for political purposes, like marginalizing minorities, or interfering in the conduct of elections (as it most certainly is, with shocking regularity). In the bosom of a Faith system, many find a sense of belonging and purpose. It also can't be ignored that many religious institutions spend a great deal of time and money toward feeding, educating, housing and otherwise making lives more tolerable for millions of people around the world. Sikh temples, for example, host weekly meals at which all are welcome to come and eat. This is a social service, outside government, run completely by the temples which serves to lighten the load of government in feeding hungry people. Many churches, mosques and synagogues perform similar functions.

This doesn't mean that religious institutions aren't ripe hiding places for manipulators. They most certainly are (as discussed earlier). In some religious institutions, practitioners are tightly controlled by religious leaders. Followers who do not adhere to the rules set down by

community leaders can be excommunicated. This can mean being isolated from family and friends, as well as general social isolation. Many continue for years to adhere to the strictures of their religious framework due to the fear of ostracism.

Manipulation and mind control have only the end purpose of maintaining a relationship of domination with the target. This is true regardless of the context in which it's practiced. The target, having been made to feel safer in the controlling situation than outside its confines, will stay because of the illusion of security and belonging offered within it. Women stay with abusive husbands. Cult members stay in an abusive cult with dangerous and even destructive beliefs. People tolerate otherwise untenable situations because the alternative is frightening. Having lost their ability to reason; their critical thinking skills, they stay and continue to be abused and manipulated.

As we're developing, we all receive messages that can stay with us throughout our lives. Imagine adding religious or political indoctrination. We believe we look good in a certain type of dress, because we've told it's what's acceptable, or what's "in style". We go along with it, because everybody else is wearing this type of dress. Looking back at pictures of ourselves, we ask ourselves "What was I thinking?". We can't believe we'd ever go out in public looking like that, but having been convinced that not to do so would negatively impact our public image, we go along. We internalize the messages, particularly when we're young, to our own detriment.

People are still living who participated in the systematic persecution of Black people in the United States, because they were demanding an end to the Jim Crow laws, which restricted their constitutional rights. Some of us remember the films and photographs of the era with horror. Others look back on it as yet another chapter in the defeat of the South in the Civil War. There are people who have been raised with the belief that they are superior by virtue of the color of their skin, their sex, their nationality, their political affiliation, their religion, the color of their eyes. These beliefs are instilled from the cradle and are the most difficult to shake loose.

If you believe mind control isn't part of your life already, reflect on some of what you've just read. You'll see that's not at all the case. Take a look at the products you buy, the religion you follow and the education you've had. Think about popular beliefs that were passed on to you in your youth and how those beliefs stack up today. Do you still believe them? Do you think the world has spun out of control and you're the last of the sane people? Or maybe you know now that those beliefs weren't serving you and have amended them to more adequately reflect the reality you live in.

Somewhere in your life, you will see evidence of mind control, whether you want to admit to it or not. We are controlled by the environment in which we live and the influences which are brought to bear within that environment. What we see and hear around us are formative influences, especially if we're children.

Being aware of these influences is helpful and instructive and can help you think critically about your own beliefs and place in the world. That awareness can also assist you in learning to put in practice the control of those around you in order to assist you in life. This can be a positive process and a force for change. We'll explore this in the next chapter.

## Chapter 4: Controlling People with Your Mind

Mind control needn't always be employed to ill effect, or to harm others. There are ways in which mind control can be applied to the world around you constructively and helpfully. You and those around you can actually benefit from knowing how to use it responsibly. As mentioned earlier, mind control can be used to help cure addiction and even depression. Furthermore, knowing the basics of manipulation can help anyone achieve positive changes and effects, like:

- Calming down a brewing fight.
- Helping a friend suffering from depression.
- Escaping the worst excesses of the office manager.
- Saving a falling marriage.
- Raising responsible and socially aware children.
- Influencing others to do good in the world.
- Convincing others to join a worthy cause.

There are many situations in which mind control can be applied. Using the power of your mind to change situations for the better is good side of manipulation (which has a bad name). Learning how to finesse situations to achieve a positive outcome is a worthy pursuit. They say you should change the world one person at a time.

Here's your chance!

## **Know the Personality of the Person You're Dealing With**

The first steps of using mind control techniques with individuals are similar to those used by cults to lure recruits into their ranks – by observing the person in question and discerning personality traits. Seeing how people deal with their emotions (particularly in conflict situations), is a way to glean clues about this.

There are a number of other factors which should be taken into account, as well. Think about your objectives. Why would you want or need to control the mind of this person? What are your intentions? And what are the outcomes you're hoping for?

You need to seriously ask yourself these questions, as different character types will respond differently to your tactics. Is your intended target lured by financial gain, or the potential for some kind of reward? When you know the personality of your target, you begin to see the route by which your mind control will be most effective.

Examining the target's body language, verbal clues, hand gestures and the type of language he uses in your interactions with him. All these will provide you with a great deal of information about the personality in play.

## **Four Basic Personality Colors**

Network marketers often categorize people into four types; those driven by pity (yellow), by details (green), by familiarity (blue), and finally, those driven by competition (red). Marketers, in approaching potential customers, first initiate small talk to assess under which of these four categories the potential customer belongs. When they have an idea about this, they will tailor their pitch to their belief about the person's core motivations.

To convince yellow people to buy, marketers need to apply language like "for charity", "to help a friend", and similar motivations. Yellows are people high in empathy. To be able to convince them to purchase a product, even if it's clear they don't need it, they should be assured their purchase benefits a cause or greater purpose.

People in the green category base their purchasing decisions on the effects of the product. What will they gain from it and how will it benefit them? Generally, they are practical, so knowing the science behind the item may come in handy when selling to this kind of personality.

Blue people are probably the easiest group to sell to. As long as you connect with blues and become their friends, they will surely make the purchase. To further the marketer's powers of persuasion, they can add language that compliments the buyer, for example: "this will definitely compliment the color of your eyes" and so on. Others will even add terms of endearment to the pitch to further the friendship or relationship they're forming in the process of selling.

Reds are leaders, exuding strength and confidence. To convince them to make a purchase, marketers will have to compare them to their peers. Reds are highly competitive by nature and they never want to be outdone by anyone. Saying things like "your next door neighbor actually bought three of these" triggers their need to buy the same quantity of the product being sold, or more.

If you're able to work out the personality types and match them to their corresponding colors in order to target them, just as slick advertising does, you are on to a good thing. This ability will immediately give you a head start over people who have no understanding of these personality types and their behaviors. Having insight into who they are, even if the impression is only general, gives you needed information you can draw on.



# The Power of Emotions

Emotions are powerful things. This is an aspect of humanity that motivates much of human behavior, compelling us to behave in certain ways. Therefore, if you can induce a certain emotion in a person, he can generally be counted upon to act from that emotion. One good example is how you can employ guilt to make someone be more considerate towards you.

Conflicts at work are a good example. Having a fight with the boss can be damaging to your career and also have a negative impact on general workplace dynamics. You could even lose your job! But if you have some insight into what makes your boss tick, you have a much better chance of saving your job and your relationship with him.

The logic in this is pretty simple. Following the argument, if you continue to act as though you were right all along and openly express your resentment towards your superior, the negative emotions arising will be the gift that keeps on giving. And as long as this negativity persists, irrational acts such as firing you may become the result. However, if you approach your boss and let him know that the conflict was disturbing to you and that you regret your part in it, he may be more kindly disposed toward you. He may even be left feeling a little guilty. After all, he's the person ultimately responsible for the quality of the workplace environment and the relationships in it. How well you know your boss can help you understand how best to navigate the conflict and come out on top.

There are five emotions that can serve you, as you seek to gain better control of your relationships and the people you're in them with. Let's review them:

## ***Fear***

This is best employed when aggression is displayed towards you. No matter how big the other guy is, as long as you position your body in a way that exudes dominance, the other party may reconsider taking aggressive action and back down. If you respond with fear, however, expect to be overwhelmed.

They say dogs can smell fear on people and that giving in to it in the face of an aggressive dog makes the animal far more likely to act on its aggressive instincts.

People are not that different.

If you respond to aggression by cowering, you are signaling the aggressor's victory. If you respond by standing your ground, speaking and holding yourself confidently, it's unlikely the aggressor will follow through. Straighten up. Steady your gaze. Place your hands on your hips and face the other party squarely. Speak in a low, even tone. Just as you would with a dog that's lost control, you take control back when you don't give in to the fear of a human aggressor.

## ***Guilt***

When people get angry, they act out. If you've gotten someone in a state, they'll usually respond with either open aggression in the form of language or even get physical. Sometimes, though, they'll shut down and give you the silent treatment. If, however, if you can somehow transform their anger into guilt, you can defuse the situation. This works in your favor. Anger is a negative and destructive emotion that if not rapidly dealt with can cause harm not only to you, but to the angry person and the environment the anger is being acted out in. Most people will regret having lost their temper at some point and feel guilty about it. That guilt is a way of getting into the person's head and convincing them that outbursts are not a way of life. You can be the agent of change for someone with anger issues to learn how to control their outbursts by making them understand that the guilt they feel is justified. It's not a pleasant emotion and people don't care to feel it. It can work toward modifying unwelcome behaviors, though.

Even if you're the source of the anger, you can defuse its outfall in those around you by rationally talking through the issue with the person in question. Calmness and reason can do wonders for someone in a state of anger or rage. Sometimes, it means removing the person from the situation they've lost their temper in and pointing out that they're doing themselves more harm than good. But reinforcing their sense of having the right of way in whatever dispute they were in is probably your best bet.

People like to be right, even when they aren't. And even if it's not true, you can tell Mr. or Ms. Angry that they are. Feeling vindicated will go a long way to shutting down spiraling anger and the negativity that can flow from incidents around it. Convincing the angry person that they're right is manipulative, but it will talk them off the ledge.

## ***Ego***

Latching on to ego is advised in certain situations. For example, if you find your marriage is starting to fall apart, then openly telling your spouse that others have asked you if you're experiencing marital problems could nip the problem in the bud. The natural reaction of your partner would be to work hard to prove your friends wrong. This can also work with people you know are doing things that they wouldn't care to be criticized for, as their ego drives a lot of their behavior.

## ***Addiction***

Addiction goes far beyond drugs. Addictive personalities engage in serial activities like the abuse of sex, alcohol, eating, or gambling. They can also become addicted to other people and being in love with them. When you identify an addictive personality in someone you're attracted to, it may be possible to get them addicted to, if you know how to press their buttons.

It's a big step to take, because having someone addicted to you means they won't be able to cope if you leave, so you need to be very sure about what you're getting yourself into. Many people do

it for the wrong reasons. You will have noticed complete emotional dependency in some of the couples you know. They can barely stand to be apart from each other. That's addiction, not love, in most cases.

