

DARK PSYCHOLOGY

SECRETS AND MANIPULATION



A guide to influence people with human psychology, techniques for persuasion, deception, nlp, emotional manipulation and mind control.

BRANDON COVERT

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A GUIDE TO INFLUENCE PEOPLE WITH HUMAN
PSYCHOLOGY. TECHNIQUES FOR PERSUASION,
DECEPTION, NLP, EMOTIONAL MANIPULATION AND
MIND CONTROL.

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Introduction



In order to recognize how manipulation works, it is important to understand the mechanisms of the human mind. The unconscious mind makes up almost all of the brain's functions. It controls your breathing, digestion, heart rate, etc. It is home to your creativity, imagination, and memories. It is also used to build your automatic response to feeling threatened. Your emotions are also present in the unconscious mind.

Manipulative people play largely on the unconscious mind by altering another person's emotional response to someone. An individual who is a successful manipulator can make others feel comfortable and calm while covertly getting people to do what they want.

Manipulation is made possible through the use of psychology. Manipulators use psychological tactics to give an individual a false sense of security, which then leads to the level of trust that the manipulator is seeking. It is when the manipulator gains another person's trust that the true mind games begin.

The psychology behind manipulation focuses on the idea that instead of making someone do what you want them to do, it is the key to make another person want to do what you want them to do. The way in which a manipulator is able to make this happen is through understanding the person they are trying to manipulate. The genuine wants and desires of the person being manipulated must be learned so that the manipulator can modify said

wants and desires to match their own goals. The most important thing a manipulator should keep in mind is that the closer they are to the person being manipulated, the easier it will be to manipulate them. It takes time and patience to build this level of trust and the top manipulators take the time to learn the best way to manipulate a certain person at a particular moment.

One of the most common forms of manipulation comes in the form of emotional and psychological manipulation. Psychological manipulation focuses on the unevenness of power between people. The individual with the power preys on the weaknesses of the other person. The cycle of this form of manipulation is the manipulator finds an individual's weaknesses, the manipulator takes advantage of said weaknesses, and then the process continues to repeat. Once a manipulator successfully manipulates a person, they are not likely to stop manipulating until being forced to stop.

While it can be difficult to take notice of when one is being manipulated and stop someone from manipulating, there are ways to protect one's mind from manipulation. One tool that can be helpful is meditation. When a person is able to silence their mind and become more grounded, it can be noticeably easier to deal with emotional and psychological manipulation. Even when other people are hostile and controlling, an individual with inner peace can remain calm but aware of the manipulator's intentions. Avoiding an emotional attachment to manipulative people is also crucial. This approach can be challenging, especially if the manipulator is showing false signs of kindness to gain a person's trust. The best way to weed out the manipulators is to pay attention to any of the beginning signs that someone is overpowering someone emotionally. Once there is any warning of emotional manipulation, it is time to slowly back out of the relationship before attachment forms.

A manipulative person strives for power over another person. And so, by not allowing the manipulator into one's head, the manipulator loses their power. An individual can prevent a manipulator from getting into their head by laughing at their insults or statements and going along with what they say without actually agreeing with what is said. It is also extremely important to focus on one's own idea of self rather than how others see them. When a person has a solid sense of self-worth, it becomes nearly impossible for others to weaken that self-assurance. One finally a tool that

can be used to stop manipulation is escaping from harmful relationships. People cannot be forced to change; it is best to save oneself from toxic relationships before the physical and emotional threat becomes too dangerous. Every person deserves to be in relationships where they are valued rather than ones that break a person down.



In order to prevent manipulation, one must first become aware of the signs of manipulation. One of the most common red flags that manipulation is taking place is if an individual is feeling guilty. Manipulators thrive on making the people around them feel bad about themselves. Since manipulators are unable to own up to their own faults, they tend to place blame onto other people, which thus creates guilt for the person being manipulated. This is commonly known in abusive relationships when the abuser says that it was the victim who made them act in an aggressive way. The victim of a manipulator will truly believe that it is their fault and stay in the toxic relationship. A manipulator will also use the controlled person's words against them to gain power and enforce the guilt approach.

Once all of the signs of manipulative behavior have been comprehended, it then becomes important to understand the power of emotion in connection to manipulation. An individual's emotions play a vital role in one's ability to manipulate and to be manipulated. Emotion is one of the main tools used in manipulation. Manipulators will use an emotional connection to get as much information from another person as possible. This is also the main outlet of learning the weaknesses of the individual being manipulated. Additionally, manipulators will fake emotion at times in order to strategically undermine a person's decisions and create a level of self-

consciousness. If a person's sudden onset of emotion does not appear genuine, call them out or get out of the relationship.

Sometimes it may take time for an individual to pick up on the warning signs of manipulation. However, one can train the brain to take notice of seemingly innocent words and actions that can lead to manipulation. It may seem flattering if a partner wants to know what the other person is up to. However, when a boyfriend or girlfriend is constantly asking what the other person is doing and becomes angry when they do not receive an answer, this should send off a warning sign in the head. This can be an indication that the partner is monitoring their significant other and can even go as far as to turn into stalking.

A question that is often wondered by people who hear of someone having been in an abusive relationship is how could they have stayed with the person? An abuser manipulates their partner into staying by providing moments of love. The abuser attempts to reel their partner in again after moments of violence by providing compliments or gifts. It is important for the brain to recognize that this does not mean the abuse will stop; it is only a ploy to make the person stay. Get out of the relationship as quickly as possible.

Abusers are also aware that many people draw the line at physical abuse. It can be more difficult to detect psychological abuse. However, there are still ways to train the mind to pick up on psychological trauma. Conversations surrounding jealousy can be a great indicator. If a partner is constantly jealous of their significant other spending time with other people, they are most likely trying to isolate their victim from everyone else. The manipulator is attempting to create a false notion that the partner can only rely on the manipulator.

Once an individual is able to train the mind to pick up on manipulative tendencies and phrases, it is time to get out of a manipulative situation altogether. The way an individual respond to manipulation depends on the type of manipulation that is taking place. If a person finds themselves in a situation where the manipulator is aggressive, for example, an abusive relationship, it is wise to speak with a professional about the best way to exit. Speaking to a therapist or a hotline that specializes in domestic violence are two great tools to find the safest course of action.

If an individual is being manipulated but does not feel a sense of danger, either physically or emotionally, it becomes important not to allow the manipulator's words to sink in, let it go in one ear and out of the other. It is also strategic to create boundaries. Manipulators tend to create boundaries that are far too strict or too involved. It is helpful if the manipulated person responds by following their own boundaries and disregarding the manipulators. One last response to manipulation is not to make any rash decisions. Do not sign a contract or agree to any major decisions without truly thinking it over on one's own. This allows the person to rationally come to a conclusion without a manipulator's own desires being the focal point.

Another approach to preventing or stopping oneself from being manipulated is to rewire the brain to be socially dominant. Studies have shown that social dominance is not improved by heightening the level of aggression or physical strength a person is exerting. Instead, when an individual becomes more resilient, dominance can be achieved. When a person is able to find success in one area of their life, they can translate that mindset into other instances of their life. Additionally, attempting to transform oneself into an extrovert can be useful. Extroverts tend to exhibit high levels of social dominance. To become an extrovert, an individual must be open-minded. Some of the traits of an extrovert are perceived as negative, but focusing on the positive attributes can help a person develop some of the desirable character traits of an extrovert. Another way to look at extroverts in a positive light is to think of influential people who are considered extroverts.

The next step is to practice the behaviors of an extrovert until they become natural. Specifically, look at opportunities to call attention to oneself is a beneficial way to learn to interact with all types of people. However, if an individual truly cannot be an extrovert, it is still possible to act the part. Plenty of famous actors pretend to be an extrovert on screen but are actually introverts behind the scenes. One example is Johnny Depp. The Hollywood star has played the roles of extroverts such as Willy Wonka and Captain Jack Sparrow, but in real life, Depp chooses to stay away from social situations.

Learning from others is another possible way to become an extrovert. There tends to be more than one personality type in a given group of people, including extroverts. Watch how the extroverts in the group act compared to

oneself and replicate their behavior. One final option is to have a complete understanding of oneself. What makes one person different from another person? Once an individual knows who they are, they can begin to look at how they are perceived by the people around them. This leads to a person's ability to see what attributes they have that other people respond to in a positive way and which characters can still be improved upon. The extrovert is not as easily manipulated, which promotes the act of transforming, even if it only on the surface, into an extrovert.

CHAPTER 1:

Why Do We Need Emotion?

Perhaps the most basic tenet you must understand before approaching dark psychology in any meaningful manner is emotions. You must be able to recognize how emotions sway other people, why we have them, and how to sway them if you want to be able to control people. This is for one key reason—emotions are motivating. They drive everything. Once you understand how people are feeling, you can begin to recognize how your own behaviors influence the feelings of others. Once you understand that, you can tweak your own behaviors intentionally in order to evoke the desired behavior from the other person. The more control you gain over another's emotions, the more control you have over their thoughts and behaviors. This is because thoughts, feelings, and behaviors work together in a constant, never-ending cycle. Your thoughts influence your feelings, and your feelings influence your behaviors, which in turn, continue the cycle.

What are Emotions?

Ultimately, emotions are somewhat simple to define in theory. Despite how vastly different they may be from each other; all emotions have some base similarities at their foundation. In particular, they have three key features that define what they are. They are natural, they are reflexive, and they are instinctive.

In being natural, they come on their own. They were created over millennia of evolution and development, forming in ways that would be conducive to the survival of life as life continued to grow more and more complex over time. The more complex and capable of thought life grew, the more emotional capacity was necessary to control them.

Emotions are reflexive, meaning they are reactions to the world around them. If left completely unprovoked with no real stimulus, emotional states do not change much. Things happen around you to sway you into feeling one way or the other. For example, getting hurt can cause negative feelings of sadness, anger, or fear. This is because all three of those emotions can aid in survival in that particular situation—sadness lends itself to getting the support of others. Anger lends itself to defending oneself, and fear lends itself to flee. When emotions are reflexive, they are meant to bolster one's chances at survival.

Lastly, emotions are instinctive. They happen automatically with very little thought involved. They do not require much conscious thought to arise, instead of happening on their own. This is largely believed to be due to the fact that humans have two different thought processes that operate largely independently from each other. Humans have the implicit or automatic thought process, which involves instinctive judgments and behaviors, such as emotions, and they have the explicit or controlled thought process that is responsible for rational thought, learning, and development. Emotions fall into the implicit, unconscious thought process—they occur on their own without feeling the constraints of rationality.

Of course, when they are not constrained by rationality, it is easy to understand how fickle they can be—emotions can largely be influenced by several different external factors. Anything from how the day went to what you ate could sway your emotions.

Why We Have Emotions

Despite how fickle and impractical emotions can be; they have important biological purposes. If they were not important, they would not have developed over the course of several thousands of years in a wide range of species. Many animals with higher brain development have the areas in the brain believed to be responsible for different emotions—it is not solely a human thing. With that in mind, the two biggest purposes for emotions are survival and communication with a crowd.

As briefly touched upon, emotions are reflexive. They are natural, instinctive responses to the world around you meant to boost your survival. This is because they are motivators. Emotions motivate you to perform certain actions and behaviors in hopes of firstly surviving and secondly passing on genes to the next generation. Because you will naturally and instinctively feel certain ways when exposed to certain situations, your own behaviors will be influenced. If something makes you scared, you are likely to approach it cautiously or avoid it altogether. This is because fear serves to put your body on high alert. If something makes you happy, you are likely going to continue to seek exposure to it because happiness is what is felt when needs are met, and means you are doing something right. Of course, this is not always necessarily an accurate way to go about life, but it is a good rule of thumb. Things that trigger happiness, such as love, affection, sex, good food, and rest are all generally good for survival.

Secondarily, emotions serve as a major component for effective communication. When you can communicate effectively, you are better able to survive. You will be able to clearly iterate whatever it is you need in that particular moment simply because emotions are all about your current unconscious thoughts, feelings, and needs revolving whatever is happening around you. Those feelings trigger specific reactions in the body, namely in body language, actions, and expressions, and those three things culminate in a way to nonverbally communicate your needs to those around you. Those who are closest to you are likely to want then to behave in ways that are beneficial to you, actively seeking to meet your needs to ensure you are cared for simply because they understand that you have needs as well. Further, when you can read the needs of others around you, you can also choose to regulate your own behavior. Think of anger, for example—it is largely an alarm emotion. You feel anger when you feel as though you are

being wronged or your boundaries have been overstepped. When you feel angry, you will show the typical angry body language. When someone else sees that their own actions have made you angry, they then have the opportunity to tweak their own behaviors to ensure they do not continue to make you feel wronged. Both of these facets of communication aid in the survival of the social species. Because humans naturally crave living in groups of people, surrounded by others, they need to have a good understanding of the thoughts and feelings of those around them in order to live in a happy, healthy manner without angering everyone.

What Emotions Say

We have dozens of emotions—joy may be different than exuberance, for example, and disappointed is different than agony. While they may fall under similar categories of emotions—such as joy and exuberance both falling under the umbrella category of happiness and agony and disappointment both falling, at least in part, under sadness—they are different. Rather than going through each emotion step-by-step to define it, we will look at broader categories. The seven emotions that will be presented here are believed to be the seven fundamental emotions, meaning that all emotions felt will fall under the category of one or several of the emotions listed here. Emotions exist on a spectrum, and they can be quite complex, particularly when you start feeling complicated, conflicting feelings, and for that reason, reducing the wide range of feelings down to the seven universal feelings that are known to occur in all cultures across the world, no matter how distanced or withdrawn the people may be. Each of these seven emotions evokes a specific facial expression in response that can be recognized across cultures. Even people that are born blind and never get to see expressions exhibit the expressions that go along with these seven emotions, making them believed to be universal.

Anger

Anger is felt like a response to something wronging the individual or overstepping a boundary. It is meant to evoke protection or defensive behavior and conveys a deep need for a boundary to be respected or some distance to be given.

Fear

Fear is felt during times of active threat. The individual believes that he or she is in danger, and the body responds to that by preparing to either fight or flee to survive. When seeing this emotion in others, it conveys a need for security and safety.

Contempt

Contempt is felt when an individual feels a deep hatred or disapproval for another person or thing. It is usually caused as a response to not believing in something someone is saying or lacking trust or respect for the other person. It conveys a need for trust.

Disgust

Disgust is usually felt when you are exposed to something that is toxic to your health. It is usually reserved for things that will make you ill if you consume it, but it can also be directed toward people as well if they have done something utterly against your moral code. It usually conveys that whatever is present is toxic and should be avoided at all costs.

Happiness

Happiness is the ultimate sign that you are doing everything right and should continue to do so. It means that the individual is satisfied during that moment and that all needs are met. It is pleasant and meant to encourage the individual to continue doing whatever evoked that happiness response in the first place.

Sadness

Sadness is felt in times of pain or loss. It triggers a withdrawal in which the individual feeling sadness attempts to escape from the cause of the pain or the loss and is a cue that major support is needed in order to heal.

Surprise

Surprise occurs when something startling or unexpected has occurred. It usually means that something that did not line up with prior belief sets has occurred and that it requires further attention in order to understand what has happened.

CHAPTER 2:

What is Emotional Manipulation?

No one enjoys being taken for a ride; no one likes being played for a fool either. Unfortunately, many people have these unpleasant experiences in almost every facet of human interaction. Worst of all, it happens to a lot of us more than once! The intriguing thing is not that we were played for fools; rather, it is that we come out of the experience with a determination to never fall for such tricks ever again only to find that we have been tricked again and again.

Perhaps, this book you are reading right now is the wakeup call you need to jar you out of your psychological slumber and do something practical about your decision not to have a repeat experience of emotional manipulation ever again.

What is Emotional Manipulation?

For the sake of clarity, let us have a working definition of what emotional manipulation is.

Emotional manipulation is the temporal takeover of your ability to think and act rationally. When someone acts or says things that distract or bypasses your rational and conscious mind, and then hijacks your emotions to the point of influencing you to feel a certain way or behave in a certain way, they are, at that moment, manipulating your emotions.

Such people who have practiced the art of emotional manipulation or who have developed the bad habit of manipulating others are capable of making you do what you would normally not do. Beyond making you behave in negative ways, shrewd influencers can completely ruin your career, destroy your love life, and cause havoc in your relationship with others. It doesn't matter how academically intelligent you are; if you do not take steps to protect yourself from emotional saboteurs by developing your emotional intelligence, you may learn the hard way why being street smart is as equally important as being book smart.

Emotional manipulation is simply a mind game. Although some people have psychopathic and sociopathic issues, while others go through some training to attain mastery in the art of mind games, everyone is born with the ability to manipulate others for positive and for negative purposes. Children do not need formal training in neuro-linguistic programming before they can push their parents' guilt buttons, neither do they have to be coached before they use flattery to warm their way into the hearts of parents and adults right before they present their requests. Passive aggression doesn't have to be taught to any child before they use it to manipulate parents and adults into submission. These things are inborn and can be used for the benefit of all involved in any interaction (a win-win situation) or strictly for the selfish benefit of the manipulator.

Usually, those who are manipulated emotionally have unknowingly surrendered a part of their self-esteem, self-worth, and self-image to the manipulator. This is why the longer a victim stays in a manipulative relationship (either personal or professional relationship), the more damage is done to their overall sense of self.

Self-awareness is a very important quality to develop if you must accomplish your goal of not falling again for manipulators. The more aware you are of your emotions and your tendency to react to others, the greater your chances of gaining control of your thoughts, emotions, and your behavioral response.

Look at it from this angle: since emotional manipulation is all about mind games, the person with greater control of your emotions wins the game. So, if you gain control over your thoughts, emotions, and behaviors, there is little to no chance that you will be played for a fool again and again.

Let us now give our attention to finding out who a manipulator is, their goals, and the tools with which they use in the art of manipulation.

Who is a Manipulator?

In the simplest terms, a manipulator is someone who uses people to influence the outcome of a situation usually to their benefit. In other words, when someone gets you to think and act in ways that please them, they have manipulated you. The outcome that a manipulator seeks can include:

- To use their victim to gain access to power or to seize power.
- To gain partial or total control in a relationship or at work.
- To take the credit for another person's hard work.
- To enjoy the benefits of their victim's hard work.
- To make another person take the fall for their faults.

To achieve their devious goals, manipulators can use any of the following tools:

- **Deceit** – deliberately withholding vital information, misleading with words, actions, or inactions, being dishonest, and being generally fraudulent.
- **Guilt** – making you feel responsible for an unfortunate outcome.
- **Lies** – deliberately twisting the truth or spreading outright falsehood about their victims.
- **False hope** – making empty promises, using future events that may not ever occur as baits for their victims.

An emotional manipulator has a deep-seated need to be in control. Underneath that desire to always be in control of people and situations is the feeling of insecurity. To mask that insecurity, an emotional manipulator will sometimes put on the appearance of someone domineering and powerful.

A person who is in the habit of manipulating others has little to no regard for how his or her behavior affects their victims or others around them. Their desire to be in control and to feel superior is more important to them than any other thing. This is why they carefully seek out vulnerable individuals who will dance to their tune and validate them. When you succumb to a manipulator or even react in an emotional outburst, you give them power over you.

Let us see the reasons for emotional manipulation – why people are manipulated and why they fall prey to manipulators.

Why People are Emotionally Manipulated

From ill-famed world leaders to leaders in the workplace and other social settings, emotional manipulation has been used to rally followers around selfish causes or goals. Emotionally charged speeches, well-timed body gestures, sarcasm, intimidation, aggression, and false hope have been used to get people to stop thinking and just act blindly! The question is: why do people tend to fall for these types of mind control tactics easily?

I am not implying that only people under another person's authority can be negatively influenced. In reality, your station in life doesn't matter much when it comes to emotional manipulation. You could be a follower, subject, sibling, child, subordinate, student, or any other person and still be able to influence your superior negatively. Isn't this why kids have their way with their parents? Have you not witnessed or heard of bosses who are incapable of asserting their official powers over a particular employee because that employee has them wrapped around his or her fingers?

Why then do people of all class and position fall for manipulators? Two reasons stand out from all the other possible reasons: unhealthy self-esteem and fear. A person with a healthy self-esteem does not need flattery to recognize their self-worth, neither does he or she respond to covert and overt aggression. Since they recognize the inherent and inalienable worth of every person, it is difficult to get them distracted by a feeling of pity for anybody. Having healthy self-esteem ensures that you are not easily pushed into feeling guilty for someone else's actions or inactions.

However, unhealthy self-esteem can make an individual seek validation of their self-worth from external sources. When a manipulator gets wind of this fact, he preys on that weakness by temporarily soothing their emotional need. As soon as the victim becomes comfortable and lets down their emotional guard, the manipulator nudges, and sometimes, coerces them into doing things they would not have normally done.

Fear, on the other hand, drives people to succumb to a manipulator even long after they have discovered that the person is using them. Fear is the reason why a lot of people remain in a manipulative, controlling and toxic relationship. They fear:

Loss of basic needs: for those who are in a relationship where their daily sustenance depends 100% on a manipulative partner, they may continue to

endure such emotional control tactics because of the fear of losing their only means of survival.

Confrontation: many people would rather avoid arguments and conflicts that are likely to arise from being firm and courageous. Confrontation gives them the jitters.

Discomfort: this refers to doing everything possible to stay clear of the awkward feeling that being assertive can bring about. Some people prefer the seeming peace than the uneasiness that will result in their relationship if they were to take steps to protect themselves from being controlled emotionally.

Loss of friendship or partnership: some people go to great lengths to keep their relationship even when it is causing them deep hurts and subjecting them to negative influences. They simply cannot picture themselves without the other person; they are loyal to a fault. This makes them open to all sorts of manipulation as the other person takes undue advantage of their loyalty.

Loss of opportunity: this refers to remaining compliant and submissive to gain or keep an opportunity like free accommodation, gainful employment, and other benefits.

It is important to note that emotional control may not always present as someone trying to dominate and oppress you, at least, not at first. In many cases, it presents as being pleasant and nice but it later turns into manipulation and control.

If you are in a relationship that has any of the above characteristics, then you are in an emotionally controlling relationship. It is doing a lot of damage to your self-esteem. Over a long time, you will feel worthless and completely dependent on the other person.

There is a need to free yourself from such manipulation if you must regain your self-esteem.

CHAPTER 3:

Techniques to emotionally manipulate others

How would you feel or react when you realize that for the longest time you had been acting out of the script of someone else? That is, you have been in control of your own actions and also your life as a whole. If it sounds scary and probably annoying, that is what emotional manipulation is all about. While a lot of people talk about emotional manipulation, there are still many who don't know what it is all about.

Emotional manipulation, or sometimes called psychological manipulation or “mind-effing” is used to refer to the behavior which is intended to change the attitude as well as the behavior of other people by using deceptive, devious and sometimes abusive means. The manipulator psychologically or socially influences their victims to respond or behave to situations or issues in a manner that is unoriginal to their victims but which suits their purpose. This is classic manipulation because while you are acting out of that person's script, you will think that you are still yourself.

Emotional manipulation usually doesn't involve using force but has a lot to do with playing with someone's emotions and mind (psychological) to exploit them. It's very hard to credit this concept with advantages if any, because of the covert nature of the work that goes into it and also the end results. Emotional manipulation compares to when someone uses what belongs to you to feed their own desires but in a covert manner and without your permission. While the manipulator acting in secrecy is definitely an issue, the biggest issue is when the manipulator makes you do things you wouldn't normally do or things that don't consider as good, or you seriously object to.

Usually, when a person is ignorant of the tactics or techniques that the manipulator is using on them, they may not be able to break loose from the spell. They will keep convincing themselves that they are in charge of their life when they are actually not. But knowing the techniques can easily make them identify when they are being used. And while emotional manipulation

is generally considered a bad thing, there may be times when you will need it to get what you want from people who have not been very cooperative with you, and having knowledge of the tactics used would go a long way in helping you in such situations.

Emotional manipulators identify their victim's psychological weak points and then work on them. This is only wise because if one makes a mistake of manipulating the other where they are the strongest, the manipulator will fail before they even begin. Expert manipulators look at an aspect that makes their victim vulnerable and works through that.

The best practical tactics and techniques to emotionally manipulate others:

Projection

Projection is a diversionary tactic that manipulators employ to shift their shortcomings or deficiencies to another person. Instead of accepting responsibility for their errors, they would rather make another person take the blame. It is a psychologically abusive tactic that aims at taking the burden of guilt off their shoulders and mounting it onto someone else's. The main motive here is to paint themselves clean, and the other person looks dirty and unfortunate.

Intimidation

To intimidate is to frighten or overawe another person, especially to make them do what one wants. Emotional manipulators usually apply the technique of intimidation to silence people who they consider a threat to them. In the case of a confrontation, they would look at the other into the eyes and with strange body language so that they can induce fear and distract their victims from their train of thought and make them end the debate.

Magnifying their own problems while diminishing that of others

This is also another covert emotional manipulation tactic. Emotional manipulators start by pretending that they are sorry for the things that you are going through, and while at it, they may also put on a show of short-lived empathy. This is usually a ruse to hide their true intentions. But soon after, they would quickly bring up their own problems or challenges and magnify them so much that yours end up looking insignificant.

Intellectual bullying

Overwhelming someone with intellectual facts is one of a kind tactics that people use to manipulate others. Don't get it wrong though, they may not always be accurate in what they are quoting but what they do know is that the other person doesn't have access to or a chance to verify what is being said as valid. This way, they are able to place themselves before the other as an authority of some kind in order to have a way with them.

Name-calling

One of the character traits of emotional manipulators is that they have an exalted opinion of themselves that is usually false. To them, other people are never right while they are never wrong. In fact, most emotional manipulators have been said to be narcissists. Therefore, when you are about to challenge their ego by putting their thoughts and opinions into question, be prepared to be called more names other than those in your birth certificate.

Conditioning

Conditioning is a psychological training method of an animal towards a particular taste or trait that the trainer wants. Now imagine that on a human being. Of course, the manipulator would do this secretly. Through emotional manipulation, the victim is the one being “trained” by the manipulator. The idea here is to make the victim do away with their initial values and instead embrace those of the manipulator. For example, if a victim values honesty, then the manipulator would present anything good in life as dishonest. That way, the victim will end up associating honesty with a set of wrong values. The main reason that manipulators do this is so that the victim fails to proceed further and might even end up being disgraced.

Gossiping and stalking

Every emotional manipulation tactic's main aim is to control a person. However, when manipulators find it hard to control their targeted victim, they look for other ways to achieve that by controlling how other people view or see the victim. This can be achieved by spreading false information behind the victim's back and other times monitoring their movements. The idea here is to not only give people a bad impression about the victim but also to intimidate them. For example, when a partner hints at ending a relationship due to the other partner's bad habits, the other partner would go around spreading lies. The intention behind this is to get people to generally dislike the victimized partner due to the lies being spread instead of people getting to know the truth.