### ***Anger***

Anger can be very useful in the case of someone you know who's being abused. In an abusive situation, the abused partner eventually loses the will to fight back. Even people whose rights are being abused can be reluctant to take action, believing they're powerless. In either situation, you can help, by steering the abused person toward their own repressed anger and pushing them to channel it into resistance.

## **Reading the Signals People Send with Their Bodies**

Most of the time, body language will play a more significant role in controlling other people's minds than the words you say. It's advised that if you're going to take mind control seriously, you understand a little more about body language than we've already touched on.

Neuro-Linguistic Programming is a controversial technique developed in the 1970s by Richard Bandler (a very shady character) and John Grinder. NLP was based on keen and close observation of targets, taking note of certain micro details other body language experts paid little attention to. Dedicated to controlling people's minds through the subtle use of language, NLP is not to be trifled with. It's a relative of hypnosis and can and has been used for less than noble purposes.

NLP majors in the minors, namely tracking the subtle changes in skin reactions (blushing), eye movements and pupil dilation and personal tics, like blinking and half-smiles. By taking noting of these micro details, Bandler and Grinder found they could determine some basic truths about targets through careful analysis.

They discovered that these signals could determine whether the person was lying to them, how they processed information (revealed by eye movements) and their dominant sense (sight, hearing, touch, smell, taste), as well as whether the target was right-brained or left-brained.

The second phase of NLP draws on the analysis of physical signals to arrive at the strategy of reproducing them, or feeding them back to the subject. This was combined with language deliberately used to appeal to the target's dominant sense, as determined by tier one of the NLP process. To mimic a dominant visual sense, the NLP agent would employ visual metaphors in his language, for example "I see your point".

By performing a type of mimicry based on the target's physical clues, the agent could establish rapport through deliberately identifying with the target's dominant sense, thus establishing trust. The process is deepened by the agent's mimicry of the target's body language.

This process of conditioning is sealed by two processes – "eliciting" and "anchoring". Through the same linguistic sleight of hand, the NLP agent is able to draw from the target an emotional response based on the core sense. For instance, smell. Once this response has been obtained, the NLP agent pointedly makes physical contact in the same way anyone would while engaged in a collegial conversation. This might be a slap on the back. In so doing, the emotion the agent has elicited is anchored in the target. In theory, if the agent has done his job well, the same response can be elicited each time the agent repeats the act of physical contact (slap on the back).

Whether mind control is good or bad, it can't be denied that everyone uses it in one way or another. Even in its simplest form, the motive to change someone's emotional state is there. However, when used to completely change the identity of a person -- to mold his values and

beliefs to something other than what they normally are -- then it becomes something destructive.

What's important here is that you are given an idea about how people accomplish mind control. Once you're placed in a situation in which someone is attempting to manipulate you, you will be aware of what's happening and not the innocent victim of a manipulator. You'll be aware of the methods manipulators use to get you under their control and acting in a manner in which you normally wouldn't act. As outlined above, people using NLP are particularly dangerous and their mimicry is easily identified. Watch for those who over compliment, echo your spoken or body language, or seem overly eager to cement your friendship with them.

Mind control doesn't have to be a negative thing, but it is always manipulative, because you're using your knowledge of another person to obtain a specific result in your interactions with them. Even if the end results you're seeking is the end of an addiction or defusing a volatile situation, you are still engaged in an act of manipulation. The negative connotations associated with this word have taken on epic proportions, but manipulation can also be used to diplomatic ends. Ask any career diplomat, or expert politician and they will tell you that diplomacy involves a great deal of strategy. They will tell you that to get your legislation passed to keep your promises to your constituents, you have to break a few eggs along the way.

House of Cards' Frank Underwood is a study in manipulation (and almost always for nefarious purposes). As a politician, though, he knows which way the wind blows. He understands the motivations of those around them and how to leverage their strengths and weaknesses. Who's a friend and who's an enemy? He acts accordingly by keeping his friends close and his enemies? Even closer.

It's hoped that by the time you've read through this book, you'll have at least some of Frank Underwood's insight and strategic skill (without the evil).

## Chapter 5: How to Be Deceptive?

Deception can best be defined as the art of concealing your true intentions and artfully presenting them as what people would prefer they be. It is a psychological masquerade in which people are able to actively portray something untrue, while hiding the real thing behind lies and half-truths. This chapter is dedicated to walking you through the subtle art of deception, its various forms and some tools you'll need to master it and use it to your advantage.

The first requirement of a successful deception is that of concealing the truth (or at least part of it). This 'something' could be a hard truth or circumstance that might result into your suffering a loss.

You can perform the first essential of 'hiding' through various means. It could be achieved through your silence (omission) or by turning the attention of those you're trying to deceive toward something else (distraction). You can 'hide' something by covering it up with stories, lies, a change of topics and the presentation of other, more important facts. However, if you're going to be profligate in the art of deception, you should steer clear of outright lying, as lying can be damaging to your reputation if detected. There are better ways of doing things.

## **How to Conceal?**

You conceal what you fear will negatively impact you. Naturally, whatever it is that you are about to conceal, has the potential to cause you some sort of loss or suffering. You don't want it to be part of the discussion, so you either remain silent about it, or conceal in other ways.

Concealing details can be achieved in many ways. To start with, it can be done by completely avoiding the topic of conversation. Let's suppose you were using the lavatory at a party in a friend's home and accidentally broke a precious piece of pottery in their guest bathroom. In order to hide the unfortunate incident, you can take matters in your own hands and weave a tale about the mishap, saying it was broken when you went in the lavatory and you wanted your host to know. You could also pick up the broken pieces of the pottery and hide them somewhere. You could even say you heard it breaking when the next guest went in the lavatory, but that wouldn't be very sporting, would it?

The second requirement of an effective deception is presenting fiction as fact. Here comes the most interesting facet of deception.

## **Do not Lie; Tell Half-Truths**

In order to achieve a successful deception, it's not sufficient to just hide something you don't wish to be revealed. The next step seals the deal, as it ensures that you've successfully avoided detection of what it is you're attempting to conceal and even that you're attempting to conceal anything at all.

There's something very important you should remember about deception. It is not synonymous with lying. Lying is saying things you know aren't true with a straight face, while deception can be practiced for more noble purposes. Someone who understands that there's a fine line between truths and half-truths can appreciate the difference between lying and deception. Let's consider an illustration to grasp the concept better.

You're at a dinner party thrown by your boss. The gathering is to celebrate your promotion. In the mood for some fun, you decide to exceed your drinking capacity and have more wine than you normally would. Your boss offers to put you up for the night at his place, as you're well over the legal limit to drive home. Although nothing sexual occurs between you and your boss, not returning home to your partner has created something of a sticky situation. This is the kind of situation where you might use a weapon or two from deception's arsenal.

In the example of the outlined scenario, the desire is that you clear the air with you partner and reassure her. Nothing negative about that right? You could tell the truth if your partner is open to hearing it, but if your partner is definitely not going to swallow the truth, bending it a little to keep the peace isn't a bad idea. Say you slept in your car because you were over the legal limit and wanted to avoid a DUI, or wrapping your car around a tree.

You will not only avoid an ugly fight. You will see that your partner is grateful to see you live through another night and come home alive.

See how that works?



## **The Deception Tool-Box**

Let's learn how to use deception in our daily lives, and more importantly, learn how to adapt and change ourselves so as to be able to employ the art of deception to get out of sticky situations. It's always handy to know how to do this, though in general, sticking with the truth is always going to be the best option. Sometimes, you are faced with situations in which deception can save the day, as surely as any superhero.

## **Develop a dynamic personality (or something that looks like one)**

The first thing people notice when you walk into a room is your personality. Your personality is like an unwritten resume. It determines who people perceive you and how you will be treated, at least at the outset.

A dynamic personality is helpful when practicing the art of deception, because that dynamism is instrumental in ensuring that people's first impression of you is attractive. A well established first impression can do wonders if you are looking forward to giving everyone in the room a favorable impression that will put them in your corner.

Wear simple clothes, stand up straight, put a smile on your face and be impeccably dressed. Speak confidently and make eye contact with everyone you speak to. Your public presentation is a calling card and it should be telling people you're confident and comfortable in social situations. If you don't look like the kind of person who is shady or deceptive, people will not expect deception. A lot is based on what people see and what they perceive from what they see. What they see should be flawless presentation that says "I'm someone you want to know".

## **Appeal to Everyone**

It is not humanly possible to please everyone. However, it isn't that difficult to learn how to take no extreme positions in the course of a conversation, especially concerning a controversial subject. Your aim is to appeal to everyone in the room. You cannot even think about picking a particular side or starting a debate, or worse, an argument. Always balance your views and offer suggestions while talking about an issue. However, if you have already chosen a side, stick to it and do not under any circumstances, deviate from it. Make sure you do not end up arguing too much for your side. Try to mitigate arguments whenever they erupt in a discourse. Make a joke. Offer everyone a drink. Be the life of the party.

Some people have a natural flair for social interactions. They are the people who don't make ripples, but help smooth them out. They are people who are not rude and who know how to approach people of all ages and be liked by them. Kids love them. Grandparents approve of them and the average Joe wishes he could emulate them.

## **Humor**

No one likes being hit over the head with an opinion. Add a bit of intrigue to your views by talking in innuendos, and well-timed jokes. If you don't want anyone to be offended by your views, you can try covering up the whole issue under discussion with distractions. Change the subject. Point and yell "Squirrel!" Just avoid the discussion. Make jokes to accompany your statements. People love to see a potentially explosive subject rendered less threatening through the use of humor. It's like letting the air out of a balloon right before it pops and everyone jumps out of their skin! Instead of becoming offended, they end up laughing. This is a great way to make sure that you assert yourself and appeal to everyone at the same time.

## Chapter 6: Influence— How to Become a Master at It.

All of us want our views and opinions to not just be accepted but also appreciated. However, it's not always that the people around us take them as seriously as we might like. Do you find yourself being sidelined and ignored in conversations and life in general? Does something that comes out of your mouth hold more value when said by others in the same way you did? If you replied "yes" to these two questions, you may need a couple of pointers.

Welcome to the next chapter, which revolves around teaching you some of the best tricks in the book as to how to build your influential power brick by brick. As mentioned above, it's not an easy process. You need to be open to some personality and behavior hacks, so as to make your opinions more influential. Let's start by defining what influence is and what value wielding it has for you.