Bad surprises

It is nice to be surprised once in a while, especially from a loved one. But surprises from an emotional manipulator come differently; they are used as a tool to throw their victim's off-balance. A manipulative person would keep a promise only to say at the last moment that it won't be possible. The main aim here is for the manipulator to get a psychological advantage over the victim by putting them in a situation where they can't do anything but yield to their demands. At that last moment, when the victim doesn't have any other option, the manipulator would bring out their egoistic demands that the victim would have no option but to meet them. This tactic is common among business people, and the key to staying out of it is to reach a legal agreement before signing a deal.

Personality marketing

This tactic involves a person selling their alleged good qualities to another before they even get to know them personally. When the manipulative person here realizes the qualities that their targeted victim wants to associate with, they come sneakily, blowing their own trumpets and marketing those qualities the victims prefer. This is a technique commonly used by politicians. They identify the qualities that their voters want in a leader and market themselves like that. It is only after they have been voted in the office that they would start showing their true colors.

Demeaning sarcasm

While making it look like a joke, manipulators would mention things that their victim is struggling with in an underhanded way. This is meant to create feelings of insecurity to the victim and eventually overpowering them. Manipulators usually apply this tactic when they feel like their victim is getting too much recognition or attention. Demeaning sarcasm is done when a person cracks jokes about some struggles or failures in another person's life like a failed exam or marriage. Such things aren't anywhere near funny, but manipulators will make jokes out of them. While it may appear that it is just clowning, what the manipulator is trying to achieve is to make other people realize that the victim isn't perfect or they aren't worth as much as other people thought.

Triangulation

This emotional manipulation tactic is very common in romantic relationships. It is also one of the emotional narcissists' leading characteristics. The idea here is for the manipulator to validate their own selfish and wrongdoings towards their victim by making recourse to another party's act. For example, a victim would be abused, and then when making a fuss, the abuser, without apologizing or admitting their wrong, would then direct the attention to another friend of the victim who was slapped by a partner and didn't make a fuss about it. The main intention here is to make the victim look like they are overreacting and also the abuser or manipulator would technically be validating their action. The principle of triangulation is to divert the victim's attention by comparing an upsetting event of a third party to justify their current wrongdoing.

Boundary testing

Boundary testing is when manipulators test their victims to see how far they can go in crossing the victim's line before they trespass the victim's personal boundary. They cross one line at a time until they get deeper into their victim's head. This is a very common tactic among abusers. First, they would talk condescendingly to the victim, when they show "excessive understanding" the next time they would slap them and if the victim accommodates that as well, it won't be very long after that when they would turn into a punching bag. The reason this tactic succeeds is the victim choosing to show empathy rather than stand up to themselves. Narcissists, the most chronic emotional manipulators thrive in this. Their main concern isn't empathy but rather the consequences of their actions. Therefore, the more they succeed in decapitating their victim, and nothing happens, the more they move a notch higher.

Judging others

This is one of those emotional manipulation tactics that is done openly; anyone else apart from the victim knows and sees it. The manipulator would deliberately pick on their victim, especially when they know that there is nothing the victim can do right away. The most egoistic and self-centered emotional manipulators are the ones who display this characteristic very often. They would keep bringing out their victim's fault and brush aside their good efforts so that other people would view them negatively. Also, this tactic helps fuel the manipulators' ego because the more they judge the victim, the more they are portraying themselves as the better one. The victim can save themselves from this tactic by severing ties with the manipulator and avoid showing considerations of any sort.

CHAPTER 4:

What is Empathy

It was in the mid-19th century that the German aestheticians introduced the concept of empathy. They called it “Einfühlung,” which means the emotional knowledge of artwork. Mostly defining the emotions and feelings that accompany an artwork. A psychologist by the name Theodore Lipps expanded the meaning of the word by the end of the 19th century. He explained it as the feeling you have over a different experience. He went ahead to explain that when we imitate the actions of other people, we will defiantly show empathy voluntarily. Martin Buber, a philosopher, added to it and gave a profound concept that described the empathetic relationship as “I and Thou” versus “me and it.” What Martin meant is that the opposite of respect for humans is objectification and dehumanization of other people.

Empathy can be defined as the mental and emotional attachment towards other people’s emotions, needs, and struggles. Understanding and trusting other people can be achieved by setting a common goal. The goal is to make sure that people have great connections that will help them in solving their problems and those of other people. Empaths are people who connect to other people’s emotions and feelings and are able to resonate with them. Empaths show compassion and consideration to other people. They are fine-tuned to the emotions and feelings of the people around them. Most empaths do not even understand how the ability they have works. They tend to think that they are just sensitive to other people’s emotions. Empaths have shared characteristics.

Empaths are very sensitive to deep emotions. Most people are prone to putting up an image of what they want other people to see while they are busy hiding their true feelings. An empath is able to scan through the false emotions and see the real feelings of the person. They have a big heart, and mostly, they assist the person who is trying to hide their real feelings into expressing exactly what they feel. Empaths show empathy to human beings ranging from close members of the family to strangers, animals, plants, and

even non-living organisms. They also show empathy to the planetary system, mechanical devices, and buildings, among other things. Empaths are not limited to time and space, which means they are able to feel the emotions of people and things even if they are at a distance.

Most empaths are poets in action. They possess a high degree of creativity and imagination, and they are born writers, singers, and artists. That means that most empaths are found in the community of artists. Empaths are known to be multi-talented, and they have diverse interests. They have an interest in cultural diversity, and they are open-minded about people from different backgrounds and cultures. Empaths cut across all tribes, races, cultures, and geographical positioning. They are found anywhere within your family, neighborhood, place of work, and the community at large. Empaths cut across all ages, genders, career, and personality in that it is not easy to associate them within a certain group. The best description for empaths is listeners of life. They are fond of solving problems, thinking, and study broadly. They believe in answers to every problem, and they are committed to searching for solutions to every problem they encounter.

Empaths have the ability to sense other people on different levels. They are able to observe people when they are speaking, what they feel and think in order to understand them. They are very skilled at studying people's body language and their eye movements. All this ability may not be used to describe an empath, but these are skills that are developed as a result of showing interest in studying humanity and how people behave the way they do. The ability to study someone through observance can be referred to as the communication package for empathy.

Empathy is an important tool as it defines societal and personal functioning. It enables people to share experiences, needs, and desires amongst themselves. It brings about an emotional bridge that supports pro-social behavior. It requires an intense interplay of neural connections to enable individuals to perceive other people's emotions, understand their emotions and their brain. It enables us to understand why other people perceive things the way they do, and also differentiate our emotions from other people. Empaths are very sensitive to media, and it can affect them. Violence or emotional dramas showing on TV, movies, news, and broadcasts on children, adults, or animals can send them to tears. Most of the time, they

hold tears back or even get physically ill on seeing such scenes. They never understand why such cruelty should happen to certain organisms.

Empaths are warm to be around, and people from all walks of life, and even animals want to be around them. They have real compassion towards both living and non-living organisms, which is very attractive. People might not understand that someone is an empath, but they are always drawn towards them. Empaths are attractive even to total strangers. They find it easy to express their innate feelings to them even though they barely know them. It's not easy to explain why people find it easy to trust empaths even with their deepest secrets even though they do not know they are empaths, but then they end up having a listening ear and maybe even finding the solution to their problems or confusion.

There is a tendency of empaths to be cautious of the outside feelings rather than the inside. This makes them forget their own feeling and focus on other people. They value peace over everything, and they are committed to ensuring there is peace always.

CHAPTER 5:

Mind Control With Empathy

When you think about “mind control” what comes to mind? Chances are it conjures up thoughts of a mastermind controlling their minions like puppets. In a roundabout way, that’s true. There are folks who seemingly have a magic power that enables them to compel others to do their bidding.

The fact of the matter is that there are no such powers. If there were, whoever could develop them would be incredibly powerful. So, that begs the question: what is mind control?

To answer this question, we need to focus specifically on how free will among humans works. In general, a human being possesses free will. This means that a person is free to choose whatever they want to do. However, this ability can be more or less enhanced depending on the circumstances surrounding a person.

Think about that for a minute.

If you happened to find yourself stuck in a concentration camp during Nazi Germany, there wouldn’t be much that you could do to exercise your free will. Any type of manifestation of your freedom of choice would have been quickly crushed by those in charge of keeping prisoners in line.

What this implies is that free will can be negated to a certain extent, though not completely extinguished. So, mind control can be influenced in such a way that a manipulator can motivate a person to do one thing or another. Now, this isn’t your traditional “influence” or “persuasion.” We’re talking about powerful techniques in which you can play with a person’s reactions and natural instincts so that they are compelled to do what you want them to do.

This is powerful stuff indeed. That is why this will delve into the ways in which you can use such techniques to get others to go along with your plans

and your ideas without having to resort to coercion or any other type of underhanded trickery.

Smiling

The power of smiling is seriously underrated. While you're generally taught that smiling is a great way to break the ice and so on, the fact of the matter is that a well-placed smile can go a long way toward connecting with someone. This goes back to our discussion on rapport. When you are able to build rapport with someone, the likelihood of getting them to go along with you is far greater.

It should be noted that there is smiling, and then there's a genuine smile. The difference lies in the fact that a fake smile can be spotted a mile away. When a person flashes a fake smile, they somehow seem uncomfortable when doing so. They don't seem sincere in the way they do it. To better exemplify this, think about people you meet at the grocery store or bank. You can tell the smile and say "good morning" simply because it's a part of their job.

So, pay attention to the people you encounter in all walks of life, when you meet someone who flashes a smile at you, and they seem sincere while doing it, pay attention to the way in which they did it. You will notice that they make normal eye contact and do so under the right circumstances. For instance, a cashier will look at you and smile when they give you your receipt after paying for a purchase. Or, a waiter will smile at you while greeting you at your table.

You can use the power of smiling to your benefit when you meet someone, talk to them in a social interaction or when negotiating with. However, you need to train your mind to do so when you are genuinely feeling the urge to smile. If you smile while thinking negative thoughts about this person, then you will find that your smile will be fake. Therefore, you have to get into character and at least tell yourself that you genuinely care about this person. This will be a great start.

Eye Contact

With effective smiling and positive interactions comes eye contact. This is a very tricky subject as a deep, penetrating stare will make people defensive. So, this may trigger a “flight or fight” response. In that manner, you may end up generating the opposite effect that you wish to create.

Positive eye contact is generally achieved when you are at a logical point in your interaction. For instance, eye contact along with a pleasant smile and firm handshake when meeting someone, can easily trigger a “safe” response at the other party. This is essential when going into a job interview, for example. In a situation such as this, your interviewer will be relaxed and more open to hearing what you have to say.

If you reflect submission or even fear in your eye contact, the other party may be inclined to take advantage of this. By the same token, if you spot that your counterpart shows some type of reluctance, this may be a signal that they feel uncomfortable in some way. This may be a signal to you to pounce on the situation and go for your particular objectives.

At the end of the day, eye contact can be a powerful weapon when you are able to make genuine and sincere contact while ensuring that the other party isn't creeped out by your attempt to appear pleasing. So, if you find that the other party is hesitant to meet your stare, then you are in a good position to take full advantage.

Persistence

Being persistent can be somewhat tricky. What this means is that you can't just take "NO" for an answer and leave it at that. Rather, persistence means that you will insist on achieving your aims until you manage to do so.

However, with persistence, timing is everything. Let's suppose you are trying to get your boss to agree on giving you a day off. If you ask your boss when they are busy and stressing out over their daily tasks, the chances of getting a positive response will be quite low. However, you can choose a time when they are more relaxed.

Now, if you happen to receive a negative answer, you can graciously walk away and try again later. Perhaps you simply caught them at a bad time. Thus, it's up to you to find the right time. As you study people more closely, you will intuit when people are more vulnerable and when they are not. For instance, if you ask for a day off on a Friday afternoon, the likelihood of getting a positive answer will be far greater than on a Monday morning.

Justifications

There is a difference between having a good reason and a good excuse. When you have a good reason for one thing or another, it will be much easier to get someone to go along with you. When you have excuses, it won't be so easy.

Consider this situation.

If your boss asks you why you did not complete a task on time, you can provide an excuse like, “I didn’t get the information I needed soon enough.” This is an excuse and most likely will not fly with your boss. However, you can provide a reason why the task took longer than expected. Something like, “the data process was very complex and took longer to produce accurate results.” You can then go into how you processed the data thereby showing off your skills and experience.

In this situation, a good justification for any situation can provide you with enough ammunition to have anyone agree with you. The only catch is that when you furnish a justification, it needs to be congruent and logical. If you just come up with any old reason, then it may not hold up to scrutiny. Hence, you need to test your justifications. Scrutinize them as if you were being interrogated. If they hold up to reasonable questioning, then you can be confident that they will work.

Narrow Ties

Forming close relationships with people is an essential manner to get others to follow along with you. When you build meaningful relationships, people will comply with your requests because they believe in you. By the same token, if you are unable to produce healthy relationships, they won't be so keen to go along with you.

This idea goes back to the concept regarding building up trust capital. When you act as forthcoming as you can, you can build up credibility with others around you in such a way that they won't balk at your requests. That way, you will find that it won't be hard to get others to comply with your ideas.

As such, bonding is a very useful tool. By bonding with others, you can find common ground that will be very hard to break. This can be achieved in any number of ways. Perhaps the most common is to find ways in which you can identify with others. For instance, if you have both been through similar experiences, then you instantly have common ground. Also, if you have other aspects in common, you can exploit these coincidences in the pursuit of forming narrow ties with others. In the end, you will get others to follow along simply because they trust you and believe in you.

Active Listening

Listening is perhaps the most overlooked tactic when it comes to influencing others and getting them to comply with your desires. When you really listen, it will automatically give the other person the impression that you care about them. As such, you will create the narrow ties that are essential to building trust capital.

Moreover, it's really easy to get others to see that you are truly listening. All you need to do is look at them and mirror some of their mannerism. Mirroring consists of doing the same things they do. For example, if they cross their arms, you can do the same. Or, if they place their hand below their chin, you can do the same.

Be Forthcoming

Lastly, the best way to build credibility is to be forthcoming and truthful. Trust capital is such a valuable commodity that you must ensure that you try your best to accumulate as much of it as you can. While you may be aware of the fact that you're only doing things because it is convenient for you, others need not be privy to this.

One of the best ways in which you can build this trust capital is to tell the truth. In short, if there is no need to lie, then don't. If you are a pathological liar, people will catch on to you and dismiss you as a charlatan. That's hardly the effect you are looking to create. In fact, when people see that you are forthcoming and honest, they will definitely look to you in all situations. You can create a persona that is based on credibility. Therefore, people will find it hard to question your judgment and actions. In the end, you will allow your track record to speak for yourself. In the end, whenever someone chooses to go against you, all you need to do is point to your accomplishments.

Although, do keep in mind that building this type of credibility takes time and consistency. So, do make a point of implementing as a part of your usual behavior. It is certainly worth taking the time to build a credible persona. You will get far more from people by being forthcoming than by being deceitful.

CHAPTER 6:

How to Use Manipulation for Empathic Relationships, Friendship, and at Work.

I want to inspire—I know, teach me how! This is a typical manipulation and dark psychology learning request. It is easy to satisfy. You come to the trainer, he teaches you how to make trance and how to formulate indirect suggestions, and in the lessons, you already succeed, but when you notice that the interlocutor “swam” and you could give him a command, it often turns out that in order to inspire, there is nothing. Own thoughts run-up, but there are no normal working templates yet. And that’s all—the moment is lost.

There are two reasons for this. First: you just don’t know what you want. Do not know your desires. In a milder version: you do not know what to want from this particular interlocutor. The cure is simple: sit down and write a list of your desires. When there are many desires, it is easy to see the possibilities for realizing at least one of them. Further: before the meeting, consider why you are going to it, what you would like to receive from this person. And imagine the result as a picture. Usually, it makes sense to instill either the right behavior or the right attitude towards something. On that and we will solve.

The second reason: you are afraid that upon hearing your suggestion, the interlocutor will come out of the trance and give you in the face. Well, or make a claim in any other form. Well, practice shows that these fears are justified, and an inexperienced person can really run into. If it inspires not something and not what wakes up the internal watchman of his “victim.” What suggestions are safe, we will analyze further.

Courtesy Rules

It is helpful to treat suggestions as polite requests. Indeed, it is much more pleasant instead of “Look at the clock and tell me what time it is!” To hear the indirect “Can you tell me the time?” Or “Do you have a watch?” De facto, these are indirect suggestions, but they are perceived by requests.

A request is nicer than a demand. Requests are polite. And everyone knows from childhood that if you are asked politely, it is already impolite to refuse. Therefore, politeness is almost the most effective form of suggestion. But after all, to be honest, I don’t want to fulfill all the requests? “Could you dance at the table of your boss?” “Please give me all your money!” “Won’t it bother you to surrender to me tonight?”—Not everyone is ready to fulfill such wishes. What’s the secret?

A person will gladly fulfill our request if three conditions are met:

- He understands what needs to be done. He knows how to do it.
- It is easy and stress-free for him. Do not have to spend too much and strain.
- It seems to him that fulfilling the request is beneficial to him.

If at least one of these conditions is violated, you can at least get out of touch; he will not do it soon—then when the conditions change.

A Reminder

I remind you that our task is to speak in such a way as to dull the vigilance of the interlocutor, and not at all the other way around. What does the sentinel system of any living creature respond to? Right! A sharp and unmotivated change in the situation. If you walk along the street and suddenly even smiling and decently dressed people begin to approach you quickly, the subconscious will sound the alarm and throw a portion of adrenaline into the blood for a fight. If you are talking peacefully with a person, and he suddenly begins to speak twice as loud (quieter, faster, higher), you understand that something is wrong, and you need to beware.

But we are not just living beings—we are thinking beings. We have beliefs, principles, attitudes. And all this, we are ready to protect more than our own body. Therefore, in order to dull the vigilance of the interlocutor, you need to say something that is consistent with his ideas about reality. It happens. So, it is necessary. That's right. Do you want to agree with this?

All the same, a person will not do what is contrary to his beliefs. So do not offer this! It would be strange if you suggested a person take poison and he would gladly agree. Do you agree? But to take medicine is welcome. It would be strange if people gave money just like that, but for bracelets charged with healing prana, they very much give.

If you believe in the healing properties of these bracelets, it's rare that anyone is ready to give orders to experience excitement, but to listen to someone else's exciting experience is welcome, or at least, about love at first sight.

When you inspire, make sure that your words are consistent with the beliefs of the interlocutor. With you knowing the logic, it is easy to choose safe-sounding messages from which the correct behavioral conclusions will flow logically, out of the competence of a consultant is the need for a large fee, out of the danger of influenza is the need to pay for the vaccine, out of the importance of the project is the need to work overtime. Inspire the promises, and the person will accept the conclusions.

Inspired Mood

It is difficult to describe the whole gamut of feelings that overwhelmed me at that moment. Here was the delight of access to the great sacrament, and the thrill of its truly universal scope, and the sweet, languid foreboding of inevitable work—quite familiar in essence, but unprecedented in scope—something like this for American tourists visiting the ruins of the Colosseum.

Most of our decisions are made under mood pressure. Conscious or not. I like this man—I take him to work. The specialist is good, but causes irritation—I do not take it. The Christmas tree toy is ugly but happy. The car is expensive but awkward. Emotions dominate! If a person does not like his decision, he will find a way to change it, and he will figure out how to justify it—extremely logical!

We live in a world where everyone thinks that logic is at the forefront. In sales training, we are taught to select logical arguments. At negotiations training, we are taught to build reinforced concrete logic. Relations and those are disassembled using the scalpel of logical thinking. Thoughts are put at the forefront, and therefore, the influence through emotions gives fantastic results!

Compliments

Few people immediately agree to consider you above yourself. The suggestion, “I am more important!” is dangerous if not confirmed by official instructions. And then, few will allow you to evaluate yourself out loud. And the suggestion, “Listen to my opinion!” also rarely works—but there is one loophole that you know about. Right! Compliments!

A compliment is the type of assessment that is accepted. This is polite. Yes, and nice, to be honest. I just want to believe them, especially if there is a reason. “Great job!” “Amazing hairstyle!” “Fine move!” “Next to you, I’m like a stone wall!” But agreeing to accept compliments, people agree with everything else—that the opinion of the evaluator is important—what rights does he have to evaluate what is more important? After all, he who evaluates is more important, right? Well, you do not dare to tell the boss that he is doing a good job.

Compliments are socially acceptable and, therefore, safe, unless, of course, speak them in moderation. And for this, there are special tricks.

And, saying compliments, we teach a person to accept our suggestions. But they are not so simple—if you look closely. Indeed, a positive assessment is also a requirement of conformity.

You are kind, be kind. You are generous, do not be greedy. You are brave, protect me. You are caring, help bring the bag. You are talented, think for yourself. You are charismatic, charge the team with energy. You are punctual, come on time. Match in a new word for your needs.

By the way, it is often enough just to reduce the intensity of praise relative to the usual level so that the person realizes that he has done something wrong. Women know. But this is another song.

Only PR

On the one hand, praising yourself, your goods, your services are not accepted. On the other hand, you won't surprise anyone. This is normal. The only thing that is important to monitor here is the relevance of the statements. They should be on the subject. It would be strange on a romantic date to start praising the furniture of our own production.

If you have a good reason to say good things about yourself, act! Show yourself from the best sides! Show off more. These are suggestions! After a certain number of repetitions, a person will just get used to thinking about you just as you tell about yourself. "I did a successful project." "I caught a cool combination." "The boss said that I am a very valuable specialist." "It's strange, but for some reason, women like me." "I will be pleased if you think well of me." True, good examples?

Does the man praise you? Thank and do not forget to mention that he is not the only one who thinks so. All honest people adhere to just such an opinion about you. For example, say that his review will be the pearl of your collection of positive reviews about your work. It is actually the same. Awards, diplomas, won contests, titles—why don't people find out about them? They form your reputation!

And if I do not like to brag? Then, praise yourself indirectly. "Yesterday, a friend called whom I often help out, he told me..." "A week ago, at a festival dedicated to awarding our company, I saw a girl in a stunning dress! I want this too!" "When my friend, the head of the cosmetology clinic, and I went to Cyprus..." The most important thing is in relative clauses.

Since self-praise is the same suggestion—all speech strategies of indirect suggestions work here. Praise yourself sweetly and charmingly, and people will forgive your easy boasting—but the positive charge remains. It's a fact.

Total Correct suggestions are those on which one is not ashamed to be caught. These are suggestions that are easy to accept, and the actions arising from them are relaxed and subjectively beneficial. This effect is achieved by the fact that we say only that which is consistent with the interlocutor's ideas about reality, and that from which the behavioral consequences are not obvious—about the mood, about attitude, about the qualities, about me—or just ask about what a person would gladly agree to himself. Well, fine.

CHAPTER 7:

Coercive Control

Coercive control has been linked to domestic abuse, and in certain cases, this can be true. However, most people who use coercive control in a loving relationship are just looking to gain some control.

Emotional manipulation is merely a way to make sure your partner is aware of your needs and has the ability to fill them. When a controlling partner is mentioned, it can lead to visions of a bully or abusive person who governs the relationship with violence. Dark psychology does not mean you should use any form of physical abuse to control your partner. Instead, you will use a gentler form of persuasion to take control of your personal life and make your relationship better.

In the examples below, we will take a look at what psychologists believe are controlling traits, yet we will take an alternative view using dark psychology as our lead:

1) Isolation tactics: When you try and keep your partner away from their family and friends and strip them of their network of support. Psychologists will tell you this is an unhealthy way of conducting a relationship, and you should stand up to them and make time for yourself.

Alternative view: What if you just love spending time with your partner and encourage them to choose you over your friends and family? Work and home life can be all-encompassing and leave you very little quality time to spend with your partner. Gently persuading them to ditch other people and make time for you is just a form of persuasion.

2) Chronic criticism: Psychologists will tell you that if your partner corrects your behavior or other aspects of your relationship, then they are abusing your rights. They claim this is a sign your partner doesn't value you and is constantly trying to change you. They also claim that comments

about how you dress, keep house, speak, or activities are always detrimental.

The alternative view: Criticism is not always negative. Do you accept that you aren't perfect? Of course, you do, and, in that respect, you know your partner isn't perfect either. Well-meaning comments about how they can change aspects of their personalities will only let them know how you be a better partner and someone you will love even more. When your partner asks how they look in a particular outfit, are you supposed to lie and let them go out looking bad? Of course, you shouldn't. Should you try and help your partner become the best version of themselves? Of course, you should. As long as you are prepared to take criticism reciprocally, then it can be part of your relationship and help it grow.

3) Making threats to stop them, leaving you: Psychologists cite that when you point out to your partner what will happen if you split up, then this is a form of threatening behavior. If you dare to mention the financial aspects following a split or the fact the children will suffer, these are viewed as veiled threats and psychologically damaging.

The alternative view: When you are going through a rough patch, it can be an easy way out to split up and go your separate ways. If you have only been together for six months and live apart, then go for it. There will be no fallout or harm done. However, if you are in a committed relationship with property and children involved, then you have so much more at stake. Surely using these facts to persuade your partner to work through your difficulties is merely pointing out the truth. You are not threatening them; you are realistic.

4) Using a scorecard to measure the relationship: Healthy relationships are built on reciprocity, and it is usual to help your partner out and expect them to do the same. However, if you point out that the relationship is a little skewed and you seem to be putting in more effort then, apparently you are using "mental abuse" to control your partner.

The alternative view: Surely, a relationship should be balanced? When you encourage your partner to take a more active part in your life and help you out whenever they can, then you are only looking to redress the balance. Some psychologists believe we should accept that one partner will be the

dominant one and provide more support. With coercive control, you are making it a level playing field.

5) Creating a debt, you can't pay back: At the beginning of a relationship, it is normal to buy gifts for each other, to go for extravagant meals on special occasions, and planning outings for the future. Psychologists will tell you that your partner is creating a sense of debt that is designed to keep you from breaking up and putting an emotional debt on your shoulders.

The alternative view: Who doesn't love a gift, or even giving a gift to show affection? You are persuading your partner to share your lifestyle when you allow them to use your house or car whenever they like. The "debt" is in their mind only and was never your intention. Yes, you are improving your chances of love with material objects, but you are a generous soul who loves to give.

6) Spying on you: If you are in a relationship and feel that this entitles you to know what is going on in the other person's life, this can be described as spying and controlling. Psychology describes this as excessive disclosure and suggests it's an unhealthy part of a relationship.