Influence is the ability to convince others of the veracity and validity of your views. Even better, influence is being able to persuade others to follow your example by siding with you. Influence has transformed itself from a negative attribute to a tool for survival. Poems and stories might portray the word as something undesirable but in the real world, influence is as necessary to your survival as water. Influence is better than power. Influence is the real power, behind the throne. It can be seen in the corporate power at the heart of American democracy, for example. This is an unsavory example of influence. Another, more noble example would be Pope Francis's influence on world affairs concerning the poor and climate change. He is using his power to influence the opinion of Catholics all over the world.

If you don't have a say in the society you live in, you feel your opinions don't matter; even that your presence in that society doesn't matter. Sometimes, your workplace will demand that you have enough influence to make people listen to you. When you hold influence, it's not the same as holding power. It's not exercised. It's ambient. People will work according to your vision of how things should unfold. The fact that you hold influence is its own end and reward. Your romantic prospects increase ten-fold when you come across as someone who wields influence. Your boss notices your leadership qualities, because you are someone other people listen to and turn to for a read of any given situation. Your opinion matters.

If you don't have an influence, start working on toward having it. Develop your confidence, provoke connections, do people favors. Do whatever it takes to get to the place at which people value your perspective. It gives you clout and when people have clout, others listen to them and are persuaded by them. Would you listen to someone you didn't respect? Would you listen to someone that everyone else dismisses? Chances are you would not, and that's where influence comes into its own. Influence provides you with stature in your workplace, your home and your social circle and it permits you to lead others toward your objectives.

## What are the benefits of influence?

- It gets your job done faster and smarter. There are many things which will be done automatically, just because you are important and possess sufficient influence. When you say, “jump”, people ask “how high?” and that means you have sufficient clout to influence others. That matters if you want to use deception. People need to have a reason to believe in you.
- It saves you time and energy doing work that can be done in better, more effective ways. Imagine the time you would save by choosing to smile instead of frowning. Find out how much more quickly people cooperate with you when they like you and trust your judgment.
- It raises your profile and enhances your reputation before those who matter to you. A person with influence is respected. Believe it. If you have influence, you can use deception any time you want to get what you want, if you know how to use it wisely. Again, there’s no need to lie and it’s not advisable. Bend the truth. Tell people only what they need to know. When you’re trusted, this will help get the job done, no one gets hurt and your influence pays off.
- Influence wins you favor. Anyone with enough influence is someone people would like to befriend and cozy up to. An influential person usually receives a lot of favors from those who would like to benefit from his influence. You see this effect every day in business and politics. There are people who turn heads and have a lot of hangers on wanting to work with them. If you are influential, it’s easier to use deception as a tool to get more from others than they may be willing to give without that influence

The most common social scenario is a group. Our lives are filled with group conversations that happen in all sectors of them. Whether in the office or our local bar, group conversations are present opportunities to build influence through a confident presentation of your opinions in relation to the conversation the group is having. When you become influential, your input is sought out. People ask what you think. However, it is often difficult to stand your ground, let alone have a say in a group setting. There are usually one or two dominant voices. Why shouldn’t yours be one of them? But there are ways to mitigate the effect of being talked over, or not sought out in group conversation. Let’s talk about them.

# How to Have your Say in Group Conversations

It's usually safe to say that those who start a conversation are also the ones participants listen to the least. Conversations involving more than two people have a particular pattern they follow. The one starting the conversation usually wants to talk about general matters of little consequence. The person talking immediately after the initiator follow up their contributions to the subject and their opinions. It's those that speak following these introductory monologues who are expected to bring something revolutionary or different into the conversation. The art of group conversation dictates that you must wait for your turn or avoid speaking unless the moment seems too opportune to pass up. When that moment arrives, you should choose your words carefully so as to not end up offending anyone in the group. Be clever, be witty, but be relevant to what is being said. If you float off topic, then you may not get the audience on your side. The whole point is that you want to influence the conversation, so make your words count.

Remember, you are there to influence others to accept your views. There is a particular manner in which you must proceed to ensure this effect. Here are a few tips to so-

- Start off by thanking those who spoke before you. It is a simple sign of gratitude that lays the foundation of your first impression. By thanking them, you are suggesting that their contributions were well received and appreciated by you, which is a good sign and shows courtesy.
- Do not start attacking other views presented, despite your desire to do so. Be conciliatory and ask why they chose to say what they said. Do not point out the holes in their logic. Don't parse their words. Do not put a period on your remarks. Let people digest them and become curious about your conclusion. The point is to increase your influence by effectively reducing someone else's who is influential in the group concerned. By being courteous and not too eager to criticize, your stock rises. You won't get any brownie points for being rude or trying to humiliate the other party with sarcasm or snideness. Regardless of how much better your argument is, don't be a smartass about it.
- Having politely made your case, you are now equipped to lay down your own views decisively. Remember that by now, the group you're in conversation with is hoping you say something they can latch on to. Be prepared. Be sure of what you're saying and don't give anyone any reason to want to attack you. Maintain a courteous and generous demeanor while strongly litigating for your point of view.
- To tackle the foregoing hypothetical situation, start by mentioning you're not sure if you're right and you'd appreciate others filling in the blanks. Be self-effacing and humble. Make sure you tell everyone that at times your opinions can be a little vague and that, occasionally, you annoy even yourself. No one in the group will feel right about having a

go at someone of such humility. Whether you're feeling humble or not, a stated humility will always gain you needed influence and get people on your side. This is a classic technique used in the political world, in which the "log cabin myth" (humble origins) is a prized political tool.

- The last stage of a group conversation when you can look forward to everyone agreeing with your views on the topic at hand. Effective, influential talking is not the act of doling out words at random. It is the art of knowing what to say and when. It also includes knowing what *not* to say. Keep in mind the following points while involved in a group discussion:
- Politeness doesn't hurt anybody. A little bit of politeness might just sway others in your favor. If you're rude or abrasive, people might not see you in as influential a light which is the last thing you want. Sometimes you can control a conversation because of your politeness as no one can object to it.
- Be concise. A recent study found out that sentences only five words long have more impact than sentences of any other length.

Try the following exercise-

1. Knowledge brings the bearer power.
2. Knowledge is power.

Please notice that the fewer words in a sentence, the more impact it has. The number of words in a sentence works either in its favor or against it. It has been successfully proven that when people use fewer words in their spoken sentences, they have more mental impact than those who use more.

Everyone loves it when information is summed up in the most efficient way possible. Concise and abridged forms of information are not just easy to digest, but also represent an art form. It's not easy to craft concise messages. If you are able to express more with the use of very few words, you are adept at convey your thoughts with minimal resources and effort. This trait in a person is exemplary and one that often leads others to believe that person is someone worth listening to. Someone able to deliver information efficiently will be heard and that is the basis of influence.

As mentioned earlier in this book, influence is not synonymous with instilling fear in others. Fear is a byproduct of power, not influence. Here is a scenario to help you understand the difference between influencing and instilling fear-

James is the boss of your workplace. You are his right hand who gets most of the jobs done. Though he officially manages the department, you are the one doing all the dirty work. People listen to you more than they listen to James. In a company audit, a particular file is found to



contain some sensitive information that should never have been placed in it. The game of rooting out the company rat begins, with James leading the hunt. The rat is discovered attempting to shred the evidence by a colleague. This colleague comes to tell you, as you have become a primary influencer in the workplace.

Normally, this colleague would have approached team lead, James. But James is not well-liked and is certainly not as influential as you are and is not trusted by many in the workplace. So the colleague acknowledges your superior “soft” status and comes to you. He trusts you and your opinions.

The difference between having influence and instilling fear is that influence requires no official power or authority. Power is what it is by official declaration. Influence is unofficial and thus, subversive. It can fix problems power can't. It can get information power can't and it can have its ear to the ground in a way power can't, because of the trust an influencer enjoys among peers. You need to understand that being an influential person does not mean you're someone to be feared. You're a peer with exceptionally appealing traits. You are approachable and friendly. A pleasant demeanor is helpful, but humor doubles your position and thus, your influence. Learn to laugh with people, not at them. To be a person of influence, you need to be a people person and on their level – never talking down, or holding yourself above your colleagues. People will trust you to save the day when they have committed their share of blunders. You are the solution to the “Jameses” of this world, who don't manage people well and don't know how to be influential in their own areas of work. You know how to do that.

Another thing that helps gain friends and influence people is never being afraid to admit you made a mistake. Laughing at yourself is a great way to gain respect, because people who are able to do this are also able to be more understanding when others make mistakes.

Leadership is often considered equivalent to possessing influence, and that's certainly so. Whether you lead from the front, middle, or from behind, people respect you. You come across as someone who can not only lead but also when situations demand it of you, you can back down and make the tough decisions. Remember, leadership is not about being the boss. A boss directs people to do the work while a leader works with his people, influencing them to produce their best work.

In today's world of lies and deceit, it's vital you have some cards up your sleeve. Influence gets you friends and collaborators and wins you favor. When you have influence, you are highly likely to triumph and eventually, lead from the corner office. It is not a bad thing to have your way, because no one is going to do it for. No one is going to look after you, except you. When you know how to wield influence to move on with your life and support others, you will have learned a crucial survival skill and one that will take you through much more comfortably than if you didn't have it.

Be the person who influences others. Be the go-to person and you can use insight and mind

control to compel scenarios to unfold in the way you want them to. People will trust you. If you have to use a little bit of deception from time to time, it will be overlooked or not even suspected because it doesn't go with the image of you that people see. They won't see the machinations, the maneuvering, or the strategic sleight of hand you're so deftly employing, under the table. They'll just see the results your influence is capable of producing and that's what ultimately matters.

## **Chapter 7: Tool-Kit for Persuasion**

Welcome to the chapter of this book that's bound to help you win at life. Not every one of us is adept at making others see our point of view. At times the need for it becomes so important we find ourselves clutching at straws, trying to find the right way to make our point. This chapter has been specifically written to equip you to realize your true persuasive potential. It's based on business models and also on models in personal relationships, as these have been proven effective when it comes to the fine art of persuasion.

## **Seem Confident**

It doesn't matter whether you believe what you are saying or not. Neither does it matter whether you are genuinely sure about your point of view's credibility. If you want to persuade others to accept your opinion, the first step is to be unwaveringly confident. If you look and sound like someone who has studied all the aspects and done all his research in the question under discussion, people are bound to at least listen to you and, more importantly, believe you. Self-confidence solves at least half the problem. The rest can be achieved by following the suggestions in this chapter.

Confidence doesn't mean being a smart ass. It doesn't mean arrogance, either. People have little respect for those who appear to deem themselves superior to others and whose attitude is condescending. Make your information enlightening and deliver it, not from above, but laterally. Arrogant people are less likely to get the results they want because they talk down to people and believe themselves to be beyond reproach. Confident people are humble enough to know when they're wrong and are always ready to admit it.

It's worthwhile observing people to recognize the difference and if you do this in a public place and see how people interact with each other, you may notice that the smart ass holds himself a certain way. Make note of his body language and how he expresses his sense of innate superiority. Resolve not to replicate this. Confidence means you trust yourself and that others can trust you and believe me, people can tell the difference between that and its dysfunctional cousin, arrogance.

## **Do your Research**

It's unwise to jump into a persuasive role without doing your homework, concerning basic and concrete facts. Know what things are true, established and well accepted. Find the weak spot in the facts as they stand. Without having first gained a thorough understanding of your subject matter, it is an unwise choice to walk into a conversation. By displaying that you have read about the issue or you are familiar with it through personal experience, you gain the trust of your audience and assure them that you know what you are talking about. I can give you an example here. When visiting an area that I wanted to move to, and without even consulting my partner, I decided that the only way of achieving the move was to have the right answers to any questions that might arise. I wanted to make my answers align with the lifestyle my partner saw as ideal. A year before I did this, there was no way on earth my partner would have considered moving from one end of the country to the other, but because I was able to finesse my presentation and use my personal experience to persuade my partner to do so, we moved within six months. I took the actions I did without letting on to my partner, who was resistant to the idea of moving, not believing it was possible. My confidence and ability to give the correct responses to questions asked of me in the desired community, as well as a small omission (not telling my partner), opened the door to a new life.

## **Appeal to Emotions**

The golden rule of persuasion is that if you can't convince people based on what's true, you need to convince them based on how they feel. It is a universal law that people are driven by their emotions. Emotions are as important as logical arguments when it comes to persuasive values. If you are faced with the task of convincing someone to undergo a major change, or any other course of action, appealing to their emotions will be a crucial support in doing so. Emotions are so powerful that they have shaken empires to their foundations and even changed the fundamental way things are done. They are common to us all.

While doing your research, look for possible opportunities to appeal to the emotions of those listening. People have emotional weak spots and a lot of these are common to us all. Find this spot and hit it hard. Exploit their emotional ties to something they all hold dear and your words will be applauded and accepted. Appeals to patriotism, the family, justice and similarly universal themes are well-received and very useful in bringing most people around to your way of thinking.

Television advertisements do this all the time. By examining social norms in target demographics, advertising companies are able to pinpoint their market and sell to it. Appeals to emotions can include images of fluffy kitten cavorting among rolls of toilet paper, or performing a variety of antics to sell telephone packages for a cable company.

Also employed are promises of improved health in food advertising. Margarine was marketed for years on the promise of low cholesterol and just about everyone bought in. Recently, though, butter has again supplanted margarine, which is now known to be quite harmful to human health. People buy into the message because they believe it will answer a problem or need. People go along with what they want to believe. Telling them what they want to hear, while working toward the sale, is a time-honored technique of persuasion.

## **Use Rhetoric**

Rhetoric is a tool that doesn't answer a question; it asks another question that nearly answers the first. Let me help you with an example-

Person A- 'Gryffindor is the best house at Hogwarts.'

Rhetorical reply- 'The others must be quite redundant houses, I suppose?'

When you answer a question with a question, you not only shake the question-asker's credibility but also firmly assert your point. Rhetoric is a great way to win arguments and convince those listening. It also helps you to gain status especially if used when someone you are trying to influence is listening and learning from your methods.

Rhetoric also relies on your ability to think effectively about an argument and anticipate responses to your approach. It's about crafting a convincing and solid message that's easily digested and yet elegantly constructed.

## **Keep Sarcasm to the Minimum**

Sarcasm is a lot of fun to employ but can put people off. You can't expect to win over people with sarcasm alone. You must have facts and reasonable arguments in your favor too. When you resort to the regular use of sarcasm, it may make you appear shady and less confident about your real argument. It can also make you appear a bit of a buffoon. It shows a lack of creativity and the required knowledge to win arguments and can torpedo your credibility.

Sarcasm is a type of humor that doesn't fit with a lot of circumstances. If incorrectly or ineptly deployed, it will only give you a reputation as someone who is unable to take things seriously. That's not what you want. Is it? You want to be an influencer and buffoons seldom have much influence to speak of. Humor is always welcome, but resorting to relentless sarcasm may consign you to the role of buffoon. Be aware of the potential impact a surfeit of sarcasm can have on your reputation. If you're serious about gaining influence in your circle, it's important that you pay attention to any tendency you have to do be overly sarcastic.



## **Sound Reasonable**

Your point need not be a reasonable one. But your arguments should always sound credible. When you want to persuade people, you must keep in mind that they should feel connected to what you're trying to say. To establish this connection, you should start from a foundation of reason and logic. Your rhetorical framework should always be based on these two elements. You achieve this by sounding reasonable. You cannot persuade people to go beyond their personal boundaries if they fear that it's unsafe or risky to do so. You need to put them at ease.

Travel services often sell holiday dreams to people by making their vacation packages sound very affordable even to those on a limited income. These are often packaged in a way that led people to believe they were within reach, financially. It's often the case that the dream and the reality are very different. Often, hidden costs, charges and taxes not mentioned up front, which made the packages less affordable – and the proffered dream well out of reach.

Package and message a product or service in a manner that speaks to people's hopes and dreams and they will go for it. Credit card companies do this all the time. It's not actual deception, but the whole truth is in the very fine print that's almost impossible to read, concealed as it is under layers of marketing. The astronomical late fees charged by these companies, coupled with easy credit make having a credit card a mine field for many people. The fact is that credit card companies hold out easy credit in order to hit people with fees, knowing many of their customers will fall into catastrophic debt.

I gave these examples because they demonstrate that sounding reasonable elicits a positive response. The diet and weight loss industry is another example of speaking to people's hopes and dreams, offering a solution to a pressing issue they want solved. Silver bullet solutions to lose weight via the diet, pill or powder of the moment are everywhere. Do these solutions work? Some may work temporarily, but there is no silver bullet to weight loss, as most of us know. Lifestyle changes that people often prefer not to pursue are the solution and they demand something of people. Most people want easy answers.

Before and after photographs offered as proof of the weight loss solution's efficacy are carefully curated, but are rarely honest representations of the diet, pill or powder's effects on the subject. Look at the angles and lighting employed. Look at the stance of the model. It's not difficult to see that there is a certain level of deception at work. While it all looks hopeful on the surface, the truth is that sleight of hand and tricks with mirrors are at work.

Deception is part of our lives and snake oil is everywhere. Understanding how it's employed not only helps you prevent falling prey to it, but will gift you with the ability to use its tricks toward a more successful life.

## **Watch Reactions**

When you're working toward persuading someone, you can't be overly assertive in pressing your point. Be sure to keep in mind that you're having a conversation. Allow yourself the opportunity and the time to assess people's reactions to what you're saying. Look for any signs that you're losing in the effort to persuade your subject. Rolling the eyes, raising the eyebrows and crossing the arms are all physical signals that your message is not convincing the person you're talking to and that they sense you know it. Be sure to read your subject as you work to persuading him to your point of view. It's important that you not be so busy making your point that you fail to do this.

Proceed according to what you see in front of you. People's reactions will guide you. If the subject appears to be turning off (see above) tweak your message. Try to determine at which point you began losing your subject and adjust accordingly. You may also want to confront the subject and ask why he rolled his eyes/raised his eyebrows/crossed his arms. Confronting the objection forces the issue out into the open and gives you the opportunity to answer it. It also speaks to your willingness to dialogue.

That said, some objections can't be answered and some people simply can't be persuaded, no matter how hard you try. Choose your battles and know who you're talking to. As said earlier in this book, some subjects are much better equipped to resist the efforts of a persuasive voice they disagree with. They're not the people who interest you.

## **Subtlety is the Key**

Even when you're in the right and you're aware that no argument in the room could challenge your statements, don't go "full Hulk" on those you're talking to. Subtlety is the sign of a good speaker. Work on mastering it. Hitting people over the head with a wet fish won't persuade them of anything but your aggression. Be patient. Don't rush. Be a butterfly, not a steamroller. Your language should leave room for discussion. Frame it as open for input. People respond to that kind of humility.

## **Suggest. Don't Demand**

Persuasion is not about telling others what to do, it's about leading them towards a conclusion. Persuasion is supported by logical statements which are demonstrably supported by facts. Lay out an alternative that makes sense. Saying you don't like something, or disagree with something is not helpful or constructive. Having a workable alternative is constructive.

## **Listening**

Listening is just as important as observing body language. Be sure you're hearing the message in its totality by giving your full attention. This is one of the most important pieces of equipment you have in your deception toolbox. If you don't take time to listen to people and to observe them, you walk toward discussions and interactions with them completely blind.

If people think they have been heard, they are much more open to your subtle efforts at persuading them toward whatever conclusion you're drawing; whatever demand you'd care to make of them. People trust those who listen to them and make them believe that their point of view actually counts for something.

## **Observation**

Your powers of observation are as important to you as your listening skills. Observation gives you the greatest insight into the type of person you're interacting with. Observation helps you know who you're talking to and whether you can enlist them into your project, your purpose, the task at hand, or your conclusions.

Your ability to detect character types is powerful. Don't assume you can do this with common sense, alone. Depending on raw intuition can lead you astray. Analysis is the support you need to accurately determine the type of person you're talking to. Learn from your detailed observations of body language and the type of words employed, as well as themes that arise, and your persuasive skills will improve tremendously, because you will choose your targets accurately and enlist the right ally every time.

These skills will help you to be able to manipulate and navigate many situations successfully. No, we don't like telling lies and using deception, but sometimes it is a necessary evil to get things done. If you use all of the tools that we have given you in this chapter, chances are you'll not only be able to achieve what you set out to do, but will set an example to others as to how to get that done. People will admire your facility with people.

As a last tool toward using persuasion, it's always worth joining a debate society, or speaking guild (like Toastmasters). Learning how to craft rhetorical approaches to issues and to speak in front of other people is a life skill that will make you more confident and effective in life.

While I was attending university, the debate society was one of the most useful of tools I had at my disposal. Knowing how to raise issues and influence the opinions of others was a great confidence builder. This knowledge worked toward making me more influential in my peer group and assisted me in moving forward in life, in my interactions with people at work and in social situations.

Insincerity and a lack of conviction are easy for people to detect. Watch someone speak in public and you can see that these unfortunate qualities are almost palpable. To persuade those around you, you have to say what it is you have to say with the utmost conviction. Even if you know that the factual basis for what you're saying is unstable, you can convince yourself of the proposition's usefulness by building the argument. Politicians do this all the time. The people in the background craft messages around policy which tell people the most plausible and easy to digest story around the policy they're talking about. They may not even like the policy. That doesn't matter. Via the manipulation of the message, they are enable to deliver it with conviction, as they have arrived at an acceptance due its processing as a public message. It is now digestible and they can live with that. And you can do the same. By building a rhetorical framework which supports unpleasant, or difficult to digest messages which is accessible, you become the bearer of a message you – and your listeners – can live with. In this way, each word you say will be rock solid and heard as such. There will be no question of your sincerity.