The alternative view: Forewarned is forearmed. Disclosure is essential if you want to make sure you are in a relationship that is monogamous and trustworthy. So, what if you sneak a peek at their phone? If they aren't doing anything wrong, then what's the problem? If you live together, then you need to know what bills and such are being generated. You can suggest that you disclose your personal emails and passwords to each other just in case of an emergency situation. If they trust and love you, there should be no qualms involved.

7) Jealousy and accusations: A healthy relationship is formed when you feel a level of attraction for your partner that is off the scale along with connections of the mind. You hope that they feel the same way and are willing to share their hopes and fears with you as well as their dreams. Yet we are not supposed to acknowledge that other people may feel a level of attraction to our partners and feel aggrieved. Jealousy is a psychological way to control your partner in the view of psychologists and shouldn't be allowed.

The alternative view: Telling your partner if you are aware of how other people view them is just another way of acknowledging their physical beauty. They should be flattered; you are jealous. How would they feel if you weren't bothered at all? Telling your partner how you feel lets them know you appreciate them but aren't too keen on their flirting with others or openly admiring other people. That's just asking for respect for your feelings and showing they care about you.

8) Earning treats: In a relationship, you need to have the stuff to look forward to, but a psychologist will tell you if you are given goals with a reward that this is a form of abuse. They say that a partner who sets your goals is controlling and dominant and is looking to change you.

The alternative view: Do you want to be in a rut for the rest of your life? Do you expect your partner to help you achieve your goals and be instrumental in your progress? Apparently, that's bullying! Surely giving your partner something to look forward to if they are struggling to progress is simply the carrot and donkey scenario. You are a team with your partner, and it is merely persuasive behavior to promise there will be a happy outcome after a potentially tough time.

9) Making you tired of arguing, so you give in: Some would say that arguments are an integral part of a healthy relationship. However, if you are sick of arguing and try to get your partner to find a different way of settling things, then psychologists will tell you this is controlling behavior and damaging for your partner.

The alternative view: Avoiding arguments is not a controlling way of dealing with conflict; it is just a less damaging one. Suggest to your partner they work with you and find a way to solve problems that don't involve yelling, and your household will become a happier one.

10) Telling you what you should eat: When you are in a relationship, it is important to keep your individuality and not become a branch of the other person. If you are told what to eat and how nutrition affects your life, you run the risk of being bullied into a certain diet and feeling miserable, or so the experts tell you.

The alternative view: You love your partner and want to spend the rest of your lives together, so advising them on the correct foods to eat can only make them healthier. You are persuading them to make changes in their diet

based on a desire to keep them alive longer. Coercing them to change their diet is a loving way of showing them you want to spend your future together with you both in the best condition possible.

11) Banning you from seeing certain people: If your partner puts any restrictions on who you can and cannot see, they are only interested in controlling your circle of friends for their own benefit. The psychologists will tell you that even people who have a bad influence on you should be kept around, even if your partner disagrees.

The alternative view: Who knows you better than your partner? Your parents, maybe? Did anyone, ever, say that you shouldn't listen to your parents and kids should be allowed to make their own decisions about the people they hang out with? No, they didn't. So why, as adults, should we dismiss advice from someone who knows us the best and has our best interests at heart? Persuade your partner that you can make better decisions about their friends as you are outside the circle looking in and have a clearer perception. Banning is a strong term, but coercing them to believe which friends they need to drop will only make your life as a couple better. You can also use the argument that as friends, you will probably all hang out at some time, and it will just avoid awkwardness when you do.

CHAPTER 8:

Methods of Manipulation

Manipulation techniques are created to blur the mind and act on the manipulator's will. These techniques range from subtle to coarse. If you understand that the game is being played with you, you can get rid of these traps without the need for paranoia. Let's take a look at the clinical analysis of the most common traps.

We want to believe that the world is a beautiful place full of reliable and loving people. There are also people in our world living by this ideal, but there have also been and will be people who want to use you if you permit them. We try to see and embrace the best aspects of every human being, but the facts sometimes force us to reconsider our approach.

We realize that selfishness is a common human behavior to some extent, but when we look into the depths of betrayal, manipulation, and deception in some people, this leads many of us to a different and more careful approach. This does not force you to paranoia, but for selfish purposes, you need to be careful in your relationships with people who may play with you.

Manipulation by Lies

It is one of the commonly used methods by fraudsters. They form a dense network of lies, and this system distorts reality, making you a victim of manipulation. The only way to evade this is to check for conflicts and recognize bluffs. You have to rule hard on trust. Avoid sharing your personal and financial information until you know a person well enough. Watch out for the perfect offers and job offers that can't be right. A deeper level is to avoid making your decisions based on weak pieces of information. It is always best to verify the sources of information and test the validity of statements before verifying them. Spending time and thinking in this way is the best defense mechanism to protect you from retreating to the vortex of lies.

Taking Advantage of Your Emotional Investments

It is the worst method of manipulation that can be applied to a person. Many people who are emotionally possessed or threatened are forced to do things they would never do. People with a tendency to be psychopathic tend to apply it to other people. The way to save yourself from such a situation is to prevent it from happening before it starts. Don't verbally express your emotional investments to foreigners. Don't exhibit your weaknesses even though it is not necessary because there may be people around you who want to benefit from it. Open your heart fully only to a few trusted people.

Ego Whipping Through Provocation and Humiliation

In the other fields of politics, sport, and human activity, one of the greatest manipulation methods is provocation and humiliation. A person can be forced to do stupid things through provocation, humiliation, or humiliation in public. A wounded ego is dangerous and can be manipulated. When you've been provoked to do something stupid in this way, think about what you're going to do, no matter what is worth it.

It's easy to let your wounded ego drive you crazy. Wait before you do something stupid and freeze everything for a while, making it easier to think thoroughly. The provocation is always aimed at a purpose and you shouldn't react until you have left it completely behind. Otherwise, you will be blindly trapped.

Falsification

It has been known since the history of man that instant temptations and ambitions are a curse that prompts people to ruin their lives in an instant. Desiring something in addiction will become your weakness. These desires expect to ambush us as manipulative traps. So you need to avoid them. Instead of seeking short-term gains, value long-term plans to avoid a tempting trap. Knowing your desires, and those who constantly feed them can take control of your life and lead you. In this case, you will lose your freedom. Any type of addiction, such as drug addiction, booze, money, or sex addiction, can cause you to be ruined. By preventing yourself from dependence on material things and obsessive desires, you prevent manipulators from dominating your life.

Pure Brainwashing

It is a tactic of manipulation used by marketing and advertising companies as well as extreme conservatives. If you do something over and over in front of a person or a mass, it takes over their reasoning. The only means to guard yourself against such manipulative people is to filter what you listen to through a logic filter. Don't accept things just because people say so. Research and verify before believing. Thinking in your own way is the best thing you can do about it.

Subtle Emotional Blackmail

It is sometimes seen in relationships. It is one of the manipulation techniques in relationships and it's often unnoticed. You value a person, and the man or woman uses the emotions that you nurture for his or her own interests. It is very common in relationships and continues until the victim decides that this is enough.

Know exactly where to draw the line because self-sacrifice and sacrifice lose their meaning after a certain point.

Deprivation

Deprivation is another emotional manipulation that drives people to unwanted jobs. Such manipulative psychology peaks in family and social life. Deprivation is used to make you obey people, and it is really difficult for people to overcome it. Independence and creating your own source of income is the only way to get rid of this manipulation trap.

Ego Caress - Arrogance

It is one of the methods of intense emotional manipulation. Ego has the power to caress, even break relationships. Feeding lies, your ego caresses until you reach huge dimensions, so the manipulator turns you into a puppet. In short, arrogance can be disastrous. One can only get out of this situation by trying to be humble and fair among people. One should pay attention to these machines and emotional techniques. Manipulation can also be used positively. People can be manipulated to do good work and make the right choices, but it is a very risky game for that person.

Building your independent opinion and your judgment on the phenomena of the outside world helps to protect you from becoming a victim of such mental manipulations. In other words, don't let anyone think for you. But let them think for themselves. Keep a distance between anger, desires, ambitions, and lies from your mind. This is the basic rule of life. Truly listen to everyone, talk to some, and trust only a few. Prudence, patience, independent thinking, and good judgment will always protect you from the manipulative traps around you.

CHAPTER 9:

The Pillars of Manipulation

1. They use storytelling

Being able to tie stories into logical facts is a brilliant tactic attorney use because the brain is more likely to enjoy listening to a story and absorb the point being made, more than it will when being inundated with a barrage of facts and statistics.

Stories will often bypass the logical part of the brain and make one think more with their emotions than facts will, and this is what you want when trying to establish a strong case for yourself.

Just be careful of someone trying to use this tactic against you and making you fall for a bad argument due to them drawing your logical mind into the nearly hypnotized state that comes with being absorbed by a good story. It increases your suggestibility and reduces your ability to focus on the facts.

2. They know their audience

Great attorneys make it a point to do background checks on the potential jurors and judges they may have to deal with and try their hardest to make sure they can control who is selected to sit in on their cases. If they can control that element, they try to make their arguments, cases, and general way of communicating suit the audience they will be presenting to.

You never know when you might find yourself in a situation when you have to communicate effectively with people who are not used to your usual style. It is imperative that you know as much as you can about the people you speak to if you are to sway them to come over to your side. You want to learn to communicate with them on their level and avoid the risk of not getting what you want due to minor miscommunications and misunderstandings.

3. They show and not tell where possible

The mind is more drawn in by stories and pictures than it is by pure facts alone. They are often more interesting and easier for the brain to absorb than dates, studies, and statistics. The best attorneys know this better than anyone and use it to their full advantage. They will present evidence where possible, instead of simply referring to it. They will keep referring back to it, even though the audience knows it's there, to keep reinforcing the 'truthfulness' of their cases and re-establishing themselves as the authority in that specific encounter as they have visual evidence of irrefutable truth.

Be aware of someone who is constantly harping on about a piece of evidence they may have shown you. Question it despite seeing it. Make sure that you are not falling for the old trick of misdirection just to be misled by a nefarious manipulator.

4. They are reasonable

There are moments when digging in your heels and locking your jaw can play against you even when you are in the right. Great attorneys know this and can recalibrate themselves to suit the interaction and better increase the chances of them getting what they want.

You can consider doing this in your own life where you find small points where you agree with your opponent to lower their defenses. Once their guard is down, you can go back and show them the logic from your own point of view.

This can be a great tactic since people are more likely to dig their heels in when it seems force is the only way out, so suddenly changing the game on them can confuse them into thinking they are getting what they want (to be understood by others) while you are secretly just ensnaring them in your trap from a different angle.

5. They appeal to emotion

There is nothing stronger than being able to use emotions to keep someone off balance and have them eating out of the palm of your hand. Attorneys will often do this by making witnesses angry on the stand to make them slip up in their testimony if it suits them; making a jury feel bad for a defendant whether or not they are guilty; making potential clients trust them, whether it's in the best interest of the client or not.

Make sure always to keep your head and use your opponent's emotions against them where possible. Winning or losing at games of manipulations often comes down to emotions more than they do with facts. Whether you are trying to convince or prevent yourself from being convinced, keeping your emotions in check while making sure your target does not will be the deciding factor in you walking away as the victim or victor in these kinds of insidious games.

6. They watch the audience's body language

Body language is often a huge deciding factor in how people see you and how they communicate as well. You will often see the best attorneys change their swagger according to the situation so that their message is being communicated on multiple levels. Moreover, body language taps into people's' mirror neurons and can have their instinct to imitate be used against them.

Mirroring someone's body language can make them feel accepted or slightly intimidated, as if you are reading their minds. Seeing someone mirroring you is often a sign that they are more likely to believe what you are saying. At other times, you want to use this to see how people feel about you and react accordingly where necessary.

Body language skills can be a tool for reading minds and controlling emotions.

7. They use leading questions

Leading questions is the favorite technique of many people in the legal business because it allows them to control perspectives, which can win or lose cases and future clients.

If someone asks you, “how much do you hate hockey?” They are not giving you the option of liking hockey. The question already assumes you agree with the person asking it and simply demands the degree to which you agree to show that you are on their side.

Be careful of people using questions like this against you. This tactic can have you not realizing that you are being lured into the trap of accepting a premise that is not true to you. Persuasion is not about right or wrong; it’s about winning.

8. Listening skills

The best salespeople know how to listen closely for the smallest detail that might help them close the deal. It might be a sign of hesitation, confidence anything that tells them if you are a target they should be spending their time on and how they should know if it is time to move on.

Usually, we end up being the ones to give these salespeople all the information they need to handle us better. All they usually have to do is listen as we over-answer simple questions and give ourselves away.

9. Empathy

A salesperson who can get under the skin of a prospective client is often more likely to have higher sales because they are able to build a far better rapport with the people they interact with and make them feel safe and secure.

Consider this technique the next time you encounter a salesperson you considered particularly likable. They may just have been using a sense of empathy to comfort you into buying something you may not have wanted in the first place.

10. Assuming the sale

Salespeople these days no longer ask you if you want to buy their product or not. More often than not they will ask for your details and ask you to sign on the dotted line as if you already agreed to make the purchase.

This often tricks a lot of people into buying things since they don't realize they are being baited into buying something until they're already signing. This tactic is also useful because it takes the choice away from the buyer and puts it in the salesperson's hands.

11. Confidence

People are a lot more likely to buy with their feelings than with their heads, so a confident salesperson can be highly effective because people are more likely to want to trust them simply because of their confident demeanor.

It's natural to want to follow the lead of someone when they seem like they know exactly where they are going. Salespeople use this information to the fullest by starting the sale with a confident body language that engages you even before any words have been spoken.

12. Creating a scarcity mindset

The best salespeople know that scarcity and novelty often play a huge role in how we put a value on things. They use this information to make their product seem more valuable by making customers think that this is the best deal they will ever get. They further reinforce this by making customers think that the offer will only stand for a limited time because this is the last one, or another customer showed interest in buying it as well.

Always take your time to know when this pressure is being applied to you or how you could apply it to an unsuspecting victim.

13. Honesty (where possible)

One of many tactics salespeople have in common with attorneys is their ability to manipulate the truth. They know how to omit certain truths or simply bend the truth where possible to ensure you see the picture the way they want you to.

They will tell the truth where possible and avoid it where necessary. As long as it benefits them, they will play with the truth as much as possible while maintaining a sense of plausible deniability. This way, they can practice deception without lying. They escape on a technicality.

14. Curiosity

Great salespeople will often use questions that seem simple to get what they want from you. They may disguise these questions as simple curiosity, but they are usually laying the groundwork properly to manipulate you into buying what they want.

In the game of persuasion, information is king. The more you know about a target, the more ammunition you have to bypass their rational mind and appeal to their emotions. No word must be wasted and all information must be treasured.

15. Communication skills

It is imperative that a salesperson has the gift of the gab and is quick on their feet because the customers will spend more time listening to the way a salesperson speaks more than they do the actual content of their speech.

Therefore, you will often find that the best salespeople will make subtle changes to the way they use language to better appeal to whoever is in front of them at that moment.

16. Preparation for objections

As with anything in life, preparation is key. Preparing for possible objections is common among the best attorneys and salespeople. This is a great way to establish and reinforce your position as the expert who needs to be trusted in this given field.

Salespeople take care to make sure they give you the sense that they know more than you and once that has entered your mind, it becomes of the utmost import that they maintain that guise by having all the answers to your questions.

Methods of Persuasion

For some people, the art of persuasion comes easily. You can watch them talk to almost anyone, and it seems like they will always get the response that they want from the other person. On the other hand, there are those people who may have the best message in the world who couldn't convince anyone, even their closest friends, to do something. No matter where you fall in either of these groups though, with a little bit of practice and hard work, you will be able to learn how to use persuasion to your advantage.

In terms of the process of using persuasion, there will usually be three parts that you need to follow including:

- The communicator, or the medium used as the source of persuasion
- The persuasive nature of the appeal
- The audience or the target person that the appeal is going to be sent too.

Each of these elements needs to be accounted for before you try to use persuasion on a higher level. It is always a good practice to look around you and check to see how many instances of persuasion are going on in your daily life. Some of these are going to be overt, but many of them are going to be pretty subtle. This can be great training for persuasion because you will be able to employ the same kind of tactics. Let's take a look at some of the options that you can use when it comes to good persuasion and using the right techniques.

Using the Aristotelian appeals

So, the first option that we are going to look at is the Aristotelian appeals. Aristotle is well-known and is actually one of the most famous persuaders of all time. He believed that there were three main ways that a person could approach things when they were trying to use persuasion to change the opinion of the other person.

Ethos

The first appeal that one could use was ethos, which is going to focus on things such as trust, integrity, and character. This appeal is going to focus on the reputation of the person and some of the things that they may have done in the past, or even how others think about them today. There are many people who value their reputations, and they will work hard to maintain them, especially if the person is in a high office or the public eye. This is not a bad thing to care about your reputation.

As the persuader, it is fine to show off some character because this shows that you are a human like everyone else, and you can even show off some of the flaws that you have. The trick here is that you need only to show off flaws that are pretty small, ones that the target audience will not see as a big deal, but they do need to be large enough that they show that you are still a person who has some good values and even virtues.

Pathos

The second appeal that you should work on is pathos, which is when you evoke the emotions of the other person. You will want to find some way to excite the other person, to get their interest in some way. This can often be done with storytelling or even by referencing situations where injustices were done at some point. You can add in some ethos to this by condemning these actions and describing how your values fall into the matter.

If you are working on this appeal, it is important to use the right linguistics. Language is going to be your most important tool for getting the emotions involved. A good speaker will always be able to pick out the right words to get their message out there. For example, they know how to use words that will amplify or subdue the situation based on the results that you want to get.

Logos

And the third appeal that you can use when it comes to persuasion is logos. This is when you are going to use logic, rational explanations, and even evidence to help support your claims. Some people do not respond that well to the emotional side, and they may feel that anyone who is using their values and integrity are only doing so to make a sale. These people are probably going to do the best with logos, being told logical information that they can look up on their own to verify before they make a decision.

Foot in the door

This one allows you to ask for a bigger favor after you have already been granted a smaller favor, especially if they are related in some way. You may start off with something that is pretty small, such as just borrowing a cup of sugar from your neighbor. Your neighbor will probably be fine with this because it's not that big of a deal, and most people, as long as they have it on hand, will have a cup of sugar to share with you.

This method can be used in many different persuasion circumstances. The trick is to always start out with something small, something that you think the target will be willing to help you out with. Then you will slowly build yourself up until you get to the bigger thing that you would like them to have in the long run. You may have wanted the target to start with the bigger thing, but if you went there first, you would have completely missed out on the sale.

Reversal tagging

Another option that you can use is known as reversal tagging. This is a trick that uses simple and subtle sentence phrasing to get an agreement, or at least compliance, from the target in general. It is going to use two opposing structures inside the sentence, the first part being an affirmative statement and the second one will be a tag question.

The key to this method is to ensure that the first statement is pretty strong because it is going to be the main persuasive component. This kind of technique is also useful when you are trying to convince the other person to take an action on something, rather than just agreeing with you. It is the same principle, but this time you will state your negative first before taking a long pause and then adding in the tag question.

Reverse psychology

This is something that you have probably heard about in the past because it is a psychological tactic that is often used when you want to get the other person to take an action. However, if you are not good at performing this tactic, it is going to seem pretty obvious, and it will not work the way that you would like it to. This tactic is basically going to get somebody to do what you would like by suggesting that they do the opposite in the beginning. It is going to be the most effective if you can evoke an emotional response because it will stop the person from thinking rationally through their decision.

Cognitive dissonance

Have you ever been in a situation where you know that something seems a bit off about it, but you cannot figure out why it doesn't feel right? When there isn't something quite right about a situation, it is going to set off some dissonance in the mind and will trigger the person to try to make it all right. People who have OCD will often know this feeling because they will notice when little things are out of the normal.

If you can change things up a little bit, you may be able to convince the other person to act in the way that you would like. They may feel that their reputation is falling a little bit, that they are missing out on something, or so much else. You can then step in to offer them a solution, an easy way to change things back to normal, and they are more likely to jump right at it.

Counter-attitudinal advocacy

It is pretty common for people to state a view on something, or even to support an opinion, even if that is not something that they really believe themselves. This isn't necessarily that deceptive because the things that people choose to do this with are usually small or they have the best intentions. For example, it is common for someone to tell a little white lie because it will help to protect the feelings of someone else. When this happens, we are attempting to reduce the dissonance that we caused by saying that our actions are still noble.

Whether you think that telling a little white lie or doing something similar is acceptable or that you think honesty is the best option is irrelevant because you can still use this human tendency to your advantage when you are persuading others. This is a common technique to use when it comes to cults or even gangs when they are trying to change the beliefs of others to justify their behavior.

Hurt and rescue principle

This principle is going to be based on evoking some discomfort or fear in the person from the start. When the person is assessing their options for a solution, you will be able to offer the perfect solution in the form of the thing you want to persuade them to. You need to be able to manufacture a level of discomfort here first, and being crafty enough to make this work can be hard.

Since you are trying to bring in some fear or discomfort with your target, you do need to be a bit careful with this option. It is not a good idea to come off as aggressive or intimidating in the process because this will just turn the person away from you completely.

Auction model

This strategy is a good one to put in place if you are working with more than one buyer at the same time. Otherwise, it is not going to be the best one. With this method, you want to play one of the parties against the others so that there is a buying frenzy, and it is more likely that the price is going to be driven up, no matter what you are trying to sell.

It is human nature to be competitive, and when they are faced with some opposition to something that they would like, their primitive instincts are going to come out. Possession seems to be an innate for most of us, especially if we haven't gone through to rationally appraise the real use for the item ahead of time. The persuader will be able to use their advantage, getting all the buyers in the deal to jump on board and try to pay more than the other person.

As you can see, there are a lot of different techniques that you can use when it comes to being successful with persuasion. The one that you will choose often depends on the goals that you have in mind, what you are trying to persuade the other person to do, your comfort level, and how hard the other person will be to persuade. Try a few of them out and see which one works the best for you.

CHAPTER 11:

Secrets of Persuasive People

Whether you are trying to convince your boss or a friend over a certain issue, persuasion is necessary for all instances of life.

People who are persuasive stand out from the crowd because they have the uncanny habit of getting what they go after. They are also convincing, and they make you lean towards their way of thinking at all times, even when you previously realized that they aren't true to their word.

Let us look at the various characteristics of persuasive people.

1. They Understand Their Audience

People that are persuasive understand their audience very well. They use this ability to communicate perfectly with their audiences. Learning about an audience is the first step towards engaging them the right way.

When they know about the audience, they automatically make them like them. As a persuasive person, you know that there are different personalities in the room, and you make sure you identify the personalities then find a good way to build the right rapport.

So, how do they get to know their audience better?

- They run their research early in advance. They look at the demographics and where the interest lies. At the end of it, they have a few conclusive statements about the audience.
- The expert looks at other people that have interacted with the audience. If the audience is made up of a group that needs to be marketed to, then the person talking to them can look at the competitors that had interacted with them before that session.
- You can get to know the audience personally. This is a big step because it takes some time to get to them on a personal level.
- You can also monitor their engagement and comments. With many people using social media nowadays, you can now know what they love and what they don't just from the comments they leave behind.
- If you have the time, you can conduct surveys to know what their opinion is about various topics.

2. They Know How to Connect

People will readily get persuaded if they understand what type of person you are. You need to learn to connect to and with a person so that you don't miss out on the benefits of making them open up to you. To connect with someone, you first need to understand that they are human and not an object.

Remember that failure to connect to a person at a personal level makes them doubt what you will say, even if it makes a lot of sense to other people.

Connecting with each other on a personal level also needs you to be emotionally vulnerable, be willing to give the other person the benefit of the doubt, and to have active listening skills. These three helps to build all the trust you need to make the perfect connection.

3. They Don't Force

To make persuasion more successful, you shouldn't push your audience in a direction they don't want to go. If they make a point, and they see that many people aren't warming up to it, they drop the idea and explore a different path.

They seek to establish their ideas in a confident and assertive way, without being too aggressive or forceful. If you didn't know previously, pushy people tend to be a big turnoff for the audience. If you are used to forcing people to adopt your side of the story, then you cannot be a persuasive person.

Another great aspect of persuasive people is that they don't ask for too much from their subject. They also don't argue as the world depends on it. Instead, they deliver the points the right way, knowing that the content of their conversation is what will drive them to convince anyone.

When handling an audience, make sure you are confident and calm, and you have your points well spelled out. Don't be persistent and impatient. If the idea is a good one, then people will embrace it if you give them the time.

4. They Use Appropriate Body language

When going after an audience, you need to make sure that you use the right body language to supplement your content. The body language is all about the expressions you make, the gestures, and the right tone of voice. If they are spot on, these will make people open up to you fast.

Make sure the tone you adopt varies depending on the kind of content you are passing across, but make sure it stays positive all through. Maintain eye contact, uncross your arms, and leaning towards the audience when talking to them all draw other people in.

Using positive language convinces the audience that what you are saying is valid and that you are sure of whatever you have. Remember that persuasions are more of how you say something rather than what you say.

5. Clear and Straight to the Point

Persuasive people don't beat around the bush; instead, they deliver their ideas fast and clearly. This tells you that they have what it takes to communicate clearly. The persuasive person also has content at the tips of their fingers, and they know what they talk about without repeating.

Since they know about their audience well enough, they understand how to communicate in a way that the audience understands. A good way to make this work is to know the subject so well that you can explain the concept to a kid, and they get something out of it.

You need to approach the audience assuming that they have never heard about the subject you are going to share then give them all the information they need to leave the session thinking they have become experts at the subject.

6. They Are Genuine

For you to be persuasive, you need to be honest and genuine. If you are fake, the audience will spot you out even before you start talking. When you are genuine, you win the affection of the masses because they know they can trust you with their information. It is hard to understand someone if you don't know them, or you don't know how they react to issues.

Persuasive people understand who they are, and they pride themselves on using their strengths to communicate. They are confident, and they exude this confidence in such a way that you will be able to know that you are dealing with someone that knows what to do at what time. When you understand who you are, you will know that you are doing the right thing at all times. When you understand what drives you, it is easier to become persuasive.

7. They Aren't Perfect

The persuasive expert will also hear other people out. He comes with a point of view, yes, but he also admits that his point of view isn't necessarily a perfect one. He shows you that he is open-minded and that he can make corrections when necessary instead of sticking to a certain point and stopping there.

You have to acknowledge their contributions and find a way to add to your own knowledge. Doing this tells them that you appreciate them in such a way that you can listen to what they say.

A persuasive person allows the other person to have an opinion, and they treat the opinion as a valid point. This shows the other person some respect, which makes them consider the point of view of the person who is trying to persuade them.