When you are able to produce results like that, then you become a great persuader, just like any seasoned politician. By internalizing your message, you gain the ability to pass it on as a convincing and compelling messenger. People don't shoot effective messengers, because the message has been massaged into a palatable product that appeals.

## Chapter 8: What Is Manipulation and What Are Its Benefits?

Manipulation is the art of carefully engineering circumstances to work in your favor. It's a practice adopted by those who have all odds stacked against them. But we've all practiced manipulation in some form or the other. Consciously or unconsciously, we manipulate people throughout the day to arrive at the desired outcome. We may not realize we're doing it, but it's there.

Manipulation is therefore, a good tool to have a command of. Being aware of it when it's directed at you is one reason for that. You can head off destructive manipulations by knowing them when you see them. That's a primary benefit, but manipulation's benefits are various, and some of these have been listed below-

1. Manipulators know how to get around situations and people. They are never the ones forced to compromise. They know how to get things done by enlisting others via manipulation.
2. Those who manipulate tend to succeed at life. These are people whose dictionaries do not contain the word 'failure'. For them, it's not over until the fat lady sings. They keep working to get where they want to go.
3. Manipulators know how to avoid difficult situations. Like eels, they just slither out of them. They know how to prevent being in the midst of unfortunate situations, but when that strategy fails, they have myriad others to put to work.
4. Execution of a plan requires not just knowledge and talent, but also a bit of manipulation to clear the way for its success. Pulling the right strings helps manipulators get things done. They know how to do it without being detected as having done it. They know how to get under, over and around what's in the way of successfully executing any given plan. Whether it's getting a seat on an airplane about to take off he's not on standby for, or getting around the vigilant receptionist at a company he wants to sell his product to – he's getting it done.
5. Manipulators have keen powers of observation and enjoy flying under the radar. They're the wizard behind the curtain, not the person in the spotlight. They come across as average human beings. They're cagey and quiet and they know how to get the most out of life, because they watch, listen and know the terrain they have to walk through and the people they'll encounter on the way. They can find their way through any social maze with these skills.
6. Manipulation is a great source of self-confidence. Even if your self-esteem is low, learning how to read people and how to get them to cooperate with what you'd like to do is powerful. It will change you for the better.
7. Manipulators are always prepared for the worst. They know how to wiggle out of the trickiest corner and are always on their toes. Their vigilance serves them and informs their actions.



8. Manipulation can build your success, brick by brick. Knowing how to press the right buttons in people is the key to that. Knowing when to speak and when to be silent. Knowing who to befriend and who keep nearby. Knowing who to avoid. These are all strategic decisions someone who knows how to manipulate the world around him understands how to make.
9. Manipulation taps into your hidden potential to win at life. The confidence that grows from having a sense of people, their motivations and their potential for enlistment in your purpose, will propel you through life.

## **That Morality Thing**

Is manipulation an ethically sound means of achieving your purposes in life? You may have issues with the whole idea. You may consider its employment inconsistent with your beliefs and moral framework. This is not about fleecing anyone, or doing others harm. Manipulation is a means of organizing the pieces on your personal chessboard, ensuring that you prevail and not for nefarious purposes, but as a way of reaching your potential as a person. There's nothing ethically challenging about it and as repeatedly stated in this book, it's the way of the world. It's all around you. Knowing how to harmlessly benefit from it is not, in any way, morally or ethically unsound.

Morality and practicality are strange bedfellows indeed. While they may coexist, they often are at odds with one another. A practical, pragmatic outlook is often misinterpreted as raw self-interest and that's certainly part of it. But by not being morally rigid, the situational aspects of living a fully-realized life no longer become moral dilemmas. They become your opportunity to put your knowledge of people, your ability to read them and your keen understanding of the world around you to good use. You may be representing a worthy cause. You may just be advancing yourself in your area of work or study. Regardless, there is absolutely nothing unethical or immoral about that. To be blunt, there is no such thing as a person who has no interest in doing the best by himself. It's human nature.

Don't pass opportunities up, because second chances are a mummer's dream. Carpe diem, armed with all you know.

## Chapter 9: Internet Marketing as an Example

If you have ever thought of starting your own online business, you will notice, in exactly the same manner as “real world” sales, there’s a lot of manipulation and some deception involved in the sales process. You have to convince people to purchase your product. To do so, must draw them in and keep their focus long enough to convince them to buy your product or service. Typically, this involves appealing to emotions and using psychological triggers to explain to them exactly why the *need* your product. A foundational aspect of sales is creating need.

Even if you don’t have your own online business, you’ll notice that when you do go to buy something, there are dozens of psychological triggers strewn on the path to purchase, throughout the sales text. This is to maintain your attention and gain your trust. After all, the person marketing the product you’re about to buy can’t make a living and feed his family if he doesn’t appeal to your emotions, push your buttons and convince you that you need to buy his product.

Is the internet vendor doing this to hurt you? No. He’s just trying to move widgets and he knows that the best way to do it is to appeal to your emotions and to push your “buy it” button.

### **Give it a Try**

If you want to learn the art of manipulation, deception and telling “half-truths,” develop a product and sell it online. Make sure to use sales copy that appeals emotionally to your potential market. Use psychological triggers wherever you can and convince that market that it needs your product.

Images and language evoking the desires of the people you’re hoping to sell your product to can appeal directly to themes of family, love, loss and hope. The use of images of animals (cats, in particular) and children in internet marketing is proven to generate improved retention and follow through.

Remember that the more efficient the language you use, the more likely it is that people will read and remember your marketing message. Evocative language, economically employed, holds the brief attention spans of internet users, before they click through to the next focal point of their surfing.

Offering products and services in this way is most certainly manipulative employing as it does, emotional triggers. But you are providing them with a proposal: you don’t know you need this, but that’s just because you’re seeing it for the first time. Now that you’ve seen it, surely you’d like to buy it. Right?

Novelty and emotion are married in this classical sales proposal, which invites the consumer to enjoy the sensation of being a smart consumer. They’re trying something new. They’ll tell their friends. Soon, you’ll be moving more units and why? You’ve created a need and part of that is

making the consumer feel intelligent and up-to-date. This creates the unwitting brand loyalty of the consumer in the event they're pleased with the product or service. Word of mouth flows from that successful transaction and comes home as sales. The consumer has no idea he's promoting your brand. In his mind, he's just sharing some good news and at the same time, making of himself an authority on the product before his social, family and business circles.

People like to feel they're in the know, even if all they're really doing is promoting a brand that's sold them a satisfactory product. They like to share new information that makes them appear to be modern and knowledgeable. Marketing to this side of human nature (a need for recognition and to be "first") is highly effective, because it's a trait we all share as human beings. Knowing this is a cornerstone for your efforts in coming to a knowledge of manipulation as a supportive feature in your interactions. When you make people feel they know something others don't; when they feel they're ahead of the curve, they not only like it, they love it. That's how people should feel in their interactions with you. They should feel as though the attention you pay them is due to their uniqueness and virtue. As with brand loyalty hinging on consumer knowledge and its desirability, appealing to the ego gets people on your side and selling whatever it is you are selling.

### **How to Sell Products**

Selling products as an internet marketer involves using all of the techniques outlined in this book. It involves you being active, but not overly active. It involves you appealing to people's emotions, their mindsets, and their desire to purchase something. In a consumer society, it's not that hard a sell. What people want to know, first and foremost, is what this product will do for them. They also want to feel like knowledgeable consumers who are on to a secret they can share with others.

A successful internet marketer, or anyone who runs a business for that matter, must be a master at manipulation and must have complete and total confidence in those around them. They must be able to successfully draw in customers through subtle, but finely-wrought manipulation of messages, images and product descriptions that appeal to the target customer.

All of what I'm telling you in this chapter is applicable to your day to day life and here's what it boils down to:

- ≡ People respond to emotional appeals.
- ≡ People want to be told they need things in order to justify profligate consumer behavior as a sign of belonging in a consumer society.
- ≡ People want to feel smarter than the next consumer.

Apply these three realities about consumer behavior to any situation in your life, whether at work or home. You'll see that there are myriad applications to the three statements made about. Emotion, pointing out and acknowledging need as an agent of belonging to "the group" and ego

are present everywhere in our lives. With creativity, you will see how these apply to your efforts in areas other than internet sales and be amazed just how useful they are as guidelines.

## Chapter 10: Mind Defense Systems

The only way to avoid becoming a victim of mind control is to develop an extremely analytical mind, as well as your innate powers of observation and listening. You must process every piece of data that comes your way. Never take anything at face value. Always question the intentions of people around you and question their motives.

All is never quite what it seems. That's rule one.

While it may sound paranoid, it's necessary to develop a strong mind in order to survive and not fall prey to mind control and deception. As I've mentioned earlier in this book, manipulation is all around, but you can prevent it getting its hooks into you. All you need to do is arm yourself with the right information, the right mind set and a resolute will.

Manipulation comes at you every day, insinuating itself into your life from a variety of sources and sectors. Some are listed below:

- ≡ Fashion.
- ≡ Mass media.
- ≡ Propaganda.
- ≡ Marketing.
- ≡ Religion
- ≡ Friends and family members
- ≡ Drifters, sociopaths and psychopaths

There's a lot of manipulation coming at you, almost continually. This is why it's important to surround yourself with friends and family who have unimpeachable motives. Even then, you can't guarantee immunity from manipulation. Sooner or later, it's going to come at you.

Even people you trust, while well-meaning, will attempt to be manipulated in order to get what they want. Sometimes, they don't even know they're doing it. You may recognize these examples.

### **Your Mother Doesn't Like Your Partner**

This is an old, old story. Your mother doesn't like your partner. She doesn't like the way he treats you, she doesn't like the way that he behaves, in general. She doesn't like the way he parts his hair. He can do no right.

Your mother may go out of her way to point out his or her faults every chance she gets. She only wants what is best for you, but she is trying to convince you that your partner is a good-for

nothing-lout. She wants you on her side. By battering you with constant complaints about your partner, she's hoping she'll eventually wear you down. What could be more manipulative than that?

What your mother needs to understand is that, even if she's right about your partner (even if he is a lout) it's really none of her business, because you're an adult. That simple! How to do talk mom off the ledge in a way that won't burden you with the silent treatment for months to come? Shut her down the minute she starts. Tell her you're sorry she doesn't like your partner and change the subject. Make it clear it's not an appropriate topic of conversation. If she persists, sit her down and have the talk. She'll tell you she only wants what's best for you. Swell! Give her a kiss, tell her to try to get along with your partner and send her on her way. It may sting for a bit, but she'll get over it. Her unwitting manipulation was no fun either.