8. They Stay Relevant

Many people fail to persuade because they ask irrelevant questions that in turn irritate the subject. Asking irrelevant questions is a result of failing to listen to the audience and thinking that you are the only one that knows what is right.

One of the simplest ways to avoid asking irrelevant questions is to ask questions as well. However, don't just ask questions but make sure you ask those that are relevant to whatever you are discussing or that are relevant to the audience.

9. They Help the Audience to Visualize

If you bring a point to life, you are more likely to persuade the other person. A persuasive person does all this by using visual imagery to explain something that has been hard to understand.

When the actual images aren't available, the persuasion expert uses stories and examples to illustrate the point that they are trying to put across. Using stories and imagery create ideas in the mind of the audience that they will take time to forget.

10. Make the Right First Impression

The first impression is everything. Studies show that people decide whether to listen to you or not within the first few seconds of your presentation. They then use the rest of the time justifying the first impression they had about you, whether it was good or bad.

It might sound a bit tricky, but when you understand this, you can easily take advantage of it and gain great leverage by being able to persuade your audience. First impressions are ultimately tied to the way you behave, the way you communicate and generally how you present yourself.

Make sure you adopt a strong posture, a smile, a firm handshake, and use an opening statement that makes the audience to be easy.

11. They Know When to Stop

If you are an expert at persuasion, you know when to step back and observe what is happening. You cannot run your cause the whole time without knowing when to pause. If you try to communicate, then you see that it isn't working the way you expected it to do so in the first place, then you need to stop and evaluate the strategy.

The aspect of stopping to evaluate what you need to do next is what makes many people fail at communication. What you need in this case is to take time and understand what the audience needs from you then deliver it the right way.

If you know that you are holding a strong position, you should stick to it and hope that the audience gets the chance to appreciate it as you explain it to them. Remember that great ideas take time to get understood, which means you need more time to allow it to sink in.

12. They Have Goals

Persuasive people start their conversations with a goal in mind. They enter the room, knowing about the goal, and they then direct the audience towards the goal.

Understanding your goal makes sure you direct the audience towards a particular direction, knowing that that is where you want them to go.

13. They Prepare for Objections

In addition to the objections that you expect from the original question, you also need to think about any other objection that might arise. When you decide to meet the audience, make sure you have several responses that you will use against the objections when they arise.

CHAPTER 12:

Dark Persuasion

Persuasion happens everywhere in day-to-day life. It can be seen in how we interact with others, leaning in to persuade people to keep talking while ignoring them in hopes that they will be persuaded to go away. We persuade others to help by asking them and pleading our case, or we persuade people to do something by suggesting it. What makes persuasion dark versus regular persuasion, and how does dark persuasion work? If you want to understand why dark persuasion is so manipulative, you must first understand what it entails, as well as how it differs from harmless persuasion.

Defining Dark Persuasion

At its simplest, persuasion is the act of coaxing or influencing someone into doing or believing something that they did not do or believe prior. Think of asking someone to do something that would never have occurred to them before. Perhaps you ask your partner to help you carry something because it is too heavy, and your partner has not yet offered help. If your partner then decides to carry something for you, you have successfully persuaded them. There is nothing inherently manipulative or wrong about doing this—you are simply asking for help and your partner obliges.

Dark persuasion, then, adds a level of darkness. Remember, darkness implies selfishness or harm. The propensity for darkness is the propensity to doing things for one's own selfish interest with no regard for what it may or may not do to those around the manipulator. They do not care if people get hurt, betrayed, or upset. The only thing that matters to people who have a propensity for darkness or dark psychology is that one's own wants and needs are met.

Taking those two definitions, of darkness and persuasion, you can then infer that dark persuasion is the art of influencing people to act in a way that is primarily or only beneficial to the manipulator with no regard for those being manipulated. Anything that the manipulator attempts to get from others is selfishly motivated. This selfishness, this darkness, is what makes dark persuasion so dangerous or harmful to others.

Persuasion vs. Dark Persuasion

If persuasion is acceptable, but dark persuasion is harmful, what is the real difference, you may ask. The difference lies in the intention. Persuasion, by and large, does not seek to inflict harm, and if anything, often seeks to better both the person doing the persuading and the person being persuaded. Oftentimes when trying to persuade someone, you are doing so because you believe it would be better, and this is from a good spot, seeking to benefit the other person as well. You are not trying to convince the other person to do something for your own benefit, and only your own benefit.

Ultimately, the one-sided selfishness is what differentiates the two from each other. Persuasion is not necessary but can be selfish, but dark persuasion always is. Dark persuasion is almost always one-sided, though the other person may believe there is some sort of benefit to him or her as well. In contrast, persuasion often seeks to balance the benefits of all involved, attempting to spread as much good as possible. All parties involved in normal persuasion usually benefit in some way, shape, or form, but only the manipulator benefits in dark persuasion. Dark persuasion does not concern itself with morality, whereas persuasion does. The dark persuader does not care about right or wrong, but the persuader does.

How Dark Persuasion Works

Persuasion, and therefore dark persuasion, works through seven elements. These elements enable you to influence other people, no matter whether you seek to persuade someone with the best of intentions genuinely or you wish to darkly persuade someone into the behavior you know they would not necessarily care for. Understanding these seven elements is crucial to understanding exactly how to persuade others.

Reciprocity

Reciprocity is the idea that when someone helps or gives you something, you should return the favor. Even if it is as simple as someone smiling at you, you should smile back. No matter how big or small, the favor should be returned. This typically works in everyone's favor when everyone reciprocates, because everyone sees benefits. If Alice asks Brenda for help moving furniture in exchange for homemade cookies and Brenda agrees to do so, the future time that Brenda needs help with something, Alice is going to be more likely to volunteer or agree to help. We inherently want to help others who help us; it is part of our wiring as a social species.

However, this idea of reciprocity also applies in dark persuasion. If you seek to tap into dark persuasion, you are going to seek to create a sense of obligation in your target. You will do something for the other person with the intent of cashing in on the favor you feel you are owed. Many people are likely to give in to this notion, as well, and will oftentimes, even if begrudgingly, attempt to reciprocate.

Consistency and Commitment

Consistency is important within persuasion because of three key factors: It is valued, creates a schedule that can be used to manage all of one's many responsibilities, and it can simplify situations that are otherwise difficult to juggle due to having a routine. This means that consistency, in effect, makes people's daily tasks more streamlined. People are able to get through everything easier when they have a set routine that enables them to meet all of their responsibilities that have proven effective in the past.

The consistency in routine allows for reliability as well. Someone who is consistent is typically also quite reliable because of his or her routine. Therefore, someone who is consistent becomes easy to persuade. One that person has agreed to do something for you, you can be certain they will follow through due to their own skills at self-motivating to remain consistent. In dark persuasion, you can take this to mean that once someone who is consistent has said they will do something, they will motivate themselves to do so, even if, halfway through, they realize that it is something that they have no desire to do, or is something that does not quite line up with their own belief systems.

Going hand-in-hand with consistency comes commitment. Those who are consistent typically follow through with commitments no matter what. They self-motivate to get the job done due to their consistency. Those who have proven themselves consistent typically will continue to follow that pattern, believing remaining consistent and reliable is integral to which they are as a person. This self-motivation is, in essence, a form of self-persuasion. By simply getting a commitment, you may not even have to do the persuasion part; the other person will do the work for you.

This means that once you bind this person to do something, it will almost absolutely happen. Commitments are valued and not taken lightly. Even if you do find that the other person is balking at the agreement and seeming as though he or she may back out of the arrangement, appealing to that commitment, reminding the other person that they had promised or otherwise committed him- or herself to completing the commitment is often enough to keep them in line.

Within dark persuasion, then, by earning a commission, particularly from someone consistent, you are able to ensure then that you do not have to

work hard to hold the other person accountable. Ultimately, those interested in dark persuasion and covert manipulation seek to get results with the least amount of effort, so by getting someone that you know is consistent and dedicated to meeting commitments, you are able to lessen your workload. You know that you are not likely to need to nag at the other person to follow through, which means you do not have to do as much follow up work.

Authority

By and large, people defer to authority and are more likely to do whatever someone asks if they see clear signs of authority presented to them. For example, a person may listen to what a nurse has to say about care at home but may not follow through. If that same person were told the same thing by a doctor whose lab coat declared them the head of the ER department, however, they would be far more likely to do as told. This is because the person unconsciously defers to higher authorities. In the person's mind, the nurse may not be as worthy of being an authority as the doctor who is the head of the emergency room, even though the information provided is exactly the same.

In terms of being able to persuade others, then this implies that it is important to cue that the predator is an authority in some way. You can convince people to buy products if you have a business degree hanging on the wall, and you can sway someone by using your credentials with your name on nameplates, business cards, and other identifying items. Consider if someone talked to you about what you should do with your insurance on your car—would you be more inclined to listen to a random person in casual clothes, or someone wearing a shirt emblazoned with the logo of a popular, well-known insurance company? The answer is the one who has identified themselves as a representative of an insurance company. You would assume they are an authority on the product if their shirt marks them as someone involved with the insurance business.

The dark persuaders, then, could take this a step further. Either through misrepresenting experience, or even lying about credentials, they are able to be seen as more reliable. They may some reason they have more working knowledge over a situation, and because of that, they should be seen as a default authority on the matter.

Scarcity

People always want what they cannot have. Because oftentimes, people see the proverbial grass is greener on the other side, by imposing scarcity on a product, demand goes up. If an unpopular item is being removed from a menu, people will suddenly want it more, until it is gone, at which point, that item that never sold well in the first place is suddenly missed. Many restaurants follow similar structures, offering items for a limited time only, although realistically, they would be able to produce enough to meet demand if they chose to. Hype for the item is built through the exclusive nature of it because it is limited, more people want to try it before they lose the opportunity forever.

When it comes to persuading others, then keeping scarcity in mind can be particularly useful. Not only should a predator make sure to tout benefits toward what people can gain by going along with the predator's plan, but also what may be lost if the plan is not followed. Emphasizing the temporary nature of the deal, as well as what the loss of the deal will entail. People will be far more likely to go along with the plan if they feel like they stand to lose something if they do not do it.

Methods of Deception

Deception is a type of expression that utilizes lies and omissions so as to persuade the victim to fit into the world that the agent wants. A form of interaction or communication has to be involved. Deception can manifest itself in different types according to the situation where it is applied. As stated earlier, it is very difficult to tell when someone is trying to deceive others. Luckily, though, there are a few components which, when identified, point to the likelihood of deception being involved. After many years of studying deception, psychologists have come up with three classifications of deception: camouflage, simulation, and disguise. Out of the three classifications of deception, we can identify the common techniques used in deception. Let us first define the classifications.

Camouflage

Camouflage is the first classification of deception. This is the process by which the deceiver works to conceal the truth of their intentions in a way that the subject cannot decode. Just like the typical camouflage deployed by animals and plants to hide from predators or to approach prey without being detected, deceivers make use methods that are hard to detect without extra observation. Mostly, camouflage is applied as half-truths during interactions. One part of the communication is true, but there is also a malicious element to it which the victim cannot see. The victim is not able to detect the deception until the agent decides to show it. In most cases, this will be after they have achieved their goals. Camouflage is a dangerous skill when deployed since it is one of the toughest forms of deception to detect.

Simulation

The second classification of deception is the simulation. Simulation is the act of imitating or pretending to be something. In deception, simulation is defined as exposing the victim to false information as a tool of misleading them. There are three types of simulation as listed below:

Fabrication

Fabrication means altering reality. The deceiver can use a real thing and change it to work in their favor. For example, they can add or reduce details to a story to make it better or worse so that it convinces the subject. A real-life example is when a suspect in court over stealing might tell the judge that they stole food because they were almost starving, yet they intended to sell their loot for financial gain.

Mimicry

The second type of simulation is known as mimicry. Mimicry is defined as the art of imitating with the aim of ridiculing or confusing a situation. In deception, mimicry happens when the deceiver pretends to be something or someone that they are not. A deceiver might steal an idea from someone and instead of citing the owner; they use it as their own. An example of mimicry is when an author uses the name of a popular writer to fool readers to purchase their book.

Distraction

The final type of simulation is called distraction. Distraction is the act of cunningly forcing the victim to shift their attention from reality and to focus on falsehood. To divert the subject, a deceiver can use a form of bait, which might appear to be more convincing or beneficial than the truth. An example of distraction is when someone loses another person's property and is not willing to tell them. They come up with multiple excuses, which change every time they are confronted. The downside of distraction is that it does not offer a permanent solution, so the deceiver must constantly come up with new lies so as to maintain the deception process.

Disguise

The third classification of deception is a disguise. Disguise is defined as the act feigning a different appearance with the aim of concealing one's identity. When it is being deployed, the deceiver puts up the impression of being somebody or something different from what they are. Practically, disguise means the agent is keeping something from the victim such as their intentions, what they do for a living, whether they are dating, and so on. Disguise is more complicated than putting up a temporary pseudo appearance. It involves the deceiver changing their entire form of existence, so they come off as a totally different personality with the aim of tricking their victims.

The above three components of deception are general classifications that can give us different techniques applied in the art of misleading subjects. The following are some of the common tactics used by deceivers in controlling the minds of their targets.

Lies

A lie refers to the act of the agent, making up and feeding the victim with information that is not true. When presenting a lie, the deceiver makes it appear as a fact, thereby making the subject to absorb it as the truth. Lies are the most common techniques used in deception since they divert the victim from verifiable facts and make them easy targets of manipulation.

Concealment

Concealment is the act of preventing something from being recognized. In deception, it is mostly deployed by the use of half-truths. The deceiver, while giving information, intentionally omits some important parts so as to keep some truth from the receiver. While the deceiver will not have lied to the victim directly, they will have ensured that the most important information has been kept from them.

Creating illusions

Deceivers are experts at creating convincing illusions. Once they have acquired the attention of the subject, they demonstrate imaginary pictures that sway them into partnering with them. They come up with illusions that appear to be realistic and workable in every way. The first step of creating the illusions is to explain their “ideas” to the target’s mind. After that, they pull back a little to wait and see if the subject will develop an interest in the illusions.

Equivocations

Equivocating is the application of ambiguous language to hide the truth. Ambiguous language can be indirect or contradictory. The objective of equivocations is to confuse the victim, so they are not aware of what is happening. If a deceiver is asked a question, he avoids giving definite answers and provides general responses. They can also be used by the deceiver to escape blames in the event that they are found out. In the event that they are suspected, they give a lot of explanations whose aim is to confuse the accuser.

Understatements

An understatement is a situation that has been minimized or downplayed but has the potential of causing more effects than what has been portrayed. The deceiver delivers a statement to their victim while making it appear like a small deal than what it is. However, the statement has the potential to influence the victim more than they have been made to believe. Once the real magnitude of the statement has been shown, the deceiver pretends to be surprised, yet they were aware all along. They could convince the subject that they were not aware, making them look insensitive if they pursued the matter any further.

Seduction

To seduce someone means to entice them into believing or doing something. Deceivers use this method to lure people into their traps. They might use concealed approaches such as praising, charming, encouraging, flattering, giving financial support, and so on. Seduction is also meant to make the target to lower their defense mechanisms. This technique works to lure a person to do something using a form of irresistible attraction. The deceiver knows that by creating a scenario that will arouse the interest of the target, they can get them to do whatever they want.

Rationalization

Rationalization is the deployment of weak or far-fetched arguments with the intent of convincing someone that something is more pleasant than it appears. In the context of deception, it is when the agent comes up with convincing ideas to convince the victim to do something that is difficult to accept or is unpleasant under normal circumstances. Basically, it is a form of hidden misleading behavior. The deceiver sanctifies an otherwise harmful idea so they can benefit from the negative effects which are going to befall the victim. Once the negative effects have emerged, the deceiver saves their face by saying they only had good intentions of helping the victim. Rationalization is also known as spinning.

Playing the Servant

Another method used to deceive people is playing the volunteer or servant role. In this case, the deceiver hides their agenda by making their victims believe that they are doing something for a noble cause. The subjects are less likely to suspect that someone is up to some mischief if they claim to be doing something to assist others. Therefore, they end up trusting them and concurrently lowering their defense mechanisms. Once the deceivers have their way, they unravel their malicious plans.

Diversion

Diversion is the action of changing the natural or acceptable course of something. In deception, diversion is a misleading endeavor which aims at causing destruction to a subject. Mind controllers are aware of the human traits which direct their responses, behaviors, and personalities such as self-esteem and discipline. Therefore, they do their best to divert potential targets from such pillars so they can become more vulnerable. In short, they attack the self-defense mechanisms. Peer pressure is one form of deception which makes use of diversion. A spoilt person might persuade their friend to take up bad behavior, leading to their destruction.

Playing the Victim

Deception takes a lot of consideration for emotions. A deceiver uses the act of playing victims so they can appear weaker or hurt, whereas they are the ones in control. The idea is to make others believe that they are victims of circumstances so as to evoke sympathy, compassion, and pity from the people they look forward to deceiving. Once a victim shows some form of concern for the deceiver, they cooperate with them and become easy to deceive.

Feigning Authority

The final technique that we shall look at is feigning authority as a method of deception. Some deceivers pretend to possess some authority as a way of increasing their likability and trust. As humans, we have a tendency to trust people in authority some more. That is why we are likely to approach a police officer for directions when we are lost than a random stranger. This is true because people in authority are professional and are mandated to improve the lives of ordinary citizens. They also have more connections in higher places. Therefore, when a deceiver puts up the face of a person in authority and approaches the subject, they have the highest chances of leading them on.

The above techniques are a few amongst the many types of deception that exist. A deceiver will not hesitate to use any method which they feel will help them to achieve their objectives without a lot of effort. This is similar to what other types of mind controllers do. They have a wide range of mind control techniques but only use the ones that best suit the target at hand. As such, deceivers can also make use of other techniques beyond the ones we have listed above. Therefore, this should not be perceived as the exclusive list of all potential deception tactics. Finally, the best thing to do once you suspect someone is deceiving you is to create the greatest distance between the two of you.

CHAPTER 14:

Deception Detection

There are different ways through which you can detect deception in an oral or written statement.

How to Detect an Anomaly

Some professionals have an in-depth understanding of linguistic text analysis. The analysis will entail studying the grammar, language, and syntax, and the main agenda is to learn more about how an event is described, in a bid to detect any anomalies. As an experienced investigator, you will be tasked with detecting some of the nonverbal cues of the subjects. You will focus on eye movement and verbal behavior. Oral statements will also be studied.

Signs of Deception

Some of the signs of deception are as follows:

The Lack of Self-Reference

If a person is truthful, they will utilize the pronoun “I” when they are describing what took place. For example, an honest person will go ahead and say, “I arrived home and went straight to the bedroom. After that, I went to talk to my mother, and we had a lengthy chat.” That’s just an example statement. As we can see, the pronoun “I” appears twice in the statement provided.

Deceptive people will use language that minimizes the number of “I” references. During an oral statement, the witness or suspect may end up leaving out some important pieces of information; this can happen even when they are issuing an informal written statement.

Answering a Question with a Question

Even though a person may be a liar, they will prefer not to engage in the act of lying. When a person lies, they risk being detected. Before you answer a question with a lie, you should avoid answering the question at all costs. When trying to act dodgy, people may often answer a question with another question. The investigators should always be on the lookout for people that answer a question with another question.

After talking about deception, we will now look into how to spot a liar. Since the FBI is a security organization, it is well suited to weighing into the matter on how to spot a liar. The following tips may come in handy when spotting a liar:

Focus on Building Rapport

It is evident that a “good cop” will always display better results as compared to a “bad cop.” During an interview, a person may appear as empathetic, and they will end up gaining access to more information as compared to the person who appears cold. It is also advisable to avoid being accusatory during the interrogation process.

Surprising the Suspects

A deceptive individual will always try to anticipate your next move. For instance, they may try to anticipate your next question so that they can ensure each answer they are issuing seems natural. You should always ask those questions that they do not expect.

Listening More Than You Speak

If you are a liar, you will focus on speaking more, and your main goal is to ensure that you will sound legitimate. Also, you will focus on winning over a certain target audience. Some liars may make use of some complex sentences so that they can conceal the truth.

You should be aware of the following:

- When people are stressed, they tend to speak faster.
- A stressed person will speak louder.
- The liars usually clear their voice and cough regularly, and that means that they are experiencing some tension.

Although the statements that have been mentioned above are supposed to enlighten you on how to spot a liar, it is good to note that some people may exhibit some signs of tension, but that is not an indicator that they are lying to you. In case you have noticed any of the mentioned actions, you should proceed with caution.

Pay Attention to How a Person says, “No”

When engaging a suspect, you should pay close attention to how they utter the word “No.” A person depicting some unusual behavior will always face another direction as they say, “No.” They may also appear hesitant, and they can also close their eyes.

Watch for the Changes in Behavior

When a person changes their behavior, it is an indicator that they may be engaging in deceptive behavior. You should be careful when a person issues some short answers to different questions. Also, they may pretend that they are suffering from memory lapse, especially at a critical moment. They can also start to speak formally, and they may start issuing some exaggerated responses.

Always Ask for the Story Backward

If a person is indeed truthful, they will add some details, and they will focus on remembering more stories about what happened. A liar will start by memorizing the story, and they will stick to one narrative. If they add some details, by taking a close look at the details, you will notice that they are not adding up. If you suspect someone is deceptive, you should ask them to recall the event in a backward manner, rather than issuing the narrative from the beginning to the end. You can ask them to talk more about what happened right before a certain point. A person who is telling the truth will usually recall many details. A liar will simplify the story, and they will also contradict themselves.

Beware of the Compliments Issued by People

Although compliments are good, they are only good if a genuine person has issued them. You should always be on the lookout for a person who is trying to make a good impression. When you agree with all the opinions being issued by a person and also laugh at all their jokes, it is an indicator that you may be insincere.

Asking a Follow-Up Question

People do not like dealing with liars; however, it is good to remember that sometimes people are uneasy with some questions, since they are avoiding instances of personal embarrassment. Also, some people may be extremely dependent on the outcome of a specific conversation.

For instance, during a job interview, a person may be tempted to hide the details about why they may have been fired from their previous job. Although the person may be qualified and their personality is good, they may hide some of these details since they are in dire need of a job. During the interview, a person may issue a response that may seem puzzling. If you are puzzled during an interview by some of the responses, you can come up with some follow-up questions. If you are in doubt, you can continue to ask questions. With time, you will be able to spot whether a person is deceptive or not.

Neurolinguistic Programming Secrets



NLP could be used to fixate a message in people's minds. This is definitely the underlying purpose of NLP. In fact, it is commonly used in the educational field to help students remember content in a more efficient manner.

However, NLP was born out of research looking into human cognition, learning and how knowledge is built in the human mind. This research led to the understanding that humans are creatures of habit. As a result, humans will never be able to internalize something at first glance. In fact, those individuals who are able to fixate content in their mind by taking on look at things are truly unusual people.

As such, we'll be taking a closer look at NLP and the various ways in which it can be used to help manipulators advance their personal agendas. In particular, the use of NLP is centered around establishing a message in people's minds in such a way that the individual, or group of individuals, will not question the validity of the information. In fact, they will eventually learn to take the information at face value, thereby accepting the manipulator's intentions and bringing down their own personal barriers.

A Brief History of NLP

NLP is a rather new technique. It dates back to the work done by Richard Bandler and John Grinder in the 1970s. As stated earlier, this approach was born out of research done on human cognition and learning. It evolved into a framework in which it seeks to encompass everything that pertains to modifying human behavior through the use of sound and language. Consequently, behavior modification is possible without actively engaging the individual in a conscious activity that will lead to behavior modification.

While there is no conclusive scientific research done on the validity of NLP, empirical evidence has proven it to be rather effective. It has been implemented in a wide range of fields though it must be said that results have been mixed. This supports the notion that NLP is not a cross-cutting technique, but rather, it is more focused on getting messages across to individuals while looking to fixate them in their subconscious mind.

Core Concepts of NLP

NLP's core philosophy is built on three essential pillars. From these pillars, other researchers and practitioners have expanded upon them. So long as these three pillars are respected, NLP is believed to work and be effective. To reach their maximum potential, practitioners need to pay close attention to the way these pillars interact with one another.

Subjectivity

The first pillar, or core concept, is subjectivity. This concept is based on the fact that we all have different perceptions of the world around us. And while there are universal concepts which are believed and accepted, the fact of the matter is that we all have experience which differs to a varying degree.

Moreover, subjectivity is the basis of the human experience. Therefore, we need to engage all of our senses in order to perceive the world as best we can. This is why educators who implement NLP seek to engage all five senses within the learning experience. That way, learners can get a good sense of the content they are trying to internalize.

Consciousness

NLP is predicated on the fact that the human psyche is built on a dual-layer of consciousness and unconsciousness. In this manner, the human psyche uses consciousness to express rationality for the things that we do on a daily basis. On the flipside, unconsciousness is the instinctive manifestation of the built-in programming that we have accrued over the course of your evolution.

Learning

Learning takes place when the conscious internalization of the world around us is achieved through the perception that is generated by the senses. When a person is able to internalize content or their own particular perception of the experiences they live, they are able to transform this into learning. This is why experience is crucial to the effectiveness of NLP. Unless a human is unable to experience the world, meaningful learning cannot fully take place.

NLP Modelling

Given the fact that NLP is a theory that looks to model the way in which the human psyche perceives the world, there is a clear effort in attempting to map the way the human mind can perceive the world. However, a universal model of the world cannot be represented since everyone experiences the world in a different manner. Therefore, it is possible to model how knowledge and experience are fixated in mind, but the actual perception of the world is a truly unique experience for every individual.

Nevertheless, most NLP practitioners tend to offer people a “model” they can follow which is intended to help them learn one thing or another, or perhaps help them replace existing habits with new ones. As a result, NLP has become quite prevalent in the mainstream by affording individuals the opportunity to replace existing thoughts and ideas with new ones by essentially talking themselves into.

On the other hand, NLP has been proven to be effective in coercing others to do things or embrace ideas through the use of chants, slogans, songs, and visual imagery that reinforces a particular thought pattern. This is why NLP has become quite popular in the “dark” domain. NLP offers the possibility of communicating a message in such a way that individuals may not perceive it directly, but are subjected to it, nonetheless.

NLP as a Means of Communication

In the business world, it's common to see the company list their values and principles. This is done in order to give employees a frame of reference which they must follow if they want to be valuable and productive members of their organization. As a result, employees are often asked to cite the company's value through a series of chants and slogans disguised as motivational team-building practices.

However, the true intent behind this type of practice is to indoctrinate employees to perform in such a way that is expected of them. The reason why uniforms are used in the workplace is a glaring example of how individuality is discouraged in favor of universalization of behavior, dress, and attitude. When an employee does not conform to these established norms, they are generally cast aside. This is true of any social group in which members are expected to act in accordance with that social group's values and ideals.

Verbal Communication

Verbal communication is often misrepresented as words and language. And while that is the core component of verbal communication, the fact of the matter is that words, in themselves, are meaningless when faced with other components such as tone of voice, pitch, speed and volume. For most individuals, picking up on these contextual clues is instinctive, that is, they are trained to recognize them from an early age though they don't really rationalize what they actually mean.

Therefore, verbal communication is an essential factor when it comes to getting a message across. Even the most hateful comment can seem less damaging if it is delivered in a friendly tone. By the same token, the most beautiful words can be delivered in a somber tone thereby ruining their intended effect.

The fact of the matter is that verbal communication is tailored to suit the need of the manipulator. In some contexts, manipulators may be dismissed as hypocritical and false. Yet, they know when to smile and sound cheerful, especially when that means extracting some type of gain from their counterparts. A good example of this can be seen in salespeople. They

automatically turn on the charm when they want to woo a customer. Once they have made the sale, they can revert back to their real selves.

As such, skilled manipulators know how to use their voice and when to play with it. They will find the best way to get their message across while making sure that they implant their true intentions. That way, the individual will react in the manner they seek.

Non-Verbal Communication

Non-verbal communication makes up the bulk of human communication. It is said that 95% of communication is non-verbal. This means that the way we dress, act and gesticulate all points toward our true intentions. This means that you can betray your words by acting in a manner that contradicts what you are trying to portray outwardly.

This is why manipulators pay close attention to their gestures, body language, and mannerisms. They know that if they do one thing, or fail to do the other, they run the risk of blowing their cover. One of the most common things that manipulators do is have some type of prop with them. This could include a cigarette, a cup of coffee, a phone, or anything they can use to diffuse any unconscious mannerism. Able manipulators are adept at smiling when they have to and feigning sadness when they have to. They are keenly aware of the way they are expected to act in a given situation and will do so especially when they don't feel in that particular manner.

Building Rapport

NLP's communication-heavy approach is used by coaches and gurus in the art of building rapport. Rapport is a powerful manipulation tool as it consists of getting others to be comfortable around you so that they trust you. This includes a strong dose of non-verbal communication since most folks will automatically feel comfortable when confronting people that act and behave in a certain manner. For example, rapport is predicated upon a cheerful tone of voice, smiling a lot and offering friendly, non-intrusive physical contact (a handshake is a good example of this).

When you are adept at building rapport, you will find that getting others to trust you is not hard. This is why you often hear that psychopaths tend to be very charming people. This is used as a lure to capture unsuspecting victims. Think about it this way: what would your reaction be if you saw a

hideous monster? Naturally, you'd be frightened. Now, think of a hideous monster that wants to eat, but instead of having a gruesome outward appearance, they look like the most attractive person you could imagine. In this case, the trap would be far more effective.

This is why building rapport is a basic tool in the manipulator's toolkit. So, it's always best to be the way of a friendly stranger. You could be in the presence of a master manipulator.

NLP Techniques

Anchoring

A Russian scientist, Ivan Pavlov, conducted an experiment on dogs by repeatedly ringing a bell while the dogs were eating and concluded that he could get the dogs to salivate by ringing the bell anytime, even when there was no food present. This neurobiological connection observed in the dogs, between the bell and salivation is called a conditioned response or “anchor.” Thus, the process of creating a perceivable sensory trigger to the state of how you feel is called Anchoring.

Try this yourself! Think of a gesture or sensation on your body (pulling your earlobe, cracking your knuckles, or touching your forehead) and associate it with any desired positive emotional response (happiness, confidence, calmness, etc.) by recalling and reliving the memory when you actually experienced those emotions. The next time you are feeling stressed or low, you can trigger this anchor voluntarily and you will notice your feeling will immediately change. To strengthen triggered response, you can think of another memory when you felt the desired emotion and relive it. Every time you add a new memory to the mix, your anchor will become more potent and trigger a stronger response.

Content Reframing

This NLP technique is best suited to combat negative thoughts and feelings. With the use of these visualization techniques you can alter your mind to think differently about situations where you feel threatened or disempowered. Simply view the negative situation and reframe its meaning into something positive. For example, let's say you just broke up with your long term girlfriend or boyfriend. You will most likely be hurt and in pain. But you can choose to reframe the end of your relationship with empowering thoughts of being single and new potential relationships. You can choose to focus on the lessons you learned from your past relationship and how you can implement them to have an even better relationship in the future. Thus, by simply reframing the breakup, you can feel better and empower yourself.

This technique has massive appeal in treatment of post-traumatic stress disorder and for people who have experienced child abuse or are suffering from chronic or life-threatening diseases.

Rapport Building

Rapport is the art of generating empathy in others by pacing and mirroring their verbal and non-verbal behaviors. People like other people who they think are similar to themselves. When you can subtly mirror the other person, their brain will fire off “mirror neurons” or “pleasure sensors” in their brain, which make them feel a sense of liking for you. You can simply stand or sit the way the other person or tilt your head in the same direction as theirs or the best of all, just smile when they smile. All these cues will help you build rapport with the other person. The social significance of rapport building cannot be underscored. Strong personal and professional connections lead to a happier and longer life.

Dissociation

The NLP technique of dissociation guides you in severing the link between negative emotions and the associated trigger. For instance, certain words or phrases may instantly bring back bad memories and make you feel stressed or depressed. If you can successfully identify those triggers and make an effort to detach those negative feelings from it, you are one step closer to healing and empowering yourself. A slew of mental health conditions like anxiety, depression and even phobias can be effectively treated with this technique. It can also be used to deal with difficult situations at home and work positively.

Future Pacing

The NLP technique of leading the subject to a future state and rehearsing the potential future outcomes so as to achieve the desired outcome automatically is called Future Pacing. It's a type of visualization technique or mental imagery, used to anchor a change or resources to future situations by imagining and virtually experiencing those situations. A skilled manipulator can lead their victim on a mental journey into the future and influence the responses occurring when the future unfolds. An expert NLP user with prominent Dark Psychological traits may cognitively transport their victim into the future and suggest outcomes while monitoring the victim's response to eventually get their own desired outcome into the psyche of the victim.

Influence and Persuasion

This is definitely the most ambivalent NLP technique and houses a gray area between Dark Psychology and Psychotherapy. NLP is primarily focused on eliminating negative emotions, curb bad habits and resolve conflicts; another aspect of NLP deals with ethically influencing and persuade others. Now pay attention to the word ETHICAL here.

One of the prominent psychology therapists to participate in Grinder's original research on NLP was Milton Erickson, a leading hypnotherapist and founder of the "American Society for Clinical Hypnosis." Erickson was so adept at hypnosis that he could literally hypnotize anyone anywhere and communicate with people's subconscious mind without needing hypnosis. He helped construct the "Milton Model" of NLP, designed to induce trance-like state in people using abstract language patterns. According to the Milton Model, using artfully vague and deliberately ambiguous sentences will trigger the person to search for meaning of what they hear from their own life experiences and fill in the details subconsciously. This powerful tool can be used to not only ethically influence and persuade people but also help people deal with some deep-seated negative emotions, overcome fears and increase their self-awareness.

NLP for Influence

Strategies to Influence and Manipulate Everyone using NLP

The worst mistake you can make when you ask anyone for anything is asking them to "think it over." Here's why: people have too much to worry about.

Their mind is already jammed between their work, their families, and their own interests and friends, like a bag on the edges. Add another sock, and it's going to explode.

We "forget" about things that aren't very important to them to stop it, or they don't think very hard because they care about you. It's not because they're stupid or lazy. They're just busy, and the priority list probably isn't very high.

1. So, the best strategy is not to expect them to talk about it.

Do that for them.

- Instead of wanting them to see how your blog post would help their audience, clarify it, and offer examples of similar blogs that have been well done in the past
- Instead of inviting someone to hold a webinar with you, set up your own webinar, landing pages, and contacts, and submit them as part of your presentation
- Instead of convincing a client to write an essay from scratch, send them a dozen different posts. Explain your argument. Offer evidence. Ask them why and what to do next.

If you're doing it right, it's not going to feel like talking. It's going to be more like giving advice.

And they're going to say yes. Not because of the mystic powers of persuasion, but because of everything you've learned, and it's a no-brainer.

2. Launch an avalanche. It's a lot like launching an avalanche to create a successful marketing campaign.

You climb the mountain first, and then you find the biggest boulder at the top, and then you sweat and cough and struggle to drive over the boulder, and then you sit down and watch peacefully as the boulder falls into other rocks, finally knocking down the entire side of the mountain.

The lesson?

The first major yes is a pain in the ass to get, but it's easy to get all the other yeses if you get it from the right person.

For example:

- It's hard to get a famous blogger to share your message, but once they do, thousands or perhaps even hundreds of people can retweet them.
- Convincing a pioneer in your market to advertise your product is difficult, but once they do, everyone else will want to promote it too.
- Convincing a celebrity buyer to send you a testimonial can be challenging, but once you do it, sales increase.

They're telling you to start and work your way up from the bottom because it's easier.

But it's just an illusion, really. Yeah, it's easier to push over a small rock than to push over a boulder, but the boulder is much more likely to cause an avalanche. So, while getting top people to help you is more effort in the beginning, in the long run, it's actually less work, and the outcomes are far, far better.

3. Ask for an inch, take a mile, you have heard the phrase, "Show them an inch, and they're going to take a mile," right?

It should be derogative. It's meant to be an appeasement alert. It's supposed to protect you from being abused.

But it's great, too.

Each time you ask for anything, never start asking upfront for anything. Start small instead. Getting started is quick. Reduce risk when flopping. Let them see for themselves the effects.

Then call for more when all goes well. And more. And there's more.

You may think this is immoral, but if all goes well, why not press for more? It's not being exploited. It's a sense of common sense.

For example:

- If you want to write a guest post for a popular blog, begin by pitching the idea in one or two words, then give them a diagram, and then write the full draft of the post
- If you want to do a JV campaign with a pioneer in your industry, start by asking them to email your launch material to only 10% of their list, and then 50% of their list, and then 100% of their list. It's an intelligent business. No one likes to risk everything upfront, and your chances of getting them to say yes go through the roof by offering progressive levels of engagement.

4. Always have a clear deadline the keyword is "time."

We've all had salesmen asking us, "Alright, you'd better get back to me soon, because I've got three more prospects arriving this afternoon, and I don't know how long it's going to last."

There are no customers, and no urgency exists. The salesman is so desperate that he is willing to lie, not only losing him the trust but potentially also the bid.

And they're not just salesmen.

How many occasions have you been issued completely artificial deadlines by other people, thinking it's going to inspire you to act? Our teachers do it, our employers do it, our families do it, and you probably did it without knowing about it.

It's not only counterproductive, it's completely unnecessary. It's easy to create real urgency. You can build it into your everyday life with a little thought.

For example:

- Instead of forever leaving a free report on your blog, tell everyone that it's only going to be available for seven days, and then start charging \$7 for it. Not only will you get a lot more downloads, but

other bloggers will be much more likely to promote it in the window

- Instead of allowing JV partners to dictate when they're going to promote your product, schedule a launch, announce it to your list, and then forward the announcement to partners, inviting them to participate
- Instead of asking customers for testimonials whenever they're there, show them up. You need it by then, or you can't include it. Will some of them bow out, saying they're too busy right now, and they're going to catch you next time?

5. Give ten times as much as you're getting, you know you're supposed to give, right? But what you really don't know is how much to offer.

Most advertisers mistakenly assume that this is a ratio of 1:1.

You should provide a guide before you call for a connection. You should send a raise before calling for promotion. You should do one thing that merits a testimonial before you call for a testimony.

That's false, though. Great advertisers use a 10:1 scale, not just in practice, but in value:

- If you want 100 guests, give them 1,000
- If you want \$1,000 of product sales, then sell \$10,000 in their goods
- If you want one testimonial, do ten separate heroic acts of customer service deserving of a testimonial.

Yeah, it's a lot of work, but it's affecting the quality.

6. March for something bigger than you think on a street corner there are two homeless people.

The first man has a regular run-of-the-mill sign that says, "Spare a few dollars? On the other hand, the second guy has a much more peculiar sign: "It's not possible to feed my kids, and it's breaking me apart. Aid, please, so I can stop feeling like such a horrible parent. "Which one would you aid more? The other, right?

Forget to give him a couple of dollars. You would drive him to the grocery store with a sign like that and give him \$200 worth in grocery stores. I think

I'd do it.

That's the strength of being greater than yourself for something. It's taking care of people.

And it extends to everything:

- Instead of writing yet another form of blogging, take a stand on an important issue, argue with both zeal and unassailable rationale.
- Instead of beginning another me-too consultancy company, create a movement, work tirelessly to improve your customers' lives.
- Instead of selling yet another step-by-step book, sell a concept full of inspirational instances. Just for having the opportunity to help you spread the word, they feel grateful.

How NLP Can Bring You to Influence the Masses

Neuro Linguistic Programming gives us a variety of strategies to develop our perception, conversation and behavior.

NLP's roots come from the study and replication of clones—individuals who have been good at what they have achieved and then reproduce it to achieve similar results.

Our ability to understand what works is key to our success in business. There are seven of the observations or techniques to get you started here that we can replicate as managers to help us get even better at what we do.

1. Create a compelling vision to encourage others

We need to be transparent in our own heads where we want to go as a company and as a team before we can start leading others. We can't expect others to follow if we don't know.

2. Building a relationship to build a culture of confidence

Without a real connection with our team's individuals, we may be just a figurehead that our title tells people to follow. It's just enforcement and it's only going to get you so far. In order to really leverage the team's brain power and skills, we will engage with people as individuals.

3. Gain insight into how people think as people give us clues about what they think and how they think every day.

NLP therapists listen to words closely, they track body language and behavior to help them understand what may happen. That and actually asking our colleagues gives us a real chance to get the best out of them.

Using cognitive positions to gain a fresh perspective in particular in the customer care and hospitality sectors, placing oneself in the place of others is normal. This allows us to understand what the other person might be like. Through motivating us to look at things from other perspectives, visual positions help establish this notion. This may include the observer's or 'fly on the wall,' which allows us to clearly see from an objective point of view all sides of the story.

4. Modeling others as a blueprint for success

A successful approach for administrators is to concentrate on what's effective for everyone and then learn how to do it. Like the pioneers of NLP, the sequence of events and what they mean at each point observe and question people who are good in a particular area. Real results can be obtained by creating a model of this process and then replicating it throughout the organization.

5. Access useful internal resources in challenging situations

An excellent coach knows that the coaches have the resources that they need to succeed most of the time. Helping the other person find them is the trick. Accessing past achievements' feelings, strengths and trust allow us to apply them in different situations.

6. Personal values also fuel the desire to consider the beliefs of other people.

Knowing what is important in terms of their work for people can help us create an atmosphere in which they can thrive. If it is necessary for them to have the responsibility to carry out a mission without pressure from their boss, think about how you can allow them the room to do this.

CHAPTER 18:

NLP Anchors

Anchoring is yet another Neuro-Linguistic Programming technique that focuses on gaining control of and maintaining your emotional state. It is a simple process that has a profound effect on your well-being. And it's no surprise that anchoring, like all other NLP techniques, is a process that you engage in daily at an unconscious level.

What Is Anchoring?

It is the process of forming an association between an external stimulus and an internal state whereby the internal state can be aroused by merely experiencing the external stimulus. The association refers to a neurological pathway that is established as a result of numerous pairings of the internal state with the external stimulus. The internal state could be either a positive or negative emotion. However, NLP uses only positive states to anchor, as the goal of anchoring is to make you feel good, and that can be achieved only if you associate positive feelings.

Let's use an example. Have you ever wondered why you wake up every morning from the sound of your alarm? It's because of anchoring! The sound of the alarm (which is the external stimulus) has been consistently paired with a state of wakefulness (internal state), which has resulted in the formation of an association between them, so now the mere sound of the alarm will cause you to open your eyes.

Try changing the tone of your alarm and observe if it has the same effect on you. The majority of the time you will sleep through it and wake up late the following day because the sound of the new alarm has no built-in association with your state of wakefulness; therefore, it doesn't wake you up. But, give it a week or so, and you will realize that you can wake up as usual for the sound of the new alarm.

So, what did you learn from your experience with the new alarm? Repetition or consistency is an essential part of anchoring. The internal state has to be repeatedly paired with the external stimulus to establish the association called anchoring, but it is not the same for all types of anchoring. Certain associations can be built on just one instance of pairing. The necessity for repetition is dependent on the strength or frequency of the occurrence of the stimuli.

How Did Anchoring Originate?

If you're curious to know a little bit of the history of anchoring, here it is. All credit goes to the Russian physiologist Ivan Pavlov who conducted a series of experiments with dogs. Pavlov observed an extraordinary response of the dog towards the food, which later was used to form the principle of classical conditioning. He realized that the dogs initially salivated at the presence of food, which was expected, as it is a natural response to salivate at the sight of food. However, as the series of experiments progressed, the dog began salivating at the mere sound of the footsteps of the researcher bringing the food, well before the food was presented to the dog. This phenomenon was termed classical conditioning, whereby a neutral stimulus (footsteps of the researcher) was paired with an unconditioned stimulus (food) that originally elicited an unconditioned response (salivating). Numerous such pairings resulted in the neutral stimulus to become a conditioned stimulus (footsteps), which then elicited a conditioned response (salivating).

Anchoring is based on this principle of classical conditioning as it tries to form a stimulus-response association, which will produce the unconditioned response of feeling good whenever a person requires it.

Types of Anchors

In NLP Anchoring, the external stimulus acts as the anchor for your positive internal state. This external cue could take the form of any representational system which activates our sensory organs. The external stimulus can be any of the five senses:

- **Auditory** – a verbal phrase such as lyrics of a favorite song that makes you emotional
- **Visual** – an image of a holiday photograph which reminds you of all the good times
- **Kinesthetic** – a physical touch such as a hug from a friend which makes you nostalgic
- **Gustatory** – a specific dish which makes you feel sick in the stomach
- **Olfactory** – the smell of good perfume which makes you aroused

The Process of Anchoring

Although you are unconsciously aware of the process of anchoring, learning and practicing it consciously will give you the advantage of being able to control and maintain your emotional state and can prevent you from falling prey to pre-existing negative anchors in your life.

Imagine what it would be like to be able to instantly shift from feeling angry and frustrated at being unfairly reprimanded to a state of peace and tranquility.

Here's how you can achieve it in just five steps:

- 1. Identify what you want to feel;** for example, peaceful and calm.
- 2. Vividly recall an experience where you felt that emotion.** Relive the situation and embrace the full force of the internal state, as if you are experiencing it all over again. Think of an instance in life when you felt calm. Not just relaxed and cool, but truly at peace. It should be a state of high intensity of feeling, like maybe an episode of meditation. Now go back in time to that exact point in your life and relive it – literally. You can't be an observer of the event. You have to completely integrate yourself to hear, see, and smell all the stimuli in that environment. Only then will you be able to feel the same intensity of peace you experienced.
- 3. Anchoring.** Choose a specific external stimulus to act as your anchor. It could be kinesthetic such as touching your thumb and index finger together, making a fist, uttering a phrase aloud, etc.

Apply the anchor when you feel your peak state increasing and hold on until you feel the emotion begin to subside, then release the anchor.

When you find yourself reaching the peak of your state, and feel totally at peace, anchor your state by balling up your fist. Hold still until you feel the emotion beginning to fade. You have now formed a neurological association between the internal state of peace and an external cue of balling up your fist. Gently release the anchor by opening your palm

- 4. Change state.** Distract yourself by doing some other action such as looking out the window or reading something unrelated.

Change your mind by trying to recall the lyrics of your favorite song.

5. Test the anchor. Now ball up your fist in the same manner as step 3 and observe if you can naturally drift back into that state of feeling. Don't resist, let anchoring just work its course.

Once again, ball up your fist and find yourself feeling the sensation of peace overtaking you.

If you don't find yourself being able to fire the anchor, go back to step 2 and repeat the process until you master it. Allow for sufficient time between setting the anchor (step 3) and firing it (step 5).

The Five Keys You Should Know About Successful Anchoring

You can easily remember the 5 keys using the acronym “ITURN.”

1. The intensity of experience (I) – ensure that the experience you choose to anchor to is a situation of high intense emotion. (For example, when you want to anchor a confident state, do not choose a common experience such as driving. Although you may be highly confident about your driving skills, you are not in an intense mental state when you drive.)

2. Timing of the Anchor (T) – stay vigilant and apply the anchor when you are about to reach the peak of your emotional state. There is a minuscule time gap between applying the anchor and the acknowledgment on a neurological level. So, applying it just before you reach the peak will ensure that the anchor sets in at the peak state, which will provide optimum anchoring.

3. The uniqueness of the stimulus (U) – if it is a kinesthetic stimulus you seek, then choose a part of your body that is easily accessible while also being a part that is not commonly touched. Use an easily accessible point because you want to be able to call on the anchor immediately when required instead of reaching for a far corner of your physique. A rarely touched spot or gesture is used because you don’t want to be unnecessarily firing the anchor every time that spot experiences contact or gesture is made, which might cause the anchor to lose its effectiveness after a while.

4. Replication of the stimulus (R) – reapply the stimulus many times to make sure that the anchor has been firmly set in your neurology (step 3 of the above procedure).

5. The number of times (N) – test the anchor repeatedly by firing, which will ensure that the new neurological pathway becomes a regularly used pathway that can be easily triggered when necessary.

Applications of NLP Anchoring

The prime use of Anchoring is to be able to manage your emotions and access resourceful states when you need them. To be able to replace negative and unwanted feelings with desirable ones is absolute freedom. There are many ways of using anchors to achieve this. Here are a few applications:

State Management – this is the most basic use of anchoring. You call upon an internal state by touching your anchor when required. It's useful in situations like examinations, presentations, or interviews, where you might want to be highly confident.

Stacking Anchors – to do this, you have to choose different situations that elicit the same or different emotions and stack them all at one point in your body. For example, you can create a stack of confidence anchors by forming multiple anchors of situations where you experienced peak confidence, or you can make a stack of peak positive anchors by anchoring different experiences of positive peak states.

This comes in handy when you want to experience multiple states such as a combination of happiness, confidence, and love. Your stack of anchors, when fired, will help you draw on all these states at the same time.

Chaining Anchors – involves anchoring similar states on consecutive points of your body and firing them one after the other to experience a sequence of similar states. After a few trials of firing, you will realize that firing the first anchor is sufficient to activate the entire sequence of anchors. This is useful when you need to gradually transition from one state to another, building up your state until you reach the climax.

Collapsing anchors – is a useful technique to remove a negative state and replace it with a positive one. It involves anchoring a negative state and a positive state at two separate points. Ensure that the positive state is more powerful than the negative state. Fire both states simultaneously, let both states overtake you, and then gradually release the negative state, followed by a positive state.

Using NLP in Real Life

The NLP Anchor techniques are there for training purposes in real life, you'll be using anchors moment to moment, on the fly, and you probably won't be working with a person identified as a client, sitting them down, explaining beforehand what you're going to do, and taking them through every single step of a technique as written down.

I've met plenty of people who've done NLP courses which can go through all of the motions like that, but the anchors they try to set don't work. That's usually because they haven't paid enough attention to whether the person has gone sufficiently into an intense state in the first place, so the 'resource' state they think they've anchored is actually a state of indifference. You need to pay attention so that you get a feedback loop that tells you when is the right time to set an anchor.

Another way that people fail to use anchors effectively is by not realizing that the stimulus they are using may have pre-existing associations that they haven't noticed. This is particularly true with music as an anchor. The response to music is a very personal thing. When I was just starting out in NLP, I did a course with a trainer who played the music from Chariots of Fire as an anchor for inspiration during an exercise designed to increase our self-belief, or something similar. What he hadn't reckoned with was that many of us hadn't seen the movie, and the only thing that music reminded us of was a number of TV comedy shows that were current around that time that featured spoof clips of blokes in improbably baggy shorts running in slow motion to largely comic effect. Out of respect for the trainer and with some effort we kept a straight face, but I don't think we felt very inspired.

So how can you use anchoring in real life, in conversations or presentations, and actually get the results you want? Here are some ideas:

If you are coaching someone and they describe achieving a goal which is meaningful to them - and you'll know it's meaningful to them when they become more animated, and when the way they talk about it changes, then

anchor that goal with a word or phrase in a particular voice tone. It's easier to do this if you use the same words and voice tone that your client uses, because that phrase will be meaningful to them, it already exists as an anchor for them. If later on in the coaching session the client seems to lose motivation, perhaps if they are considering obstacles to getting there, you can fire off that 'achieving the goal' anchor. At the unconscious level, that will bring back the motivated state; at the conscious level, they will feel that the effort to get there is worthwhile.

If you're presenting to a group, and you have to deliver some bad news or uncomfortable truths, use what's called “stage” or “spatial anchoring.” The idea is that if you stand in a particular spot in the room, that spot becomes anchored to a particular state. So to deliver your bad news, you would move to a different spot in the room and don't go back there once your bad news has been delivered. You could probably make the group nervous just by going back and standing in that spot.

If you are in, perhaps, a sales meeting, and you've just made a real gaffe that has not gone down well with your audience, you can dissociate yourself from it by stepping out of that spot, gesturing at where you were, and saying something like "And that, of course, is something we would never do."

Similarly, if you are following a speaker who has bored or upset the audience, make sure that you stand in a different spot from that speaker. Or if you are all at a sit-down meeting round a table, make sure you don't use the same voice tone as the unpopular speaker.

As you experiment with using visual, auditory and kinesthetic anchors, it's also worth knowing that if you set an anchor in the primary representation system that a person is using at the time - which you can tell from the person's 'predicates' (the sensory words they use) - they will probably notice that you're doing it. If you set an anchor in a representation system that they're not using much, it will probably be out of their conscious awareness. It's worth experimenting with setting anchors both in and out of people's conscious awareness, and noticing which gets more of a result when you test them.

NLP In Business



NLP enhances negotiation skills and selling skills. Clients who use NLP in the business report that their managers are excellent coaches, motivators, and influencers.

NLP multiplies excellence in any field. This is a skill known as the modeling in NLP. It uses the incorporation of all other intermediate skills. This is very useful in a business organization if, for example, business took good employees from each field and brought them together. The work done will be excellent.

NLP helps to improve communication while doing business. During communication, there is the use of verbal and nonverbal cues. By using NLP, one will be able to understand the spoken and unspoken language of customers and prospects.

It helps one to emulate the successful efforts of other businesses easily. NLP teaches one to understand how successful people work and converse. One can then emulate those using NLP strategies to copy those successes to fit their businesses.