### **Your New Boss Wants you to work Over time for free**

Your new boss fairly oozes reptilian charm and knows exactly how to get what he wants. That's how he got the massive expense account, the company car, the slew of contacts and the trophy wife. Now he wants you to work overtime without compensation. He whines that he's so overworked and can't get through the pile without your talented assistance. He flatters you and tells you how smart and promising you are. You're all a twitter.

If you're new, you most certainly are flattered by these extravagant attentions. You may also want to make a good impression on your new boss. Maybe you play along. But if you do, surely you know it won't be the last time he expects you to do so. Evenings, weekends, long weekends, national holidays. If he can squeeze it out of you, he will. But no one ever told you there'd be no compensation for working extra hours.

So what if you're new? You're not a doormat either. Make it clear you'd be happy to help in any way you can and also that you hope the road goes both ways. In other words, if you come in the next day a half hour later than you usually do in compensation, that's fair play – right?

Your hard work has a price and your boss needs to understand that. Be as clear as you can be. Either he'll kick your ass out the door with a cardboard box filled with family pictures and snow globes, or he'll think twice before attempting to manipulate you into being his slave the next time, because he knows you're onto him.

You're no pushover.

I'm sure you can call up about a thousand other examples of person-person manipulation in your everyday life. We all can. In recognizing manipulation, though, we are already way ahead of the manipulator. Manipulation counts on stealth, deception and credulity. The target's total buy in is 100% necessary for successful manipulation. If you're not buying in, they're not selling.

But there are times when manipulation can ruin your mental and physical health and even threaten your life. There are people in this world who thrive on causing the people around them to suffer. Some of these people are sociopaths. Some are psychopaths. Some are just damaged individuals so badly hurt by life, they want you to share their misery.



## **Gas Lighting**

One of the most damaging forms of interpersonal manipulation in existence is gas lighting. It's something you should know about. It's something you should recognize. It ruins lives.

In 1938, the play *Gas Light* explored the machinations of a man manipulating his wife into madness. Later made into a famous film, the man uses the gas lighting in the home the couple shares to cause his wife to believe that she is losing her mind. The husband's malicious manipulation causes his wife to question her own sanity, as he's been so methodical and calculated in his strategies to destabilize her mental health. The term gas lighting was popularized in the 1960s and continues to describe the real life activity of sabotaging the perceptions of the targets of those who practice it.

Gas lighting occurs when someone deliberately, with malicious intent, seeks to throw another person off their mental balance by presenting false or misleading information. If the weather is cloudy, the gas lighter will say the sky is blue and that it's the target's imagination. If an event both the gas lighter and target remember is spoken of, the gas lighter will contradict the target's memory of it. In the world of the gas lighter, black is white and vice versa. He will say anything to knock the target off kilter.

Resisting a gas lighter requires a strong sense of self and an equally strong awareness of manipulation tactics. Having a confident grip of your perceptions, beliefs and self-image is your best defense against a malevolent gas lighter. There is nothing this type of manipulator can say that will assail your sense of self if you've built up your knowledge and confidence to the point that the gas lighter's efforts are futile.

Gas lighting is frequently practiced by psychopaths. With their superficial, facile charm, psychopaths are able to make people believe anything they like. Their veneer is routinely attractive and convincing. This makes them arch manipulators and skillful gas lighters, particularly. Spotting a psychopath can be difficult, but there are always tells. Stories they've told not adding up, or claims to having advanced educational degrees can often be found to be false. Similarly, claims of associations with famous people by family relationship or through their almost impossibly successful careers can be uncovered as fictional. Your first clue is the overwhelming charm and apparent confidence of the psychopath. Too much flattery, an intense interest in moving any type of relationship forward to either emotional or physical intimacy with inappropriate speed and things that just don't add up are key ways of unmasking a psychopath.

A word of caution: gas lighters (whether they're psychopaths or not) hate to be caught out. Your best course of action is to remove yourself from the relationship without warning. Don't give them a chance to play the "poor me" card – another favorite tactic. You will be cast as the villain and the gas lighter? The innocent victim. Just run. Don't look back.

## **How to Avoid Being Manipulated**

Chances are that if you're reading this book, you're not looking for ways to manipulate people. Rather, you're looking for ways to prevent being manipulated by others and are probably being manipulated by someone you know, right now. You're learning what to do about it and how not to allow it to happen again. There are many people in your life who could be manipulating you:

- ≡ Coworkers
- ≡ Partner
- ≡ Friends
- ≡ Family

All these people have the power and potential to manipulate you because you trust them. Relationships are built on trust and all those listed are no different. When you trust someone, you open yourself up to persuasion, manipulation and emotional abuse. It's not that these are bad people. It just comes with the human package. Chances are, you're just realizing that you're being manipulated by someone close to you.

In order to stop the manipulation, you need to recognize that it is not only a problem in your life, but a potentially destructive one. You need to be honest enough with yourself to admit that it's happening and that the person manipulating you is someone you care about. The great thing about acknowledging problems is that you can attend to them when you know they're problems. Recognition is the first step. Now you can get down to managing and eliminating the problem.

I recommend the following three steps to avoid being manipulated and to end ongoing manipulation, whichever the case may be.

## **Don't Be Afraid to Say No or be Selfish at Times**

In order to live a manipulation-free life, you must be willing to say no. At times, you may even have to say “hell no” in order to get your point across. The phrase “absolutely not” will get you a long way, as well.

The problem with most people who are being manipulated is that they are people pleasers. They will go to great lengths to make the people around them happy. Often, they do so at their own expense. It's an unfortunate truth that manipulation happens to good people. Nice people are magnets for manipulators, because these people look for holes to worm their way into. Those of pleasant and generous disposition are favorite targets.

Being a person who says yes all the time predisposes you to being manipulated. You are actively opening your life up to people who seek to manipulate you, which is why you typically find yourself surrounded by this type of person. When they don't get their way, they ramp up the drama and can drive any decent person insane. Manipulators don't care to hear the word “no”. It means their efforts have all been in vain and this is frustrating for manipulative types. Once manipulator loses control of his target, chances are he will become extremely combative. This is especially true, if you have allowed him to manipulate you for a long period of time. Having lost control of the game they've been playing with you, the jig is up and they're unmasked. Like the Mexican luchador, losing his mask means losing his power and manipulators love their power.

## **Speak Up and Stand Your Ground**

Calling people out about their manipulation is a great way to stop the energetic imbalance that's been created. It is time to put your foot down and start speaking up with complete and total confidence. The last thing a manipulator wants to hear is:

“Look, I know you're trying to manipulate me, for some reason. Why are you doing that?”

Another thing they do not like to hear is “What do you mean by that?” Having to justify their words and actions is a source of dread for all manipulators.

If you know someone is trying to manipulate you (or is manipulating you), speak up and make it known that you're aware of their machinations. All you have to lose is some manipulative baggage and the stale air of the power imbalance it's created in your life.

Typically, when manipulators confronted, they back off. If you're no fun for them to manipulate anymore, they're off to the next game. However, you need to confront a manipulator with confidence and certainty. A weak approach, or a lack of confidence will signal the manipulator that you haven't convinced yourself. If you can't convince yourself, you're still fodder for manipulation, as you've singled your inability to resist. Don't back down. Stick to your guns and rid yourself of the manipulator.

Be prepared for backlash, but understand that manipulators sometimes have tantrums when they're unmasked (as discussed above). Let the manipulator hurl himself on the floor and throw his Maryjane's around in a fit of pique. He's not your problem anymore.

## **Learn to Read the People around You**

It's extremely difficult for others to manipulate you when you're able to read what their intentions are. If you want to know what someone's true intentions are, ignore their words. Words cover other, more potent symbols of what's going on in people's heads. Their bodies, via gestures, facial expressions and posture are much more reliable indicators of intent.

Scientific studies have proven that only 7% of communication is verbal. The other 93% of communication can be read through:

1. Body language. Manipulators are typically tense, tight and use hand gestures to distract you.
2. Eye contact. Does the person you're talking to have trouble making eye contact? Alternatively, is their eye contact almost unnerving in its intensity and duration?
3. Tone of voice. Is their tone nervous, forceful or are they trying to use a modulate their tone?
4. Energetic signals. Are they trying to use their energy to dominate you? This can be transmitted via posture. Domination is sometimes signified is a wide stance, with hands on hips.
5. Trust your intuition. If you feel like something is wrong, whether it is in your gut or in your heart, chances are the person you're talking to is trying to deceive you. Turn on your spider senses to "defcon 5", if you detect manipulative intent.

After you've trained yourself to read the energy of people around you, you will become much more sensitive and attuned. Your intuition will develop in this awareness and prod you when needed. With your newly tuned powers of "people reading", you'll get a sense of people more quickly and be able to act accordingly.

While verbal communication can inform your assessment of people, it's only the tip of the iceberg when it comes to communication, as stated above. Non-verbal communication supplies much more information about who you're talking to and their disposition toward you. Once you learn to read non-verbal communication, you will become much less susceptible to manipulative efforts.

## **The Truth about Manipulation**

Trusting people always presents a certain element of risk. In trust is the mutual agreement that no harm is intended by other party to the relationship. Trust precludes. That said, we sometimes trust too quickly and freely, opening ourselves up to manipulation by others. Trusting friends and family may still leave you vulnerable to manipulation. No matter how hard you try not to, you'll come into contact with manipulative people every day of your life. It's the human condition. But you can't live without trusting people. A certain amount of trust is absolutely necessary in order to lead a normal, productive life. But just as we trust dogs not to bite us, we know dogs sometimes bite. The same rule applies with people.

The best thing you can do for yourself is to protect yourself from being taken advantage of. Speak up when you feel like something is wrong. Make sure that you are mentally present enough to read other people. Don't let "red flags" go. Make note of them and question the underlying cause of your reaction to whatever provoked a red flag reaction in you. Ask yourself if that flag is you being overly cautious, or you recognizing a potential manipulator. Be aware and be confident in your ability to intuit the intentions of others.

## **Chapter 11: Some Practical Tips to Put you in the Driver's Seat**

Having the ability to determine your destiny and to prevent it being derailed by the manipulation of others is an ancient art. It comes naturally to some, but by no means, all. It's obvious that people are often persuaded to do things that they normally wouldn't do. Nobody needs plastic nails added to their fingers in expensive nail salons. But millions of women sit in nail salons around the world to have this done. Nobody needs to parasail, but every year, people brave the skies and are towed behind a boat at considerable velocity in order to do it. And seriously, what kind of a dog really needs a sweater? People respond to suggestion and social currents without even being aware they're doing it. Persistent messages have convinced them to buy certain products, pursue certain activities and behave in certain ways.