NLP gives one sales staff mind-reading abilities. This enables them to understand nonverbal cues and eye movements, hence enabling them to

answer customers' questions and provide useful information about the products. They also understand how a client feels about the product in question, which makes it easier for them to close sales.

NLP improves negotiation skills. Negotiation is one big requirement in the business world—negotiation with vendors, employees' marketers, advertising firms, and many more. With NLP negotiation skills, everyone in the business will be more effective and persuasive. NLP boosts morale. Why wouldn't one's morale be boosted if everyone in the company or office knows how well and effectively you communicate? One is able to make themselves clear as well as able to relate with everyone in the office. This makes the workplace much more fun since there is a better understanding of one another.

NLP is the best customer service tool. NLP helps to understand customers' complaints and suggestions after a sale. One can be able to discern if a customer is complaining because of awful customer service or if he or she is just having a bad day. When one's customer care is able to understand the customer's nonverbal cues, then he will be able to deal with the angry customer and make them happy so that they would come again.

NLP can be so effective in boosting your entrepreneurial pursuits. It helps in building skills in teamwork, coaching, sales, productivity, personal development, and leadership. For NLP to be effective, there must be potential for growth, and human interaction should be present.

NLP is a good tool when you are setting and working toward achieving your goals. When you are in a business, it is necessary that you set your goals, which are supposed to be achievable, intelligent, meaningful, and measurable. For instance, it will not be realistic for you to set a goal to earn millions of dollars within a month without having logical ways to achieve your goal. Thus, using NLP, it is possible to set and achieve goals for your business. Using NLP will help you to change your way of thinking and speaking and also motivate you to take appropriate actions toward achieving your goal.

When you are in a business, sometimes you become stressed, but if you apply NLP techniques, it is possible to have a happier and more fulfilling life. NLP includes studying steps taken by successful people to achieve success, and these successes can come out from any part of your body.

These techniques will help you overcome phobias, speak with confidence in front of a large congregation, reduce anxiety, and learn how to be in a healthy personal relationship.

CHAPTER 21:

Dealing with Manipulation in a Relationship

Sometimes it's not always possible to get out of a relationship with a manipulator, such as a parent/child relationship. In some cases, you may truly care about the person you're with, and you want to help them, but don't allow this to become another way for the manipulator to take control. There are ways that you can deal with a manipulator, but it will take some time and some hard work on you.

Focus on You

All too often, victims of manipulators focus on their tormentor rather than themselves. This is exactly what the manipulator wants, which will only make their behavior worse. The reality of the situation is that you can only help yourself and not the person who is manipulating you, so focus on you rather than on them. Sometimes this will actually resolve the situation all on its own because the manipulator will realize they are not in control anymore and leave.

Do not fall into the trap of sharing your emotions and feelings with a manipulator. They will only turn this against you in the end and having them thrown back at you from a different perspective may be very difficult to handle. Remember that manipulators are not susceptible to empathy and will not be able to take your side in the matter.

Assess the Value

Is this relationship really worth all of this effort to you? Sometimes the damage is already so severe, and your sense of happiness and integrity has been damaged so badly that you just need to leave the relationship.

Of course, sometimes, it is impossible to get out of a relationship with a manipulator because they may be your child, so you have to assess how the relationship is hurting you as the parent and figure out how to alleviate some of the manipulations. If you are the parent dealing with a manipulative child, sometimes it's best to have that child see a psychologist to get to the root of the issue.

Use Assertiveness

The first step to using assertiveness in a relationship is to take back the control you have. You are most likely very used to complying with your manipulator just to avoid an altercation, but there are other ways to avoid altercations. When one starts to arise and the manipulator starts to do something that upsets you, simply remove yourself from the situation. You can do this by stating, “I need time to think about this.”

Do not allow the manipulator to ask you why you need time because this is another tactic, they use to regain control! Simply restate the statement over and over again until you are out of the situation, in another room, outside, or in another location completely.

Once you’re removed from the situation, you must confront your fears and anxieties that are building up. Why do you feel guilty when the manipulator uses this tactic? This is very hard to do, but there must be a reason as to why you are responding the way you are, being submissive and being the victim. This may be a great challenge for you, but it could save your relationship or set you up for healthier ones in the future.

Finally, in a calmed state, confront the manipulator and tell them exactly what you just learned about yourself. For example, they may threaten to leave you during an argument, and that makes you feel afraid. Simply state that to the manipulator and tell them that if they state what they want with respect, you might be more willing to listen. Then tell them firmly, but not without control, that you will not allow them to play on your fears any longer.

This will lead to one of two results. Either the manipulator will realize that what they did is wrong and hurtful to you, and they will stop their manipulative ways, or they will leave because they no longer have control. Do not be afraid of either outcome as this will strengthen your relationship with yourself, and that is the most important one you have.

Performing these steps can be very difficult, and you may need the help of a therapist or a psychologist. Do not be afraid to ask for help! Sometimes manipulators know what they’re doing, but they don’t realize it’s hurting their relationship with you. If they’re confronted with a calm and friendly environment in a therapist’s office, things might go better.

Can You Successfully Deal with A Manipulative Partner?

As we just mentioned, not every relationship needs to end because of a manipulator, although in several cases, it is the best choice. One thing that you really need to remember is that even in a normal, healthy relationship, it is natural to be influenced by your partner. Relationships are known to change both parties, as you grow and discover who you are together as a team. What you need to watch out for though, is where you start to feel like you are losing yourself in the relationship. Your partner should be bringing the best out in you, not overpowering every aspect of your life.

We are going to look at manipulation in general. Here we are going to talk about what signs to look for to know if it is manipulation you are dealing with in your current relationship.

Understanding Manipulation

Manipulation can present itself in a variety of forms, there are four main types of manipulators. In relationships though, manipulation can present itself a little differently as it can be in the form of teasing and sarcasm. With how many different ways manipulation can be presented, it is often very difficult to determine whether or not your partner is manipulating you.

Signs of Manipulation

Many times, in relationships you will start to feel like you are being manipulated, but sometimes you can't pinpoint why you feel that way. In most cases, you feel that way because you aren't listening to your gut, you are going against those feelings so you start to feel a bit uncomfortable. Other times you will make decisions because of things your partner suggests, they work on getting you around to their way of thinking very subtly

However, in order to say without a doubt that you are being manipulated you have to look at your partner's behaviors logically. You cannot go on gut instinct alone. One way to do this is to be 100% honest with yourself. Look at your partner's behavior towards you and think about what you would tell a friend if it was happening to them. If you would tell your friend to leave the relationship because the behavior is too controlling, you need to follow your own advice. If you would honestly tell them they are overreacting, chances are you are too.

What to Do If you are Being Manipulated

If you decide to approach your partner, you are going to want to make sure that you have a plan in place. Having a plan in place is important because sometimes confronting the manipulative person causes further manipulation, making it hard for you to stay on track regarding what you want to say. So, to prevent this from happening carefully think about how you want to handle the situation, you can even use some of the approaches already mentioned to help you deal with it.

When you do approach your partner do not do so in an accusatory manner. Accusing them only sets them on edge and can cause the entire conversation to go awry. Instead, focus on the way that you are feeling rather than putting the focus on how your partner is acting. To keep the focus on you and your feelings use plenty of “I” statements. These kinds of statements will also help provide examples to your partner about what has been going on. Going this route will help open up the conversations and will hopefully prevent your partner from becoming defensive.

Now once you start the conversation with your partner, you have to be willing to carry it out. You cannot go into the conversation and state your case and then just walk away. You need to listen to what your partner has to say as well. In fact, how your partner responds to your conversation is going to be what determines if the problem can be solved. If your partner accepts responsibility for what they have done chances are the problem can be solved, but both parties will need to continue to work on improving communication

If your partner belittles your feelings or brushes you off, you need to rethink the entire relationship. Only you can make the decision of whether or not the relationship is worth saving.

No matter what you decide, you still need to continue to be aware of how others are treating you. It's all too easy to get back into the same routine of manipulation. If you do stay with your partner to work things out, sharing how you are really feeling on a regular basis is very important. Effectively communicating with your partner can help prevent both of you from falling into old patterns.

Sales and Manipulation

When it comes to selling in business, you probably heard of the expression “you can sell anything if you have the right mind.” There is truth to that since an individual must know the techniques of persuasion of the salesperson to sell the product to the customers. There's a reason used-car salesman has the reputation that they do of being able to take any crappy used car and convince someone that it is substantially better than what one can perceive.

In spite of this practice, criticism is almost always directed towards them for the usage of manipulation. The line between persuasion and manipulation can be blurred. Especially in a business where high amounts of money and people's jobs can be at stake and as a result, this line can end up being crossed so many times it can be hard to tell which is which. We'll clarify how salespeople use manipulation to sell their product successfully and how you can use the same tactics for your own business or for your own ventures.

Business always has the need to sustain the customer's needs first before even introducing a product. Once the product is made with that in mind, the salesperson will persuade and, in this case, manipulate you into buying. See a lot of products are designed to prey on basic human emotional instinct as a result.

With these things in mind, let's explain how these tactics work. One example is hitting the customer with facts or statistics. A salesperson is trying to sell bike helmets for \$75.

The next customer he encounters, he brings up how in the last year, children between the ages of six and fourteen are more likely to get into fatal bike accidents. This makes it easier for him as this applies to the customer's empathy.

Via playing on the customers' innate desire to help protect their children and ensure that no injuries befall to their child. To take it a step further, the salesperson will cut the customer a one-time deal, giving a 15% discount if he purchases it right now.

This manipulation is leaving little to no time to decide. And oftentimes this claim of a 15 percent discount is in fact actually given to every potential customer encountered by the salesperson. Thus, creating the illusion that his sale is special to them only.

These pressures the customers thinking it would be indisputable and almost inane not to purchase the helmet right then and there. As well as convincing the customer that this deal is immoral not to take it also plays on the fact that humans love exclusivity so if they are convinced that this deal on the bike helmet or car or whatever it is being given at a good deal only to them then they will take it.

As a result of these sales tactics at the end of the day, the salesperson person has now sold something at an incredibly marked up price when in reality its values are substantially less than what it is being sold for. It should be known that they do this for positive reinforcement, making you feel good about the purchase. Remember, they are trying to satisfy the customer's needs while making a profit.

In a simple sense, sales and manipulation both play on simple psychology. If you ever take a look at some advertisements, you may notice how they show that the individuals who are using their products seem incredibly happy or like their life has been fulfilled simply because they are using this product. As a result of the manipulation utilized in sales, professional businesses will be very careful to avoid doing something that will give them a negative or tarnished reputation, henceforth they usually pride themselves on a quality product.

With this in mind, how exactly do you avoid manipulative sales tactics? Well, that question has an answer that is fairly similar to how you avoid other manipulation tactics, except the end goal is different.

You need to keep to yourself, so if you say, for example, you have been smart and done your research and know that a given a car is worth perhaps twenty-five thousand dollars. And you go to a car lot, and the car salesman

is trying to sell it up at thirty thousand by throwing in a large number of unwanted luxury features.

Then from here, you need to be blunt and bold with the salesperson and tell them well “Hey buddy I know I can get this hunk of junk for 25k somewhere else.”

See in simple terms most car salespeople tend to hedge their bets on the fact that people will be squeamish and perhaps not stand up for themselves. As a result, when going to buy anything be bold and confident.

This act of being bold and confident helps show the salesperson that you mean business and may perhaps be difficult if not impossible to trick. Lastly, let me briefly explain how advertising uses emotional manipulation tactics to get you to purchase their products.

One of the main tricks advertising agencies like to use is something psychologists call the “Fear of missing out” what this means is say Apple releases a new iPhone and they run all these ads for it well their betting less on the advertisements selling the phone and more on a cultural phenomenon. See in basic terms if everyone you know and all the people around you begin buying up these iPhones than you yourself is going to be very tempted to buy one. Your reasoning will be mostly subconscious such as not wanting to be left out of the new loop and wanting to fit in. The other tactic ad agencies like to use is sex.

We have all heard the term sex sells well this can be seen in a lot of the way things are subtly sold and the shapes they may make it adds. As a result of these things remember whenever you are watching an advertisement to pay close attention to see if it is trying to perhaps play on some of your subconscious and innate desires. This includes things like scantily clad women, suggestive shapes and figures within the ad.

Now that you know how advertising plays on simple emotions you can avoid it better. The most important thing to remember when making any big purchase is to deal only with facts and logic and disregard any emotion you might have towards it. This is may or may not come as a surprise, but most of the motivation that comes for a purpose is dictated by emotion rather than logic. As a result of this emotion over the logic that people use most if not all manipulative sales tactics try and play on our emotions as opposed to

logic. Remember this when going to something and ignore the emotional cues.

This can be difficult especially when it comes to buying a house. Real estate can be an issue where realtors will try many different tactics to try and get you to buy a house.

Their main trick will be by trying to sell you on the emotional appeal of a house's aesthetics something that is not important. You can always counter these emotional claims from a realtor by firmly and strongly disagreeing and holding your boundaries firmly and clearly, in doing so you also set the precedent that you are not one that is easily susceptible to manipulative tactics. These tactics can even be seen in the supermarket in how they will sometimes show an item as being marked down even though it is not.

What I mean by this is that they will advertise a product as being for sale when in reality it is not what this means is that they will always label it as being on sale even though it is not. Their goal is to trick you into thinking that by not purchasing it you are missing out on some kind of deal, when in fact, it is quite the opposite this plays on the human fear of missing out on a good deal.

Now that you know the tactics salespeople use you are better equipped to avoid them. On the flipside, if you are a business owner yourself you can utilize these little psychological tricks to your own advantage and, in doing so hopefully acquire great wealth and success for yourself. It is important to remember that these tactics are not coming from a place of maliciousness on the side of the salesperson but simply put. They use positive reinforcement to get what they want and to get you to think you want it. Therefore, it is not entirely a malicious thing. With these thoughts in mind, you are now armored and prepared for whenever you set foot into the sales floor. And can hopefully utilize these tricks in your daily life to bring yourself a great success.

The Art of Subliminal Messages

A subliminal message can be defined as an auditory or visual message that is presented so fast or slow to target only those that pay attention. Many researchers have studied the effect of subliminal messages as a way of passing information to the right audience. What has come out clear is that subliminal messages have an impact on how an audience perceives certain crucial details in product advertisement. When used correctly, it can result in an increase in overall sales of the items offered by different companies.

In 1986 Merkle and Cheeseman came up with the Psychodynamic Activation Theory that gave suggestions on how subliminal messages work on different individuals. The theory suggests that subliminal messages intrigue an unconscious defense mechanism to an individual who sees or hears the message. It then puts the individual in a position of desiring to satisfy two complementary features as portrayed in the subliminal messages. As a result, they end up buying a product that they wouldn't have bought in the absence of the subliminal messages. This unconscious stimulus is what results in the positive impact of subliminal messages as a persuasion tool.

Over the years, many companies have used subliminal messages when advertising their products. A common example is a phrase "Drink Coke and Eat Popcorn" that was used in the mid-90s. This made let to an increase in sales of the product pair especially after watching movies at different theatres. Subliminal messages are made to affect an individual's actions proactively without them realizing any new changes. The messages are found everywhere; be it in the gym, movie shop, or bookstores. Companies use subliminal messages so that the target audience can stop doing certain things in favor of their products.

So, does subliminal messaging deliver results or are the facts misrepresented? Some researchers such as Greenwald and Spangenberg

have given out a thumbs up for subliminal messages as a way of convincing a population mass to think in a certain direction. As a result, it causes an upsurge in sales of the items that a certain manufacturer is offering. But you have to be smart while coining the subliminal messages. The phrases shouldn't be too obvious. Instead, they should show a co-relationship between two independent activities. Subliminal messages have a great effect on the memory of the target audience. Most of them feel emotionally attached to the messages portrayed by the subliminal cards.

A Brief History of Subliminal Messages

The first-ever recorded book about subliminal messages was called “The New Psychology” and was published by Scripture in 1907. The book described the basics and principles of subliminal messages. That’s a clear indication that the art of subliminal messages have been around for quite a while. Another early recorded example of subliminal messages is by Knight Dunlap who was an American professor of psychology. In his presentation, Knight created an illusion of Muller-Lyre by including two pointed arrows showing different lengths. These arrows subliminally influenced his subjects based on the length of the shadow lines. Since then, researchers have carried out different visual subliminal experiments to come up with a workable theory.

The visual flash technique has also been used in different fields. One such example is when soldiers who were participating in World War II were being trained on how to identify a plane in 1/100th of a second. Pictures of different planes were passed on the display board and each soldier was expected to come up with the name that plane. This technique was used to enable the soldiers to quickly identify enemy planes and shoot them down as fast as possible.

In 1957, James Vicar carried out research on the impact of visual display of subliminal messages. During a movie presentation at the New Jersey theatre, James used a tachistoscope and projected the words “Drink Coca-Cola” and “Hungry? Eat popcorn.” He did this for 1/3000 of a second after every five seconds during the movie representation. This saw an increase in the sales of Coca-Cola and Popcorns shoots up to an all-time high of 58 percent. This caught the attention of the business world and soon, every corporate was looking for unique ways of writing subliminal messages to the target audience.

In 1979, about fifty stores in Canada and the U.S. started broadcasting messages in audiotapes that warned about shoplifting. During this era, most stores made losses due to shoplifting scenarios. Hence, incorporating subliminal messages with soothing background music was a good starting point. It is recorded that the stores saved about \$600,000 as store theft reduced by 37 percent. The auditory background messages had a great

impact on this great step. Ever since many stores throughout the world have incorporated this technique to reduce store theft and promote new products.

Subliminal messages in music have been associated with anti-social behavior. Some musicians often don't pay attention to what they are writing. When they talk about sex, guns, and other forms of violence, their fans get motivated to do things that they hear from the records. This calls for the responsibility of musicians and other relevant governing bodies that are tasked with the responsibility of inspecting any released content. The subliminal messages portrayed in such records also have an impact on the relationship between musicians and fans. Most fans choose to pick sides when their favorite artist sidelines them to hate another artist.

What has come out in recent years is that subliminal messages are powerful persuasion tools. More people are embracing this art to boost sales and to control a target audience in a particular direction. Also, researchers are still making wonderful strides in this field and we can only expect new innovations soon. The beauty of subliminal messaging is that it targets a specific audience and thus, it makes it easy to make a follow up on the series of events that have come up. Besides, it enables business owners to record the effects that arise due to its impact accurately.

Types of Subliminal Messages

There are two common types of subliminal messages; auditory subliminal messages and visual subliminal messages. These messages are almost similar but their impact is felt differently. They also have different results in terms of effectiveness and workability. However, instances of visual subliminal messages have been around for the longest time. In fact, auditory subliminal messages evolved from their visual counterparts. But there is no doubt that their effect cannot be underestimated. When used together, they give out exemplary results you can't achieve by using a single persuasion tool. Here's what you need to know about these two kinds of subliminal messages.

Visual Subliminal Messages

Multiple researches have shown that visual subliminal messages stimulate people's cognition. As such, it enables them to identify with certain items. However, these subliminal messages have to be projected to the audience on a regular and consistent basis before being successful. Our bodies work under the control of hormones. When people see something that excites the body, they will go the extra mile and look for the solution. That is why the visual subliminal messages should be creatively written to spark interest in the target audience.

Visual subliminal messages often aim at messing around with the self-esteem of the target audience. Many people feel belittled when someone comments on anything that touches their ego or convenience. As a result, the visual subliminal messages often give suggestions of complementary pairs that you should focus on. However, the messages should be direct and polite. Avoid using excessively provocative words when coining the visual subliminal messages. This will put you in a backlash with the target audience, which is not good for business. So, do extensive research on the topic at hand before making any persuasion advances.

Visual subliminal messages have played a huge role in the business world. The once simple tool has transitioned to become a very powerful marketing jewel to the global business community. It is common to spot such acts everywhere, as they have been incorporated in almost every aspect of our lives. Researchers, on the other hand, are always looking for new ways to make this marketing technique better. With the strides that have been made in the industry, we can only expect more inventions soon in this field. Social media has made the use of visual subliminal messages even bigger. The available platforms give business owners a large audience with just one shot.

Auditory Subliminal Messages

The auditory subliminal messages are meant to drive specific information embedded in background music or any other discussion. This marketing technique is a subsidiary of visual subliminal messages. However, most researchers have found that the two are effective when used together. Initially, business owners only focused on advertising through visual subliminal messages. They often did this because they thought that incorporating audio messages will result in backlash from those who want to enjoy their beautiful time. But this technique has now evolved to become one of the best marketing tools especially in supermarkets and other big retail shops.

Sometimes, you want to reach a large audience by speaking to every single person at a go. However, doing that may require large sums of money pumped in roadshow campaigns and other advertisement schemes that attract large masses. This menace can be solved by simply embedding subliminal messages in your audience's favorite music or radio station programs. People will likely listen to those whom they hold a huge responsibility. Besides, it is common for people to filter what they want to hear in different situations.

Auditory subliminal messages are common in the entertainment industry. Nowadays, big artists are paid to mention the names of brands in their songs, interviews, or shows. Some artists have even been signed as brand ambassadors so that they can promote companies in different situations. The world of advertisement is slowly experiencing the significance of the auditory subliminal messages for better sales and companies' growth. This marketing technique is no doubt excellent especially when it targets a non-repulsive target. Most start-ups are slowly incorporating this marketing tool to join the league of successful business owners. With the current world innovations, we can only expect more ideas to develop in this beautiful marketing field.

After sending out subliminal messages to the audience, the ball is now in their court. Different people perceive messages in a different manner. Some may accept the message while some may decide to ignore it. However, when a subliminal message is efficiently drafted, the reach out should be huge. So, what do you do to ensure that your message isn't misinterpreted?

Or, what are the ways of ensuring that your subliminal messages feature detailed information in one shot?

When administering the subliminal messages, you should be prepared for worst-case scenarios. Don't expect everything to run smoothly. Instead, prepare on how you'll counter-attack any negative feedback. A good counterattack should be the one that offers permanent solutions to the problem at hand. You can only come up with such a solution when you involve an expert. Always, consult with successful business brands to get more insight about subliminal messaging. Benchmarking gives you the opportunity to get finer details about subliminal messages as well as know what you should avoid being successful in your persuasion pursuit.

CHAPTER 24:

Using NLP in your Real Life, Relationship and Work

Using NLP to Manage People

When it comes to managing people effectively, it's important that you first understand the non-verbal cues they provide, in order to be able to apply your skills toward influencing them. This is an important principle in applying the NLP technique. Following are a few NLP techniques that can allow you to influence people's perception and thinking:

Deciphering eye movements

The reason it is important to understand the meaning of eye movements is that each eye movement tells its own tale. For instance, when you're searching for the right word or trying to remember a name, you automatically move your eyes in a certain way (most likely, squinting). Rolling the eyes signals contempt, or exasperation. Winking indicates flirtation or a joke. Widening the eyes signals surprise, or shock; even extreme excitement. The eyes can reveal much more about people's mental and emotional status, all on their own.

Once you understand what other people's thought processes are, you can accurately follow a course of action or dialogue which acknowledges the unspoken response, as signaled by the eyes. Dilation of the pupils, breathing, angle of the body, position of the hands – all these are complementary to the spoken message. Still, eye movement is very important in communication, because every movement is influenced by particular senses, as well as different parts of the brain.

Here is how you can generally interpret eye movement:

Visual responsiveness

Eyes upward, then towards the right:

Whenever a person tilts eyes upward and then to the right, it means that the person is formulating a mental picture.

Eyes upward, then towards the left:

Whenever a person tilts eyes upward, followed by an eye movement to the left, it means the person is recalling a certain image.

Eyes looking straight ahead:

Whenever someone focuses directly in front of them, as though looking at a point in the distance, this indicate that the person is not focused on anything in particular. That is the look often referred to as 'glazed'.

Auditory Responsiveness

Eyes looking towards the right:

When a person's eyes shift straight towards the right, it means the person is in the process of constructing a sound.

Eyes looking towards the left:

When a person's eyes shift straight towards the left, it indicates that the person is recalling a sound.

Audio-digital responsiveness

Eyes looking downward, then switching to the left:

When someone drops their eyes and then proceeds to turn their eyes to the left, this signals that the person is engaged in internal dialogue.

Eyes looking right down then left to right:

When a person looks downward and then proceeds to turn their eyes to the left and then, to the right in consecutive movements, it means the person is engaged in negative self-talk.

Kinesthetic responsiveness

Here, the person looks directly down, only to turn the eyes to the right. That is an indication that the person is evaluating emotional status. This further indicates that the person is not at ease.

Verbal responses

Rhythmic speech

The idea here is not to be poetic as you speak, but to speak at a regular pace. The recommended pace of speaking is equated to the heartbeat, say, between 45 and 72 beats per minute. At that pace, you are likely to sustain the listener's attention and establish greater receptivity to what you're saying. While normal conversational speed averages about 140 words per minute, slowing down a little and taking time to pause is highly effective as a means of sustaining people's attention. Your regular cadence should be punctuated by fluctuations in tone and emphasis, in order not to sound monotonous.

Repeating key words

When you are trying to influence someone, there are key words or phrases which carry additional weight as far as your message is concerned. This method of speaking is a way of embedding the message in the listener and subtly suggesting that your message is valid and worthy of reception. Repeating key words also suggests commitment, conviction and mastery of the subject matter.

Touching the person lightly, as you speak

Touching the person as you speak to them draws their attention to you in a relaxed and familiar way. By employing this technique, you're preparing the listener to absorb what you are saying to them; a way of programming attentiveness. Those engaging in inter-gender conversations in the workplace should take great care with this technique, as it can lead to misunderstandings.

Using a mixture of "hot" and "vague" words

"Hot" words are those that tend to provoke specific sensations in the listener. When you are using them to influence someone's thinking, it is advisable to use them in a suitable pattern. Examples of phrases containing hot words are: it means; feel free; see this; because; hear this. The effect of employing these words and phrases is that you're directing influencing the listener's state of mind, including how that person feels, imagines and perceives. You're also appealing to the sense most prevalent in the listener's perceptive style (as observed through the movement of their

eyes). For example, the phrase “hear this” will appeal to those who indicate a tendency to respond most actively to auditory stimuli.

Using the intersperse technique

The intersperse technique is the practice of stating one thing, while hoping to impress on the listener something entirely different. For example, you could make a positive statement like:

John is very generous, but some people take advantage of him and treat him as though he is gullible.

When someone hears this statement, the likely assumption is that you want people to appreciate John's generosity. That is likely to be the message heard and yet, the subtext is that while John is generous, he is also considered gullible and thus, at a disadvantage in life, when it comes to other people. Your hidden agenda may be to influence the listener to actually think of John as gullible, which calls into question his judgment. So, emphasize the words "but" and "gullible." The word "but" serves the purpose of transitioning the perceived compliment to John to an implicit slight.