The best way to avoid being controlled by the commands of marketing, religion, propaganda or the will of other people, is to learn the 10 basic principles of persuasion. These principles were not dreamed up overnight. They resulted from years of psychological studies, pursued through political and media machinery. These arenas need to know what people want, right now. Knowing what people want makes it easier to build a political platform and craft a message to sell it to voters. Knowing what people want makes it possible to mold product messaging, packaging and content to the desires of the consumer and in so doing, sell it to him.

There are many different ways to define persuasion. Some people call it influence, others manipulation, still others selling but what persuasion does is convince people of the rightness of an argument or mission. It convinces them that they need what's being sold. Persuasion is the art of bringing people to a revised understanding, tailored to serve the ends of whichever tailor is wielding the needle and thread. It's a form of influence used to convince a person or a group to believe something, or to do something in a way that serves the persuader's goals. Persuasion is a method of getting people to adopt certain thoughts, attitudes or actions. It's manipulation in its most subtle and artful form.

Persuasion is everywhere we turn. The key is to learn how to think about the persuasion in play as something you're in charge of, because you think for yourself, you buy what you want to buy and vote for whom you wish to vote. You are not a puppet, but a thinking, speaking being who apprehends the world around him critically. All of us are inherently motivated to seek pleasure and avoid pain. This is the foundation of human nature and the one drawn upon by the agents of persuasion all around us. They know it what makes us all tick.

## **The Technical Side of Persuasion**

As discussed earlier, some of the best persuasion techniques have been developed in NLP (neuro-linguistic programming) methods. For example, if you hear a person saying, “I see,” a few times, they are probably processing information visually, according to NLP. Similar clues point to process by sight, touch and sound.

To influence visual people, employing phrases like, “You can see how...” or displaying things for the target to look at would, would align your language with the visual nature of the target. A more auditory person would be influenced if you were to use language like, “I hear what you’re saying,” and “Listen.”

1. Use the name of the person you’re engaging. You have undoubtedly heard salesmen use this technique. You might make a statement like “Look Steve, you can see the benefits of this...”, but some would find this overly personal thus, a turn off. Using a person’s name is a powerful factor in the art of persuasion, but there is more subtlety to persuasion than following simple rules of thumb and formulaic methodologies.

People love to hear their own name, but you need to be careful about over using it. First of all, use it in a manner the person you’re talking to prefers to hear it. Ask your target how he prefers to be addressed. A Mike may not like “Michael,” and a Joseph may be irritated by calling him “Joe.” Jennifers may object to the diminutive “Jenny”, or even “Jen”. Always check in to make sure you’re not going to irritate your target by employing the diminutive of their given name.

Second, use the name at the right moment. Unless you’re a pro at reading people and know it’s okay, don’t say “Hi Betty!” the moment she walks into your office. Wait until you’ve established a rapport. You may even want to ask permission (“Is it okay if I call you Betty?”).

2. Use motivating words. Say “think about,” and your target will most likely do just that. It is not a call to action. Use words like “today,” and “now,” and “go ahead and to that.” Many subliminal experts will tell you that even using “by now,” repeatedly, as in “By now you can see that this car is luxurious,” is subconsciously heard as “buy now.”

Remember to use your target’s language, mirroring it back to them. If he uses the word “efficient” often, then it’s an important word to him. Start mirroring it back: “You can see how efficient this RV is in its use of space.” Pay attention and pick out any words they use repeatedly. Persuasion is easier when you speak the same “language” as the person you’re trying to persuade.

3. Be a chameleon. Change your language to more closely match your target’s. Slow or accelerate your speech to match the target’s pace. Sit in the same position in which they sit. Use the same facial expressions. Laugh when the target laughs. By doing these things, you create an environment of familiarity. The target recognizes himself in you, as you mirror his mannerisms back at him.



This technique is called “mirroring and matching,” and, when done well, can help you establish rapport quickly and easily with most people. Most people will never notice you’re doing it, but try not to be too obvious. The target will get the sensation that the two of you have common ground and that you can “relate” to them. A bond will begin to develop between you, and you can test this bond by “leading.”

This means that once you have established the bond, you can change your body posture, to see if they unconsciously do the same. Having followed your target’s mannerisms and mirrored them back, you’re now testing the waters to see if the same happens when the positions are reversed. You now lead to see if the target mirrors *you*. If so, they are ready to follow. You continue to mirror and match, but you also start to lead them right to the bottom line on the contract, or to whatever action you want the target to take. This is one of the more powerful persuasion techniques.

## **Foundational Principles of Persuasion**

Central to understanding persuasion is the notion of neutrality. The laws of persuasion are neither excellent nor evil. They’re what they are. Just as nuclear energy can be used to develop electrical energy or an atomic bomb, persuasion can be used for good and bad purposes. There is nothing and no one in the world is that’s hall one way or the other, and persuasion and manipulation are no different. What’s most important is the intention of the person using the techniques described in this book and what their ultimate goal is. Just like atomic energy, these techniques can either build up or pull down.

Some people want to win at any expense, using any available tactics, like misusing the laws of persuasion. Their misuse of an ability to read people and in so doing abuse them, is on them, not the techniques they used. Even a butter knife can be used as a weapon.

Nonetheless, when utilized effectively, persuasion is our very best buddy. Through persuasion we create peace agreements, market fund-raising efforts, and convince motorists to buckle up. Persuasion is the means by which the coach of an underdog team inspires players to win. It is also the approach employed by government medical authorities to convince people to submit to regular mammograms and prostate examinations. It’s used by managers to boost employee efficiency and morale, and by hostage negotiators to convince criminals to free their captives.

In the end misusing any of the information in this book for the sake of controlling or abusing people, will bounce back on you and only you. You might receive some short-term satisfaction, but in the long run, the chickens will come home to roost. They always do. Don’t forget about Jim Jones, or David Koresh, or how they wound up due to their machinations.

The tools outlined in this book are effective and are not to be employed selfishly. They need be

treated with respect. In particular, they need to be used with respect for other people in mind. You can benefit without hurting or abusing other people. Getting yourself ahead in this world needn't involve stepping over the corpses of those you've eliminated to get to where you want to be.

The fable of the sun and the wind offers an outstanding instance of effectively implemented persuasion. The sun and the wind were often arguing about which of them was the strongest. The wind believed he was stronger, because of his destructive energy in tornados and hurricanes. He wanted the sun to admit his bluster was the stronger force, but the sun held fast to his sense of superiority and could not be convinced.

One day, the sun decided he wanted the matter settled once and for all, so he invited the wind to compete with him in a contest. The sun chose the contest cautiously. He pointed out an old man taking a walk, and challenged the wind to use his energy to blow the man's jacket off. The wind felt this would be an easy contest to win and started to blow. To his surprise, each gust of wind only made the man cling more tightly to his jacket. The wind blew still harder, and the man held on yet tighter. The more vigorously the wind blew, the more the man resisted. The potent gusts of wind even knocked the man down, but he would not let go of his jacket. Finally, the wind gave up and yielded to the sun in the continuation of the contest.

The sun smiled and shone radiantly upon the man. The man felt the warmth of the sun, and sweat started to appear on his forehead. The sun continued pouring out his warmth upon the man and, at last, the man took off his jacket. The sun had won the contest.

In employing the techniques and methods describe in this book, bring the warmth of the sun, not the destruction of the wind. Persuading people to remove their jackets is powerful. Brute force is always met with resistance. Artful persuasion sees everyone walk away satisfied and none the worse for wear.

## Chapter 12: Delegating Tasks to Others

The techniques you have learned in this book will give you the power to persuade other people through careful techniques of reading and then using what you've learned in doing so, in order to persuade them. You will be able to increase your productivity by delegating work you'd rather not fill your days with to the people around you. This will free you to perform the duties in your job for which you're cut out, which demonstrate your skill and which highlight your leadership abilities.

The talents you've learned in this book should not be wasted. You should utilize them to your full advantage, as they are extremely important to your future success. Even the ability to read people stands alone as a uniquely valuable talent. Not taking everyone we meet at face value will not only serve you well, but will set you apart as an intuitive person with the ability to discern the character traits of others.

But many of us have a hard time letting go of even the most menial, time-sucking tasks. This is known as a "delegation barrier". It's not so much pride (or even workaholism) as our work ethics at the root of this problem. Let go of it. You can't do everything and you have bigger fish to fry. Show one of your colleagues that you trust him. Pass the baton.

Never feel guilty about delegating tasks you don't have time for. Studies have proven that delegation actually improves the ability of a company to progress. Those you delegate tasks to have an opportunity to see another side of the operation and to provide you with a service. This expands their influence in the operation as someone willing to work in a team setting and take on new responsibilities. You win by having more time to do what you need to do to move your own career forward. Everybody wins.

Here are eight tips to help you blast through the delegation barrier most people suffer from.

Essential to the achievement of delegation is the advancement of employee self-esteem. The *reality of* self-esteem as a motivator is a current phenomenon. In the 1930s, the issue was immaterial. Back then, the concerns were money, security and survival – the very things that were in meagre supply in those times. Today, enormous improvements in quality of life factors have begotten a whole new set of criteria that typify a successful working life. Employees are coming to an understanding that work should encompass their dignity and a palpable respect for what they contribute. With escalating turnover statistics, absenteeism and other challenges, managers who've modernized their understanding of human resources know they need to attend to a whole new set of criteria to foster employee satisfaction.

Compelling reasons and motivations to delegate tasks include the following:

1. Delegation empowers subordinates in the organization to grow and frees you to do those things you need to do in order to aspire to further career growth. It affords you with more time to take on higher-priority projects.
2. Discovering the talents and interests of your colleagues enables you to delegate more to them and to do so with an eye to growing up new talent in the operation, another feather in your cap.
3. Delegating a little more than what you believe a colleague is actually capable of gives that colleague an opportunity to shine. People are under-estimated all the time. By passing the baton to those who may otherwise be overlooked, you're telling them they can do it. Your discernment will be lauded, your colleague will be noticed and you won't be performing the task you handed off. That's a 360 win.
4. When delegating, clearly define what outcome is required, then let individuals exercise their own creativity and ingenuity to determine how to reach that objective. This helps to instill self-confidence.
5. Clearly define the boundaries of authority that go with the delegated task. Can the person task other people to work with them? What are the spending limitations? Giving people a budget to go with their delegated tasks is another way of getting work off your plate, while developing new talent. Again, 360 win.
6. Don't avoid delegating something because you can't give a colleague the entire project. Let the person begin with smaller tasks. After learning and successfully completing these tasks, your colleague is now ready to take on more responsibility.
7. Unambiguous standards of performance will help those you delegate to understand exactly what's expected. Be clear about what's required, timelines and standards.
8. Delegation entails accepting that a colleague might make a mistake. People learn from mistakes and will be empowered from those learnings to correctly execute similar tasks in future. Consider where would you be if no one had ever taken a chance on you? You can't free your time without taking a chance.

Your ability to understand who you're working with and what makes them tick makes the project of delegation easy. You'll be seen as a leader with an eye for talent, if you use your powers of delegation successfully. You'll foster new talent within your operation, which saves it money. That makes you a hot property.

Delegation, while emptying your plate of work that takes up more of your time than you believe is

acceptable, frees you to pursue your real dreams. It gives you extra time to polish reports, double check your work and spend quality time with clients and higher ups. On your way to the top, you need a lot of friends and you'll make them. Delegating tasks to others, when performed with the right attitude can make a mentor of you in the eyes of others. All the while, you're climbing the ladder.

## **Knowing When to Delegate**

“Delegate?”

“It's easier if I do it myself.

“No one else can do it as well as I can.”

“I don't have time to teach someone.”

Do any of these sound familiar? Every day people add more tasks to their 'to do' lists. Then they find that the day (or week, or month, or year) has slipped by, and they haven't gotten it all accomplished.

The results?

1. Feeling overwhelmed or out of control.
2. Build-up of stress and anxiety.
3. Procrastination because of too much to do.
4. Lack of advancement or promotion.

Delegating is one of the action options that we stress in our time management training seminars because, in the rush of day-to-day activities, it is a tool too often overlooked.

There have been many articles in the news recently about the exorbitant pay of some CEOs. Why might some of these CEOs be earning ten times to fifty times more than the average business employee does? Is it that they spend ten to fifty times more hours at their job than the average employee? Of course not. Everyone is using the same 24-hour day.

What are they doing differently? For starters, if one were to look at their 'To Do' lists, you wouldn't see them involved in the minute details of their business operations. Their job is to look at the big picture, figure out how things can be done, and delegate the minutiae to others. They have to rely on others who have been trained in specific areas of the operation.

Not everyone is in circumstances that enable them to afford multiple assistants. However, there are still ways you can learn to let go of some things. Consider the resources you might have at hand:

1. Office assistant—Many times they are only given the most mundane tasks, and the result is that they're not challenged. Give them a chance to grow in experience.
2. Spouse/children—Let everyone share in the household chores. It teaches responsibility and will produce more “together” time. Self-employed people can also hire their children to assist with routine office work.
3. Outsourcing—If in-house staff isn't available, explore hiring experts, such as bookkeepers and web designers, to help. For clerical assistance, look into an area high school or community college for student interns.

Just as the major CEOs do, look at the big picture in your business and in your personal life. Train yourself to explore more options. What are your goals? What are the important tasks that will help you to achieve those goals? In deciding if you can delegate a task or project, ask yourself:

Why am I doing this?

Is there someone else capable of helping?

Is there someone I can train to do this?

Once you have identified the tasks and projects that could be reassigned, use these guidelines:

1. Be explicit about what it is you want done.
2. Check to be sure you're clearly understood.
3. Set a completion date and get buy in on it.
4. Hand over the authority that goes with the responsibility.
5. Identify benefits to the person assigned the task
6. Be available to handle questions but don't check in too often. This demonstrates trust.

When time is taken get organized, that time spent is gained back within days. This puts you ahead

of the game, by using effective time management techniques. Delegation is one aspect of getting organized. It may take a little time to train someone to do an activity the way you want it done, but then you're no longer handling that work in the weeks and months ahead. It is worth the small amount of time to train and to delegate. Don't procrastinate in taking the next steps.

## Why Delegate?

There are many different reasons to delegate, especially at work. When your boss sees that you're able to delegate work to people who are sitting idle, they will take notice. They will see that you have respect for your peers and that you have leadership qualities. They will also see that you're able to manage groups of people easily and effectively. This is typically what leads to a promotion, and climbing the ladder.

Companies look for people who are respected. They look for people who are respected by their peers, can motivate people into completing tasks they haven't time for, and who know what the truly important factors are in a business. By taking on the important projects yourself, you are able to do a more effective and efficient job. This will definitely impress your boss.

While delegating may be a form of manipulation, it allows you to focus on projects that are important and will catch your bosses' eye. Essentially, delegating is the manipulation of *your time*, to *your advantage*. Not only that, you will still get credit for the work that was done by the people you delegated work to. Therefore, you are able to get twice the amount of work done in a fraction of the time.

Now that you know what delegating can do for you, I am sure you see yourself climbing the corporate ladder in almost no time flat. The possibilities are endless when you learn to delegate effectively and your boss finally takes notice of the hard work, respect and control you have over your subordinates. It is even more impressive when you are able to delegate work to the workers in the building who are equivalent in status to yourself.

Delegating work shows your boss that you know what is truly important to the company and what really needs to be done by a qualified person. By choosing the difficult tasks, you can show your boss that you are qualified for handling them, and that you want to ensure the work is done perfectly, the first time around.

Not only will your boss be pleased with the work you put out, but will also be pleased with the fact that you were able to persuade your subordinates and peers to do what you don't have time for and, in so doing, develop them professionally. This goes a long way in management and may even have you jumping over a few rungs in the corporate ladder.

Remember, no one gets anywhere by working themselves to death. By learning to delegate effectively and to get buy in from the people around you to support your own goals, you fulfil multiple purposes: your own advancement, the professional development of those around you and to advance the ends of your organization. Delegation is the way forward for those with serious intentions of climbing the organizational ladder in a way that serves you, your peers and your company.



## Conclusion

Manipulation, deception, half-truths, mind control and persuasion are closely related to each other and form part of all our daily lives, whether we know it or not. Each and every day, the world around us sings its siren song of mass media deception and political promises that are rarely kept. It soothes us with the wonders of products that cause our toilet bowls to gleam and our hair, also. Row upon row of plastic bottles beckon – all the ultimate solution to our split ends.

It's legal. It's part of our lives and who among us has the courage to stand up and yell "bullshit"? Not many.

On the other hand, manipulation is a psychological way of interacting with people that examines motivations, desires, personality types, body language, postures and verbal and physical tics, toward an assessment. Our assessments of others are then processed into how this person's presence in our life might impact us and our goals. Are they friend or foe? Help or hindrance? Seeing people for what they are and understanding how we might work around their potential interference, or exploit their support is a life skill. It's a life skill that can make the difference between sinking and swimming. We can learn to see people coming we'd prefer never to arrive. We can also learn to spot potential collaborators and partners. Don't be ashamed of or reluctant to use the methods provided in this book in order to help you make your life less of a crap shoot and more of a shot on an open goal. Everyone should have that facility. Every tool we can use to become more aware of our interactions with others and how they might help or hinder us, is a valuable tool and the ones provided here are exactly that.

You want to get to where you're going and you want to do that in an ethical, but intelligent way and that means knowing how to employ your powers of observation, manipulation and persuasion toward arriving at your goals. The benefits of having reached your end outweigh the criticisms that you might receive for having used means that many people consider immoral or unconventional. This characterization of manipulative tactics represents a popular misconception about the employment of strategy towards a goal. Strategy has a bad name because people don't know what it is. Strategy is seeing contingencies and identifying opportunities and acting on them in a subtle and diplomatic manner in order to arrive at a goal.

When the now deceased King Hussein of Jordan wanted to enlist the support of Bedouin chieftains, he set them all up in palatial homes and gave them meaningless titles in the Jordanian government. They were happy. They stopped waging war amongst themselves and they became the King's allies. None of these chieftains was really the Minister of the Glorious Hashemite Kingdom he had been led to believe he was, but it didn't matter. King Hussein, by employing diplomatic manipulation, effectively (and deceptively) neutralized a national security threat. He did the smart thing. He played them and he won.

If you've read this book all the way through, you will have absorbed a central message that's extremely important – these are not weapons of mass destruction outlined here. These are tools. They are two different things. You're not out to hurt others. You're out to help yourself. Getting inside people's heads and convincing them to help you on your way is not evil. It's smart. Making a colleague out of an enemy is not stupid. It's brilliant.

I hope you've learned some valuable lessons about how to prevent people from manipulating you or persuading you into doing things you really don't want to do. Know your enemy, then use the same tactics employed by those of ill intent in a different way – this is another key takeaway. Learn to use these techniques effectively, ethically and without harming anyone, while preventing these tactics from being used against you.

Not every lie that is spoken is bad. Not every deception that is presented is made with ill intent. Not every mind game that is played is evil. We have come across Disney villains and mega super minds manipulating their way through movies and stories, but these are extreme caricatures of what is really the art of life and living and looking after your position in it by being aware that things are not always as they seem.

Remember, in today's world of deceit and lies, you need to be able to see things for what they are. You need to see below the shallow veneer of the world; under the hood of the machine. No one cannot survive solely on the basis of honesty and hard work. While such characteristics are noble and laudable, you also need to be aware of the world's undercurrents and subtexts and able to navigate them with skill. This is the compliment to hard work – knowing how to read the world around you and the people in it.

If life were all sunshine and violets, it would be a boring world to live in. Imagine the boredom of one long, perfect day, each and every day. No tension. No shadows. No challenges. Life is a patchwork of good days and bad, good people and bad and wildly varied fortunes. Being equipped for the turbulence of life, you can just hang on for the ride, because you have nothing to fear when you know what you're looking for. When you see it, you know what to do.

You now have what you need to help you determine whether you're being manipulated. This gives you greater control of your life and its outcomes, as you'll no longer be subject to the machinations of people in this world who live for them. You'll see them coming.

You can now stand up for yourself and have the ability to prevent becoming a victim of the wolves of this world. You now have the information you need to become a leader, a goal setter and a delegator. Here's to your success!

## **RECOMMENDED READING**

**MIND READING: Clairvoyance and Psychic Development**

[hyperurl.co/mindreading](http://hyperurl.co/mindreading)

**NLP Subconscious Mind Power: Change Your Mind Change Your Life**

[hyperurl.co/NLP](http://hyperurl.co/NLP)

**Psychopath: Inside The Mind Of Predators and Con Men: Personality Disorders**

[hyperurl.co/psychopath](http://hyperurl.co/psychopath)

**TAROT: Fortune Telling and Mind Reading Secrets**

[hyperurl.co/tarot](http://hyperurl.co/tarot)

**Auras, Clairvoyance and Psychic Development: Energy Fields and Reading People**

[hyperurl.co/auras](http://hyperurl.co/auras)