The techniques just described form strategies in the service of influencing people. They're not intended to force a viewpoint or to control people's behavior for nefarious ends. These techniques are intended to modify undesirable behaviors, which may be resulting in workplace difficulties, including the failure of staff to work well together or to complete team projects. They're also extremely helpful in the context of relationships with young people and children, whether at home, or in a learning environment. Techniques of subtle manipulative effects like those described, though capable of influencing people and their behavior, don't amount to anything even approaching coercion. The person being spoken to chooses all responses and is merely influenced, or steered toward those responses.

How to Use NLP

Ultimately, you do not need anything to get started. There are a handful of traits that you will need to allow this process to really work to its fullest, and if you are willing and able to embrace these changes to yourself, you will see that you can actually begin to make huge, meaningful changes to your life. You will not have to live your life trapped by negativity any longer. You will not have to hold yourself back any longer. You will not have to keep yourself pinned down, enslaved by your feelings any longer. You will be able to reclaim yourself and your autonomy.

You must be ambitious

Remember, this is no small feat—nor is it an easy one. When you are using NLP, you are looking to rewrite your thought processes literally. You are trying to make major changes to yourself and how you approach the world in hopes of making sure that you can achieve everything that you hope to achieve. Your ambition will keep you moving forward in the process—you will be able to keep yourself going just due to being motivated by your goals, and that is a very powerful thing for you to take advantage of.

You must be courageous

You are, in many cases, going to be rejecting everything that you have known and accepted for the majority of your life, and that is no easy feat. When you are courageous, however, you recognize that at the end of the day, you are able to take it on. You know that the change needs to happen, and you are willing to move forward to ensure that it does, in fact, occur. It will be scary at times—after all, we fear the unknown. However, you must remember that at the end of the day, your courage will keep you moving forward toward the progress that you are looking for.

You must be open

You must be willing to approach all of this with an open mind. After all, it can seem highly unlikely in many different situations that this is actually something that can work. If you are dubious, at least give it a shot. It can be hard to think that you can, in fact, change your entire mindset just with a few quick shifts in how you want to treat yourself or how you want to think about yourself, but it is very real. It is possible. You can take control of

yourself and your feelings to make this happen if you are willing to be receptive to the possibility.

You must be curious

Much of NLP is all about learning to look at the world in a new manner. It is all about learning how best to recognize the changes in the world that you want to see and recognizing that you may have to change how you wish to see the world in the first place. It requires you to approach the world in new ways—you must be willing and able to ask questions. You must be able to wonder how or why things will work the way that they do. You must be willing to investigate why you do what you do so you can make the changes that you need to make. This is not possible if you are not curious about the world around you—it is only when you can embrace that curiosity and be willing to look at the world around you, much like how a child would, that you can unlearn those patterns that you have taught yourself. However, when you do so, it will be greatly worth it.

You must be disciplined

When you are disciplined, you can keep yourself on the right track. You can recognize that, while things may be difficult and painful at first, it is for the best, and it will help you ensure that, at the end of the day, you do see those necessary changes. You will be able to recognize that you need to remain determined and continue to attempt to make these changes that you need to see in life. These changes will help you immensely. They will ensure that, at the end of the day, you do move forward and you do see those changes to yourself.

CHAPTER 25:

Predators

Within dark psychology, it is believed that everyone has the capacity for harming or manipulating others. Dark psychology itself is the tendency to victimize others for an individual's own gain. It involves manipulating other people to get desired results, regardless of the cost to those who are unfortunate enough to fall victim to the predator. It is often deemed impractical, and in some cases, physically harmful to the other person.

Those who utilize dark psychology are typically attempting to sway other people for one reason or another, sometimes for good or justified reasons, and other times, due to extreme selfishness. Despite the wide range of reasons someone may seek to manipulate others, this part will focus on those who do it to harm other people intentionally. These predators want to achieve their goals and get whatever it is that their hearts desire at any cost, and are willing and able to do whatever it takes to be satisfied.

Users of Dark Psychology

Lawyers

In the court of law, oftentimes, juries or the judge must be convinced beyond a preponderance of a doubt of the answer as to whether someone is guilty or innocent. This, of course, can be swayed by whether evidence is presented effectively and the wording and body language used by the lawyer. While one person may say the thing that establishes the truth, another could word things just ambiguously enough that it could sway how things are understood and therefore sway how the jury or judge views the person on trial. For example, one lawyer could attempt to paint a murderer as someone worthy of sympathy, invoking images of the murderer as a loving parent, spouse, and child who has always been involved within his community and acted only in self-defense, which could potentially influence the judge to give more leniency than an alcoholic, repeat offender who is twice-divorced, a deadbeat dad, and has never been able to hold a job for longer than a week at a time. With that in mind, lawyers may also coach their clients to act in certain ways to influence the judge and jury to see them in a certain light to better the chances of a good outcome, even if that outcome is unwarranted, such as a murderer being free to walk away.

Leaders

Leaders are often either manipulative or persuasive. Good leaders act within the realm of persuasion, seeking to interact with people with an open mind and attempting to get a positive outcome for everyone involved. Manipulative leaders, on the other hand, act for their own self-interest. They rule through power and coercion, threatening those who resist certain actions or behaviors, as opposed to earning their position as a respected leader. Leaders who manipulate typically have low emotional intelligence and work through punishing bad behavior as opposed to rewarding good behavior. Leaders who rule like this are seldom successful, though people will follow out of fear. This means that they are likely not going to last in a leadership role before someone else ousts them.

Politicians

Politicians are masters at reading the cues in other people and running with them. They will present themselves in ways that come across as though they

know exactly what it is they are talking about, while they may truly be clueless. They present facts confidently, using their own body language to manipulate others. They may attempt to intimidate or throw off their competition, or they may attempt to be seen as an authority figure to those listening who will have the ability to vote. They want to get the votes they are seeking in any way possible, and so they must present themselves in a way that seems confident and convincing. This is directly manipulating the people around the politician, as it seeks to influence other people for the politician's own gain selfishly.

Public Speakers

Public speakers must be able to read those in the audience, but also to convince the public to agree with them. Whether the public speaker is attempting to get a new law or initiative passed, sway your vote in an election, or even just to convince you to protest some new store, their entire purpose is to speak convincingly and influentially.

Sometimes, these public speakers will resort to all sorts of dark psychology tricks, such as using words that are intentionally ambiguous in order to misconstrue situations in their favor, or in appealing to specific groups, citing fears as reasons to not go forward with whatever plan the others may have. They will do whatever it takes to appeal to any emotional states within the audience and use those emotional states to sway and manipulate those in the audience accordingly.

Narcissists

Clinically diagnosed narcissists exhibit three key traits: They have an inflated sense of self-importance, crave constant or near-constant attention, and lack empathy for other people. Because they crave attention and want to feel validated, narcissists will often manipulate those around them to admit or believe that the narcissists are truly superior. They will create an environment that is conducive to getting what they want, whether it's from coercion or manipulation. They do not care what the cost is to the other person, so long as they get a steady stream of their desired attention and validation and the other person does not challenge them.

Sociopaths

Sociopaths are people who do not empathize with others. Because of this, they do not feel that motivation not to harm others. While many neurotypical people naturally allow empathy to act as inhibition from harming others, the sociopath does not. This is why the average person feels guilt at manipulating while the sociopath will not.

Sociopaths are typically intelligent, charming, and also typically quite impulsive by nature of their personality disorder. These, combined with the lack of empathy, or the ability to understand how the other person is thinking or feeling, lead to someone who is prone to impulsively manipulating others in order to get whatever is desired. They may fake relationships in order to get the other person to do whatever is desired or just outright take advantage of others just because they can, and they do not feel guilty about it.

Salespeople

Those who work in sales are literally paid to convince you to buy things. It should come as no surprise that they oftentimes try to manipulate potential clients into buying what they are selling. They may appeal to the client's fears or insecurities, or portray a sale as a better deal than it actually is in an attempt to sway the client into making a purchase impulsively, without taking the time to analyze or see the manipulation.

Traits of Users of Dark Psychology

Manipulative people are difficult to spot, in part because they are so good at covering their tracks, which is how they get what they want in the first place. Here are some of the warning signs that someone around you is a manipulator or user of dark psychology.

Dark Triad

The dark triad is a reference to three particular traits someone may have: Narcissism, Machiavellianism, and psychopathy. These three are referred to as dark due to the fact that they all have the potential to harm others. People who score highly on these three traits are typically prone to crimes, social issues, and cause problems for any organizations they may join. While all three traits are quite similar to each other, they are distinct.

Narcissism: As briefly touched upon, narcissism refers to an individual who believes in self-grandiosity, lacks empathy, and is constantly seeking attention. Narcissists behave selfishly, seeking only to benefit themselves, and they have no qualms about manipulating others to get what they want.

Machiavellianism: Those who score highly on Machiavellianism are typically quite cynical in the sense that they seek to further their own self-interest with no regard to morality. They typically do not see any reason to follow the principles of society, instead of believing that the only way to succeed in life is to manipulate others.

Psychopathy: People who score highly on psychopathy lack empathy while also being prone to impulsive decisions and seeking thrills. They do whatever they want, regardless of the cost to other people because it is not happening to them and therefore does not matter to them. They may see someone screaming in pain and not care because they do not have the empathy programmed in their minds to cause them to care. This means those with high psychopathy levels typically go out of their way to only act in ways that are self-serving or that satisfy whatever new impulse they have.

Passive-Aggressive

Those who are covertly or overtly manipulative are frequently quite passive-aggressive. They typically rely on this sort of attitude in order to convince others to do what they want, typically by making the other person feel guilty. This is a way that they can act out sorts of micro-aggressions while still maintaining plausible deniability if anyone tries to call them out. Think of a family member who always conveniently forgets that you have a special event coming up, even if it happens to be relevant to them as well. You cannot really argue if someone says that they have forgotten about something in order to prove otherwise, since you will never be able to read another person's mind, meaning that even though you may know the truth, you have no real recourse to prove it. You are left feeling frustrated while the other person was able to hurt you through something that many people would see as harmless, and you have no way to call them out for it.

Stubborn

Because predators of all kinds are typically trying to convince or manipulate you into something, they cannot exactly admit fault or take the blame for something without admitting failure. Instead, they double down on whatever they are saying and insist that things are their way. They are unwilling to help in problem-solving, even if they are the problem, and they will adamantly refuse to compromise. Through their own stubbornness, they will double down and refuse to help with the conflict, and may instead throw more fire on it.

Infallible

Along with their stubbornness, predators typically will never willingly take responsibility for their actions, unless doing so seems to be the best possible situation. They insist that they are infallible, refusing to acknowledge anything less than perfection. They will deny misbehaviors or mistakes vehemently, and may even shift the blame to other people instead, creating scapegoats. Everyone around the predator may recognize that it was his or her transgressions that caused the problem, but the predator will do anything possible to avoid that blame.

Controlling

Predators seek control over everything. The very foundation of manipulation is controlling other people. Because they seek power and control, they will often try to make anything possible on their own terms, whether it is seeking to make a confrontation on his or her own terms, or in a location chosen by the predator. They want to keep you out of your comfort zone because it makes you easier to control. In the event that you try to get them to concede a little bit and try to make something convenient for both you and the predator, the predator is likely to insist that the meeting will take place on his terms or not at all.

Tips to Protect Yourself Against Emotional Predators

Let's start by looking at an example of typical Emotional Predator behavior that includes omitting relevant facts to hide the truth, ignoring rules, denying facts, being indignant and bullying when called on bad behavior, blaming their target, being hypocritical, refusing to inconvenience themselves or change, being indifferent to their negative impact on others, playing the victim, and manipulating emotions with melodramatic tones and words.

There is no “one size fits all” approach to dealing with an Emotional Predator in your life... This means that no single strategy or tactic can be guaranteed to neutralize every Emotional Predator. Learning how to protect you is a process of trial and error doesn't work when we demand perfect results each time. So, let yourself off the hook of perfectionism. When a tactic doesn't work as you'd hoped, it's not a failure, it's a learning opportunity.

Some of the ways to protect yourself can be easy to understand but difficult to put into practice and internalize, others harder to understand. Make notes in the margins, on the Table of Contents or on the blank pages at the beginning or end. Create your own table of contents so you can find things that are particularly important to you.

Identify Emotional Predators

The first step in protecting yourself from Emotional Predators is to recognize them behind their camouflage.

As you read about the behaviors, tactics and traits of Emotional Predators, you may recognize some of them in yourself and worry that you may be one of them. We all can share some of the behaviors that distinguish Emotional Predators from others, and under stress we can temporarily regress to some of those more primitive ways (and many teenagers seem to temporarily regress that way as part of a natural developmental phase). And as we'll see, we also can choose to selectively adopt some Emotional Predator tactics to defend ourselves from Emotional Predators.

Emotional Predators exhibit a pervasive and enduring pattern of behavior and perception, not a selective, temporary use of tactics. That's why it can take repeated observations over time and examining documented history to determine whether someone is an Emotional Predator, or just a decent person temporarily regressed under stress or selectively resorting to defensive tactics.

You don't become an Emotional Predator by selectively using some of the clever or even devious Emotional Predator tactics to protect yourself and your loved ones. You can choose to use the same tactics without sharing the same traits and nature. Selectively playing an Emotional Predator's game better than she does in order to protect yourself, and with concern for the negative impact on innocent people, is very different from the Emotional Predator's pervasive use of tactics to use and abuse others for her own ends without regard to the costs imposed on others.

And Emotional Predators lack insight into themselves. They're deeply delusional about who they are and, in particular, how they impact others. Although they can fake it using the jargon of psychotherapy, they're not truly introspective. Recognizing Emotional Predator behaviors and tactics in yourself, suggests that you're more introspective than they are.

Be Flexible about how you define yourself

Emotional Predators seek out emotionally reactive people and harness their emotional reactions to control them. But a strategically responsive person can regain control and power and is a less appealing target. Your emotional reactions control you. You control your strategic responses.

Although it's natural to want to change an Emotional Predator, don't underestimate the power of changing yourself. Knowing yourself better than she knows you are essential, but more powerful protection comes when you're willing to change yourself. And you're the only person you can change. You can't change who she is. You can, however, change who you are to fortify your defenses, build immunity and improve your responses. And by changing yourself and how you respond, you can influence her behaviors.

Avoid and Disengage when possible

The wizards are right. Have the wisdom to run from Emotional Predators whenever you can. When you identify an Emotional Predator in your world, the best thing to do is avoid engaging with them. That's easiest when she isn't targeting you and you are observing her from the sidelines. In that situation, just steer clear and avoid involvement. This should be done politely and without any hint that you see anything wrong or negative about her. You certainly shouldn't explain to an Emotional Predator the real reason you're moving away. If she asks, some version of the old line from dating of "It's not you, it's me" is usually the best approach. Be too busy. Make vague circumstances the "bad cop" that forces you to decline engaging with her.

As you move away from an Emotional Predator, don't explain or justify, just state your unavailability in the briefest way possible. "I have too much going on," without being drawn into listing and justifying what else you have going on, is usually enough. Particularly after you've already said you aren't available, often the most powerful response to a further inquiry is no response at all. Silence can speak loudly and clearly (and uses the Emotional Predator tactic of passive-aggression for protection). Be as invisible as you can, showing fear or vulnerability, joy or excitement, satisfaction or disappointment. Show no emotion at all, because your emotions are what an Emotional Predator feeds on and will try to manipulate.

If you find yourself already engaged with an Emotional Predator, the best thing to do is disengage. But that may not always be possible. If the Emotional Predator is in your family or at your work, you may need to, or you may choose to stay engaged.

Be Strategic when you do engage

The strategy of avoiding and disengaging may not be available or practical in your situation, particularly if the Emotional Predator is part of your family or at your work. If you must, or if you choose to, remain involved with an Emotional Predator (you have children together, for example), it's vital to be smart and strategic, and use effective tactics to protect yourself and your loved ones and restore the balance of power. Every strategy and tactic for dealing with an Emotional Predator, including disengaging, aims to re-balance power and restore control.

Many of the tactics for managing involvement with an Emotional Predator can be summed up as playing the Emotional Predator's game better than she does and setting your own rules of engagement. Don't bring a knife to a gun fight. Remember, playing her game better than she plays it doesn't make you an Emotional Predator. The tactics themselves may look the same and an uninformed observer may not readily distinguish between offensive and defensive uses, but there's a world of difference.

Control Information

Controlling information is central to any strategy for protecting yourself. An Emotional Predator will carefully control the information she lets out, telling affirmative lies and distortions as well as lying by omission. This makes it important for you to mine all sources of information to get the facts and fill in what she's left out. Penetrate her facade by gathering information about her abusive, deceptive and manipulative behaviors and reality.

An Emotional Predator also will relentlessly try to mine you for information about you, particularly for information about what's emotionally important to you, what you hold near and dear to your heart, your core beliefs and values. So, learn to play her hiding game better than she does by controlling the information you let out. The less she knows about you, the better. Don't say what you want to say, say what will be strategically smart to say.

Like a good card player, remember that misleading your opponent is central to a good outcome. When an Emotional Predator thinks you care about things that are unimportant to you (and visa versa), she'll attack you where you're immune and not attack you where you're vulnerable. You can strategically mislead her both by withholding accurate information about you and by releasing inaccurate information. Although strategically faking an emotional display can put an Emotional Predator off balance and misdirect her attention, this tactic should be used sparingly and only by the theatrically inclined. Unless you're a good actor, it's probably better to remain emotionally invisible.

Types, Sources and Direction of Information Flow

Managing the flow of information between you and an Emotional Predator, and with third parties, is part of almost all the strategies for protecting yourself. There are three types of information: information about you, about the Emotional Predator and about the situation. In addition, information moves in two directions: you acquire it and you release it.

You can acquire information from three sources: from yourself, from the Emotional Predator and from third parties (which includes independent records). And you can release information to any of three audiences: to yourself, to the Emotional Predator or to third parties. Particularly when releasing information, but also when acquiring it, involve third parties with caution. Through ignorance or intention, third parties may or may not be trustworthy. Some could be helpful, others could be oblivious, still others could be enlisted now or in the future as Emotional Predator helpers or patsies.

This may sound more complex than it is. The bottom line is that effective protection from Emotional Predators involves controlling the information you reveal and acquire, considering what that information is, from whom it's acquired and to whom it's shared. Managing all the different types of information and the directions they flow is a central part of an effective defense, but controlling the information you let out about yourself, particularly about your emotions, is essential. If you wear your heart on your sleeve and let your emotional states be visible, there's little hope of effective protection. Common therapy admonitions to be open and honest and share your feelings are a disaster if you follow them with an Emotional Predator.

Emotional Intelligence

Emotional intelligence is a significant indicator of victory in various aspects of life. It entails being able to recognize other people's emotions. Having emotional intelligence puts you in a better position in what you do. It could be in business or at the workplace. People who have high emotional intelligence tend to perform better at the workplace. Emotional intelligence is a suitable tool in enabling you to handle situations and people such that you can overcome dark psychological aspects or manipulations. You will learn what emotional intelligence is, how it can help you to overcome manipulators, and how you can develop emotional intelligence.

What Is Emotional Intelligence?

Think of emotional intelligence like this: You probably know a person who fascinates you by the way they pay attention and listens to what you have to tell them. It could be your friend or colleague. In any circumstances that you are in, they will find the right words to say to you and tell them to you in a manner where you won't upset or offended. You can confidently call this person considerate and caring. Such a person will leave you feeling optimistic and hopeful, even though you did not find the solution to the problem you were having. They have a high degree of emotional intelligence. They are people who tend to know themselves exceptionally well and can sense the emotional needs of others.

I know this is a character you admire, and you would like to be like them. While emotional intelligence is turning out to be an essential aspect of professional success, it is paramount to self-wellbeing.

Emotional intelligence is the capability to identify, manage, and use your emotions to comprehend what they tell you and in what way they affect other people. It includes how you perceive other people, which is essential since, for you to manage relationships effectively, you need to sense how others feel. Emotionally intelligent people can go through life smoothly as compared to other people. The reason for this is that they do not quickly get upset or angered because they can understand other people's emotions.

The following are elements of emotional intelligence that will assist you in understanding what it entails.

Self-Awareness

High emotional intelligence will enable you to understand the concerns, needs, and feelings of other people. It is easy for you to pick up on emotional cues, identify power dynamics in a group, and feel comfortable socially. Being self-aware means that you understand your emotions, and you are capable of managing them, and you do not let your feelings control you. It is about being confident because you trust your intuition and would never allow your emotions to get out of control.

How often do you take an honest look at yourself? People with emotional intelligence comprehend their strengths and weaknesses; they not only know how to handle other people but know areas where they can perform better. Self-awareness is arguably the most paramount part of emotional intelligence (Watkin, 2000). From the above explanation, we learn the crucial aspects of self-awareness, which are emotional awareness, personal confidence, and individual assessment. If you have these qualities, then you will be in a position to distinguish emotions that are inappropriate and appropriate. This is what people who have emotional intelligence do.

Take, for instance, anger. It is a negative emotion. However, there are certain circumstances in which it is an appropriate and reasonable emotion. There could be a person who has purposefully angered you. As a person who has emotional intelligence, you will be able to see the intention and react appropriately.

Self-Management

Self-management is also referred to as self-regulation. It means being able to manage your emotions, control impulsive behaviors and, take the initiative and fulfill your commitments and adapt to changing circumstances. It is an essential quality as it means that you do not allow yourself to become too jealous or angry. A major drawback to most people is that they do not make hasty, impulsive decisions. It is more about thinking before you act.

As manifested above, the attributes of self-management include the ability to say no, integrity, comfortable with change, and thoughtfulness. These aspects will enable you to respond to the emotions of others appropriately.

Motivation

It is also an essential aspect of emotional intelligence. It is more about having a personal drive to achieve and improve, being committed to your goals, and being ready to act on opportunities. These are people who have high resilience and optimism in life. Self-motivation is what has brought you this far and enabled you to achieve what you have.

Self-motivation is a critical skill that enables you to bypass most of the dark psychology aspects. It is about setting and making reasonable demands on yourself and being assertive. A motivated person is difficult to manipulate because you can defer immediate results for long-term success. It is about being very useful in whatever you do, loving challenge, and being productive.

Empathy

Empathy is also referred to as social awareness. The reason why you are vulnerable to dark psychological aspects such as narcissism, Machiavellianism, and psychopathy is because you have empathy. In this context, being empathic is broader. It means you are capable of understanding the concerns, needs, and emotions of others.

It helps you to see things from other people's standpoint, which makes you have a stronger understanding of other people's situations. It is about leveraging diversity, having service orientation, developing others, and understanding them. The advantage of people with empathy is that they can identify other people's feelings even when those feelings are hidden. As an aspect of emotional intelligence, being empathetic enables you to be excellent at relating, listening, and managing relationships with others. You are a master at maintaining and building relationships, an excellent communicator, and you are capable of handling disputes.

Social Skills

Social skills entail a broad range of interpersonal and relationship skills. A person with emotional intelligence makes good leaders because they can influence, persuade, and manage conflicts. When you have social skills, you are easy to talk to: you are trustworthy, able to share, and you are a good listener. It is easy for you to be attractive to others and be more charismatic. The advantage with this is that it helps improve your confidence and self-esteem making it easy to have a positive personal dialogue. Hence, you tend to have a greater understanding and acceptance of your emotions.

It is easy to talk to and admire people with excellent social skills. It makes this person a good player. It gives them an advantage in learning other people's intentions. If they identify good motives, it will help them shine and develop.

The analysis above has shown that emotional intelligence is an essential aspect of one's life. Concerning psychology, it is paramount to your mental health. Uncontrolled stress and emotions could indeed impact your emotional wellbeing and make you susceptible to depression and anxiety. Emotional intelligence will enable you to develop healthy relationships. You can control your emotions and express your feelings well while understanding how others are feeling. Another critical aspect manifested in this analysis is social intelligence, which you will apply when determining a foe from a friend.

How Does Emotional Intelligence Help You Deal with Manipulators?

A significant aspect of emotional intelligence is that some decide to use it for personal interest. Such people capitalize on empathy to manipulate others. Thus, when you are seeking to know how to deal with manipulators, remember that most of them have a significant level of emotional intelligence. Your focus here is not to be an expert so that you can manipulate others instead overcome any aspects of manipulation. With high emotional intelligence, you can recognize, appreciate, and relate with other people's emotions.

The question you should be asking is this: if the manipulators have emotional intelligence, how will you overcome them? It is possible to do so; remember, emotional intelligence helps you to identify a friend from a foe. You use the insight to identify those who want to fulfill their self-interest by using you and those that are genuine. Emotional intelligence helps to overcome various tricks used by manipulators.

Manipulators use fear to control you. It is common to find someone exaggerating fear to the extent that he or she is telling you outrageous lies. It would be best to research or talk to a trusted friend to find out the truth about what the manipulator was saying. Emotional intelligence relates to self-knowledge. It is an outstanding quality that entails having a solid sense of who you are, such that no one can convince you otherwise. You do not need anybody telling you or implying to you who you are.

Emotional intelligence equips you with a strong sense of compassion for yourself. Manipulators like people who are less compassionate about themselves. However, when you have self-confidence, you develop a firm positive compassion inner dialogue with yourself, which enables you to outdo the influence of a manipulator (Bailey, Murphy, & Porock, 2011). It is about refusing to allow manipulators to activate your buttons and schemas. You will be in a position to engage with them and make their words slide without having an impact on you.

Manipulation is about toiling with your emotions. Being emotionally intelligent enables you to block such influence or the possibility of someone taking advantage of your feelings. You can notice how you feel, and healthily, you can cope with the feelings that you go through. It is difficult

to find someone who is emotionally intelligent, making impulsive decisions, or letting emotions control them. When they feel confused, frustrated, angry, fearful, guilty, or feeling defensive, they will either excuse themselves or retreat to a new location. When dealing with a manipulator, there is insanity that inevitably occurs when you are emotionally intelligent. You do not engage in it because you do not allow the things they say or do get to you.

Each of the characteristics of emotional intelligence puts you in a better position to deal with a manipulator compared to a person who has low emotional intelligence. Among the various things you can do with them is take responsibility for yourself. It means that a person will not fool you twice, nor will you let a manipulator walk all over you. It is because you have self-respect and self-awareness.

Increase awareness and create value for yourself and in business

When people know that what they want is limited in terms of time, color, options, availability, and quantity, their desire for it increases exponentially. Corresponding to this theory, whenever you want something but cannot easily have it, the appetite for that object increases significantly; this is nothing but human nature and one of economics' fundamental laws.

Citizens have always heard about the law of supply and demand, and they understand how difficult it is to buy something at a much higher price just because the market for it has increased. That is why they are going to markets to buy a product that is more likely to become extremely popular in the future and take advantage of its original price.

Today, most stores use this strategy—first, they get people to understand their product's inherent value, which they know the consumers need tremendously. They will then throw in some freebies and a cheap price, which would help them generate sufficient revenue to fund their money. We will then conceal the product from the public. Once we think there is enough clamor for the product to return to the shelf, they'll bring it back on the market at a ridiculously high price.

What is this action going to do? By listening to the people's voice, it makes the storeowner look good, and then he earns a lot of extra money to do so. He does not need the people to know the second advantage he enjoyed, though. The first benefit is all that he would need to remind them of. Regarding his goals, he is simply trying to make his customers avoid the pain by reintroducing an old product that would most likely be much more expensive than the new products his store offers. The customers did not know, however, that the storeowner has already guaranteed his reward—he knows his old product would be selling, no matter what. He did not take any risk at all.

So, how can you use this principle? The first element of this principle is that your goal must be aware that it will be valuable to him or her for your service, offer proposal, or product. He or she is going to suffer if he or she loses the chance to have this right now. The second element is the act of scarcity induction. Now, to your target, you can induce scarcity. Tell him or her that, in terms of business operations, what you are selling right now will only be available for a limited time (or in limited quantities). The target will know by causing scarcity that there is a real possibility that he or she may not get what they want because time (or stock) will run out quickly. As such, telling your target in no uncertain terms how it will lose out in this situation would be essential.

Suppose you are a businessman as an illustrative example, and your target is a potential customer. You can say to your goal, "I would hate to see you miss this latest iPhone! Note that this version will only have 2,000 iPhone units available. I will give you the chance to reserve one for yourself if you wish!" This example would work because it involves a specific number, which justifies the claim of scarcity. A seller would sell for a certain amount based on how much his customer would like or need the service that he sells. The thing is that soon because it is that special, the product will be taken off the shelves. He can make a claim stronger by saying that most people can get it only on a reservation basis because the competition is very tough, but still, fighting for the product is so worth it. A store owner may declare that consumers have a specific deadline to make up their minds, missing that deadline is the same as missing the entire opportunity to profit from the service.

Now, if you were that salesman, you could even boost your pitch by saying you are willing to go out of your way and make sure your target gets a fair fighting chance to get that product, but it should count on an effort. Insinuate that going through the trouble of having to fill up the paperwork and stand in line can be frustrating for you. You are now guaranteed to sell, and you would also get a good tip.

Conclusion

There are many examples of manipulation, mind control, and persuasion in history. Some of the most infamous examples are Charles Manson, Adolph Hitler, and Ted Bundy.

When you look at Charles Manson, an American criminal and cult leader, you can get a profile of someone who was able to use his words and “love” for his “family” to create a cult. He has been able to take young adults and turn them into murders.

Charles Manson never actually killed anyone. He simply had the members of his “family” do this through manipulation, mind control, and persuasion.

Adolph Hitler acted similarly. He started by getting people to like him through persuasion. People believed that he would be one of the greatest political leaders of all time. He used all the tactics to get people to believe Jews and people with mental and physical handicaps were worthless. By using his manipulating techniques, he made some citizens and the Nazis to believe that specific categories of people had to be killed to make the world a better place.

Ted Bundy is one of America’s most notorious serial killers. During the 1970s, he raped and killed several females. He would often get the women to follow him because of his charisma, which is a personality trait that many manipulators and persuaders have. He was also known to be good looking and would act like he could be anyone’s best friend.

Today, psychologists continue to study the methods behind people like Charles Manson, Ted Bundy, and Adolph Hitler. One of the most famous psychological experiments to prove that people can be controlled through manipulation and persuasion is the Stanford Prison Experiment. In the early 1970s, psychology professor Philip Zimbardo used college students from his class to perform this experiment (Mcleod, 2018). He told some students that they were criminals and were locked up in prison. He told other students that they were the guards. Every student in the experiment had their assigned roles and understood what they were supposed to do.

The purpose of the study was to find out whether guards in the American prison system were ruthless because of their personality or because of their environment (Mcleod, 2018). Zimbardo played the supervisor of the prison and built a mock prison in the basement of the Stanford University psychology building. Before he agreed to let people play any role, he made sure they were mentally and emotionally able to handle this type of experiment by giving people a psychological assessment. Out of the 75 college students that applied, about 24 men were approved.

None of the participants knew each other and their roles were randomly assigned. By the time of the study, there were 11 prisoners and 10 guards. The prisoners were arrested in their own homes, without warning. They were then blindfolded and brought to the mock prison where they were searched and fingerprinted. They were treated like every other criminal.

The guards were given matching uniforms, billy clubs, and whistles. They were also given sunglasses so that they couldn't make eye contact with any of the prisoners. From the beginning, Zimbardo told the guards that they could not use physical violence to maintain law and order. However, they could do whatever else they felt was necessary. To Zimbardo's surprise, who believed real correctional officers were cruel to prisoners because of their personality, the guards started to become hostile to the prisoners quickly.

Within hours, the guards started to harass the prisoners and make them do sit-ups or pushups as punishment. They also started to increase their authority against the prisoners. This brought a surprise rebellion from the prisoners, who tore off their number badges and pushed their beds in front of the doors to their cells so guards could not get in (Mcleod, 2018).

This rebellion was the start of a changing relationship between the guards and prisoners. The prisoners became more submissive as the guards become more aggressive. Within a couple of days into the experiment, one prisoner started to suffer from emotional disturbance. When the parents came to visit the prisoners the day, most prisoners introduced themselves by their prison number. Rumors started to spread of a mass escape plan, which is when Zimbardo started to look into what was going on a little more closely. He started to talk to the prisoners and inform them that they were not their number, that they had a name and an identity (Mcleod, 2018).

Less than a week into the experiment, it was terminated because the guards started to abuse the prisoners. On top of this, many prisoners were showing signs of emotional disturbance, which was making other psychological professors anxious about the experiment.

The Stanford Prison Experiment concluded that people will conform to social roles, especially in a heavy manipulated environment (McLeod, 2018). People will also start to conform when other people try to persuade them to act in a certain way, such as when a guard would get another guard to treat a prisoner harshly. People will also conform when they are being controlled, such as with the social roles and the environment. These are forms of mind control.

Through this narration you have learned what dark psychology means. It is nothing to be afraid of. It can improve your daily life. Once you dominate it, you will be able to realize if you have been manipulated, persuaded, and controlled through your mind. While most people deal with these forms of dark psychology as a way to help them make better decisions, sometimes it is not for your good.

You have become aware of the techniques people use to try to control or manipulate you. Because of this, you will feel ready to take on your manipulator. You will feel that you understand what they are trying to do, which means you will be less likely to fall victim to their techniques. However, you always need to be aware of the strategies they will use that you do not understand. While I talked about the most common strategies within this book, this doesn't mean that they won't come up with their strategies. While beginners will struggle with finding their manipulative techniques, master manipulators will have enough experience to come up with their own.

The bottom line is, using any of these dark psychology tactics negatively in a relationship is a form of abuse. If you are being manipulated or mentally controlled to the point it is hurting you physically, emotionally, or mentally you have to find a way to get out of the relationship. It will not be easy and you might feel that, in the beginning, you are making the wrong decision since you are leaving your "comfort zone." You might find yourself going back to your significant other after you leave him because, as you will get

yourself to believe, “it wasn’t that bad” and “They promised they would change.”

You must realize that they are not going to be able to change overnight. It is going to take them years and a lot of counseling to change. If they genuinely want to change, which usually isn’t the fact, then you need to make sure they go to a counselor and recognize when behaviors change and when they don’t.

Though fear will conquer and dominate your thoughts, you are fully capable of getting out of that situation. You can and you will start again and in the best way. You do have support. Even if you have become isolated from your friends and family, there are always support groups, shelters, and non-profits who are willing to help you get your life back on track.

It will not be easy because you will need to get to the point that you start to build up your confidence again. You need to feel that you are not worthless and that people want to help you. This is something that master manipulators and mind controllers try to take away from you as it gives them the upper hand and they feel that you will never be able to find your confidence again.

However, you can prove them wrong. You can fight this, and you will come out on top.

Use the techniques described in this book to identify dark psychology behaviors and especially the cynical manipulation to be able not to lose control over your life.

DARK PSYCHOLOGY SECRETS

A GUIDE TO INFLUENCE PEOPLE WITH
HUMAN PSYCHOLOGY, TECHNIQUES FOR
PERSUASION, DECEPTION, NLP,
EMOTIONAL MANIPULATION AND MIND
CONTROL

Brandon Covert

Introduction

It is not uncommon for humans to make attempts at influencing others by making use of psychological techniques such as manipulation, coercion, persuasion, deception, hypnosis, mind games, and brainwashing. Psychology is the study of the mental process of humans. It seeks to investigate the thought process of humans by looking critically at the reason why people do what they do and the way they do it.

When it comes to dark psychology, the focus is on the human condition in relation to the nature of the psyche of humans, which propels them to prey on other people with the aim of influencing them. This is driven by criminal or deviant tendencies which lack purpose, as well as other general assumptions of both social science and instinctual drives.

All the members of humanity have the tendency to victimize other people, as well as every living creature on Earth. For some people, these tendencies are restrained and very minimal. In contrast, others easily fall for the instinct and act upon these impulses.

According to dark psychology, every human has a bank of malevolent intentions geared towards other people, and these intentions range from fleeting thoughts to minimally obtrusiveness to pure psychopathic deviant characters that are devoid of any form of cohesive rationality. This is described with a term known as the Dark Continuum.

Also, there is another term known as the Dark Factor, which refers to the mitigating factors that act as accelerants or attractive factors to every form of approaching Dark Singularity, which indicates the point where a person's heinous actions fall in the radar of the Dark Continuum.

Michael Nuccitelli (2006) states that dark psychology isn't only the dark side of the moon, but the dark side of the combination of all the moons. It is a combination of everything that makes an individual who they are about their dark sides. It is a trait that is present in every religion, culture, faith, as well as every race of humanity.

From the point of birth to the point of death, there is an inherent not-so-pleasant side within everyone, which some have described as evil. In

contrast, others call it deviant, criminal, and pathological.

With dark psychology, there is an introduction of a third philosophical construct, which looks at these behaviors from a different angle aside from religious dogmas and contemporary theories of social science. To be successful, every individual must take an interest in their fellow humanity. It is from the lack of interest in others that every failure in life springs, and this causes significant injury to others. All human failures arise from this type of individual (Alfred Adler, n.d.).

According to the tenets of dark psychology, some of those who commit these acts do not do so for the love of money, power, sex, retribution, or any other known motivation. They just merely commit these horrid acts without any goal at all. They easily simplify their ends and do not justify their means.

Some other people just violate or cause injury to other people for the sake of doing so, and the potential for this lies within the core of everyone—a drive to harm other people without any reason, explanation or purpose.

According to dark psychology, this is a complex potential that is hard to define. It states that the potential to become a predator, which is present in everyone, has access to people's thoughts, feelings and even their perceptions. The good thing is that it is only a few people that act on this potential.

At one point or the other, every human will have had thoughts or feelings of acting towards another person brutally, and many times would have had thoughts or the feelings of hurting someone else without mercy. To be honest with oneself is to accept the fact that at a certain point in time, there has been a feeling of wanting to commit some heinous acts.

As a result of the fact that humans consider themselves to be a benevolent species, it isn't surprising that most times humans want to believe and convince themselves that these thoughts and feelings are non-existent. Still, the truth is that these thoughts are always present in everyone.

In dark psychology, it is believed that this predatorial side of human nature is of an individual purpose. Several fields of religion, psychology and other dogmas have attempted to give a solid definition to dark psychology.

Although most areas of human behavior related to evil actions indeed have a purpose and a goal, when it comes to dark psychology, the aspect that is concerned with goal-oriented and purposive motivation seems to become very indistinct.

There exists a continuum of dark psychology victimization which ranges from thoughts and spans to pure psychopathic deviance. However, this contributes to helping in conceptualizing the philosophy of dark psychology.

The aspect of the human psyche which dark psychology addresses, is that which makes room for these predatory behaviors. In many cases, these behavioral tendencies are characterized by a lack of apparent rational motivation which is universal and lacks predictability.

If there is any truth in this evolutionary theory, and if you belong to the league of those who believe in the theory, you will agree with the fact that every behavior has something to do with three instincts: aggression, sex and self-sustenance. These are the primary instincts that drive humans.

In the evolutionary theory, there is a tenet of the survival of the fittest which is replicated in other species. In order to survive and reproduce, there is a similarity between humans and all other life forms. To be able to mark one's territory, there must be a show of aggression. This also goes a long way in protecting these marked territories, as well as gaining the right to procreate.

Although this may seem to be a rational process of thoughts and actions, it is not a part of the human condition in the purest sense of it. Therefore, it is important to note that dark psychology is not applicable when it comes to other animals on the planet, as it is only humans that are prone to exhibiting the tenets of dark psychology. However, a critical look at the human condition will dissolve the theories of natural selection, evolution, and animal instincts as humans are the only species that can prey on themselves without any apparent reason for procreation to survive and sustain humanity.

Humans prey on one another for reasons that are not clear and cannot be sustained. It is this part of the human mental state or what is known as the universal human condition, that dark psychology aims at addressing; the part that makes humans impel this predatory attitude.

In dark psychology, it is believed that there is an intrapsychic part of human nature that makes people do what they do in terms of preying on others. This part of human nature goes against the tenets of evolution. Humans are also the only other creatures on the planet that will kill one another for reasons other than the want of food, survival, territory, or procreation.

For ages, philosophers and other ecclesiastical writers have made several attempts at looking at this phenomenon to explain it. What has only been discovered is the fact that it is only human beings that harm themselves without any form of rational motivation.

It is assumed in dark psychology that there is a part of the human psyche that gives life to these dark and vicious characters and this part of all human beings is universal. At this point, in the past or in the future, there hasn't been any human creature that did not possess this dark side.

CHAPTER 1:

What is Dark Psychology?

Before we take a look at some of the methods that come with dark psychology and how it can be used against you, it is essential to know precisely what this form of psychology is about. Psychology, or an understanding of how the human mind works, is a part of all of our lives. Psychology is going to underpin everything in our lives from advertising to finance, crime to religion, and even from hate to love. Someone who is able to understand these psychological principles is someone who really holds onto the key to human influence.

So, if only a few people really understand psychology and how the human mind works, why is it so important to know what this is? It is because those who do know what it is and how to use it can choose to use that power and that knowledge against you.

Dark psychology is always present in the world. There are always those who will search for the weaknesses in others, in order to benefit themselves.

Being able to understand dark psychology is not just a defensive measure. There are a lot of principles and ideas found within the world of dark psychology.

Once you have pulled back the curtain of the world of dark psychology, you will find that there is so much more to human nature than you ever imagined. Let's take a look at how this can work.

How Is Dark Psychology Used Today?

While some people are going to use these dark psychology tactics in order to harm their victim, there are times when you may use these tactics without the intent of negatively manipulating another person. Some of these tactics were either unintentionally or intentionally added to our toolbox from a variety of means that could include:

When you were a child, you would see how adults, especially those close to you, behaved.

When you were a teenager, the mind and your ability to understand the behaviors around you were expanded indeed.

You were able to watch others use the tactics and then succeed.

Using the tactics may have been unintentional in the beginning, but when you found that it worked to get you what you wanted, you would start to use those tactics in an intentional manner.

Some people, such as a politician, a public speaker, or a salesperson, would be trained to use these types of tactics to get what they want.

Dark Psychology Tactics That Are Used on a Regular Basis

Love flooding: This would include any buttering up, praising, or complimenting people to get them to comply with the request that you want. If you want someone to help you move some items into your home, you may use love flooding in order to make them feel good, which could make it more likely that they will help you. A dark manipulator could also use it to make the other person feel attached to them and then get them to do things that they may not normally do.

Lying: This would include telling the victim an untrue version of the situation. It can also include a partial truth or exaggerations with the goal of getting what you wanted to be done.

Love denial: This one can be hard on the victim because it can make them feel lost and abandoned by the manipulator. This one basically includes withholding affection and love until you are able to get what you want out of the victim.

Withdrawal: This would be when the victim is given the silent treatment or is avoided until they meet the needs of the other person.

Restricting choices: The manipulator may give their victim access to some choices, but they do this in order to distract them from the choices that they don't want the victim to make.

Semantic manipulation: This is a technique where the manipulator is going to use some commonly known words, ones that have accepted meanings by both parties, in a conversation. But then they will tell the

victim, later on, that they had meant something completely different when they used that word. The new meaning is often going to change up the entire definition and could make it so that the conversation goes the way the manipulator wanted, even though the victim was tricked.

Reverse psychology: This is when you tell someone to do something in one manner, knowing that they will do the opposite. But the opposite action is what the manipulator wanted to happen in the first place.

Who Will Deliberately Use Dark Tactics?

There are many different people who may choose to use these shady tactics against you. They can be found in many different aspects of your life, which is why it is so important to learn how to stay away from them. Some of the people who are able to use some of these dark psychology tactics deliberately include:

Narcissists: These individuals are going to have a bloated sense of their own self-worth, and they will have the need to make others believe that they are superior as well. In order to meet their desires of being worshipped and adored by everyone they meet; they will use persuasion and dark psychology.

Sociopaths: Those who are sociopaths are charming, intelligent, and persuasive. But they only act this way to get what they want. They lack any emotions, and they are not able to feel any remorse. This means that they have no issue with using the tactics of dark psychology to get what they want, including taking it as far as creating superficial relationships.

Politicians: With the help of dark psychology, a politician could convince someone to cast votes for them merely by convincing these people that their point of view is the right one.

Salespeople: Not all salespeople are going to use dark tactics against you. But it is possible that some, especially those who are really into getting their sales numbers and being the best, will not think twice about using dark persuasion to manipulate people.

Leaders: Throughout history, there have been plenty of leaders who will use the techniques of dark psychology to get their team members, subordinates, and citizens to do what they want.

Selfish people: This could be any person that you come across who will make sure that their own needs are put before anyone else's. They aren't concerned about others, and they will let others forego their benefits so that they can benefit. If the situation benefits them, it is fine if it benefits someone else. But if someone is going to be the loser, it will be the other person and not them.

This list is important because it is going to serve two purposes. First, it is going to help you be more aware of the people who may try to manipulate you to do things that you don't want to do, and it can be there to help out with self-realization. Being on the lookout for those who want to get something out of you, without any concerns about how it will affect you, is one of the main goals of this book so that you can arm yourself against dark psychology.

History of Dark Psychology and its Impact on the Modern World

If Dark Psychology is such a matter of concern, why is it still considered such a newly established part of the psychological field? Some of the key reasons for this is that while psychology overall is still a recent phenomenon in medical literature, Dark Psychology as an area of research is one of the latest innovations in psychology since it has been recognized as a significant topic in modern culture. Dark Psychology made a big impact on the field in the early 2000s as psychologists around the world were motivated and inspired to understand cybercriminals better, starting to collect information that had been gathered about criminal psychology and analyzing individuals to either capture them or anticipate their next exploits before they ever had an opportunity to set them off. Study into the personality traits associated with Dark Psychology (also known as malevolence characteristics) has been underway for decades, contributing to some of the world's biggest advances in justice and criminal law, such as:

- I. Criminal profiling and investigative branches of service devoted to research and development from county-level police to foreign enforcement teams at government levels.
- II. Introduction of new regulations to protect us from the evilest among us who would not have been punished by law before.
- III. Stretching prison sentences for the most evil, or delivering psychiatric and social treatment for their disorders that were not acknowledged by medical and legal institutions in the years before a particular case.

Currently, Dark Psychology is well considered to be of special concern to those examining the minds, emotions and behavior of offenders operating within the cyber world for tactical gain and worldwide advantage. Across the entertainment industry, there have been numerous applications made for it which continue to be investigated, including high-quality insightful shows

on true crime cases and fictitious criminals and crime solvers with profound and humanizing qualities, that have drawn people's interest at all political, academic, social and class levels all over the globe. More than anything, Dark Psychology and its increasing prominence have caused all those who are unwilling to accept the darker aspects of human nature to rise and take note, acknowledging the fact that even the happiest and most positive of people may be characterized by darker traits. Each individual is made up of both positive and negative attributes, habits and behaviors that are influenced or created by events that they have experienced and the people who surround them. It is perfectly natural for each person to have questions about their personality, feelings, emotions and behavior that can be answered by the research and studies undertaken in Dark Psychology.

How Dark Psychology Affects Humans

There are nine personality traits that researchers usually associate with people who are of interest to Dark Psychology analysis. Sometimes recognized as the “Traits of Malevolence” these character indicators shape the basis of darker personalities, and knowing them will help to identify their use around you, whether deliberate or otherwise.

Two Can Make A Pattern

Displaying only one of the recognizable characteristics is not enough for anyone to be firmly branded a dark personality. If they only fall within one group of indicators, then it might only be a chance of experiencing a childhood trauma or a challenging series of conditions that they encounter that proves to have a huge impact on the development of that individual's personality. In situations such as these where the trait is dangerous to the person or others, or where the person is unable to recognize this aspect of himself or herself and creates certain psychological problems, the person may seek the help of a counselor or other psychological health provider to recognize their issues and to figure out how best to handle them in the future.

Here is a closer look at the dark traits shown and established in individuals who are guided by their Dark Psychology.

I. Narcissism: Narcissists are people whose behavior, feelings and interests center around their well-being and success above others, and often to the detriment of others. This personality feature is influenced by the Greek

myth of Narcissus, a man who spent his life in love with his own image. Narcissists tend not to operate well in organizations and can instantly be outraged if others seek to supervise them.

II. Excessively Reactive Egos: Often widely referred to as Egotists, individuals with overly sensitive egos may appear like narcissists on paper, but there is a crucial distinction between them. Like narcissists, individuals with overly sensitive egos are concerned about their development and success in life, but unlike narcissists who have an inherently high view about themselves, egotists and others who exhibit this tendency evaluate their self-worth based on what others think about them. When others praise them, their self-worth improves, and they can perform without paying too much attention to their environment, whether at work or at home. It is when egotists and others with excessively sensitive egos are rebuked or questioned that their deeper sideshows, and it can show itself in several ways, such as complacency or antisocial behaviors.

III. Elevated Self-Interest: Individuals with elevated self-interest are also centered on their own advancement and well-being, to the extent of fleeing or leaving others. This attribute is often associated with remarkable personal ambition and motivation that enables them to stand out among their colleagues. Sadly, like narcissists and egotists, they may not perform well in team or community settings but seem to succeed in leadership positions and having control over others as long as they have somebody to answer to that has a more moderate or positive temperament and behavioral style.

IV. Personal Entitlement: These are individuals who believe that everything on this planet should belong to them. While the nuances differ from person to person, entitled individuals feel they deserve what they see others getting. It could be trivial, like belongings or the sum of money that someone else makes. It could be broader than that, believing that they deserve love and affection without needing to earn it or find it as most people do. Their darkest traits emerge when they have been refused something to which they believe they are entitled. One of the most prominent instances of moral privilege used in trait analysis is that of spoiled children. Entitlement is an acquired characteristic that many individuals grow out of in their adolescent years or into adulthood, but it

can be prompted or triggered by factors such as financial status, social class and personal success (or loss, based on individual circumstances).

V. Manipulative Tendency: People living on the dark side of psychology are considered to have a talent for deceit. This may be as subtle as using a talent for deception to ensure that they have the best sales figures each week, to those who use their talents for political gain, or find themselves influencing others through mind control and other destructive tactics. Sometimes referred to as the “Machiavellian characteristic,” those who display expertise for the strategic coercion of others for their benefit are named after the political scientist Niccolò Machiavelli. Machiavelli's political views were centered on the principle that the means used to accomplish a certain objective are often worth it in the end (often irrespective of the cost or harm caused, as long as the manipulator is not adversely affected).

VI. Moral Disengagement: This is the term widely used to characterize people who truly believe that any laws in effect do not apply to them. Those who have this behavioral trait are considered to believe that they are above the law and are thus free to take action that others would find immoral or unethical without having any sort of moral obligation, remorse or embarrassment after the act.

VII. Psychopathy and Psychopathic Tendencies: An individual who has been labeled a “psychopath” has been described by qualified psychologists or personality specialists as having a personality disorder called Psychopathy, in which a person lacks sympathy or compassion for anyone or anything. The term “psychopath” has invaded the mainstream vocabulary as a well-known generic term for serial killers and other delinquents that fall into that type of character. They have become popular in TV series and horror movies, but this remains one of the most misconstrued characteristics that is still being explored and researched because more and more is being discovered about the psychopathic mind.

VIII. Sadism and Sadistic Behaviors: A sadist is someone who has been described as displaying sadistic behavioral patterns or, as part of their developed personality, having a propensity towards inflicting suffering or embarrassment to others (and getting gratification from these misdeeds) as a way of expressing their dominance and control over others. The harm

does not always have to be physical or psychological. This personality trait is often related to sexual dominance as well as to the demonstration of emotional and psychological control.

IX. Spitefulness and Malicious Predispositions: Malice is the intention and ability to inflict harm or to cause damage and also the readiness to take such action even if it means injuring oneself in the process (physically, mentally or psychologically). These malicious features can appear in any variety of human behaviors but should be taken very seriously when they are identified, and treated with the utmost caution, as the risk of personal damage by association is elevated with those who have daily interactions with malicious individuals.

The Dark Triad and Their Roles In Dark Psychology

While all of the characteristics described above can be seen in individuals with dark personality traits, there are three key attributes that some psychologists say must be present for anyone to be considered a focus for Dark Psychology. Manipulation, Psychopathy and Narcissism are the core components of what is known in psychological contexts as the Dark Triad. The Dark Triad is the basis for most of the Dark Psychology studies, as these traits are the three most prominent attributes exhibited by those who are researched within the field of Dark Psychology.

CHAPTER 3:

Techniques Used in Dark Psychology

How Is Dark Psychology Used?

Because dark psychology can cover such a wide variety of mental techniques, it's important to understand that each one can be applied differently. Although there is some overlap between methods, defining each one can be helpful to comprehend the full spectrum of dark psychology.

Persuasion

To persuade someone is to convince them to act or think a certain way based on reasoning or through argument. When we talk about persuasion in the realm of dark psychology, it means to convince someone to act in a way that is beneficial to the persuader but may not be beneficial to the person being persuaded. This can come in the form of coercion or other means of forced compliance.

Persuasion is an important skill when it comes to businesses like sales, but can be used in personal relationships, as well. People who are the target of persuasion are usually aware of what is going on, but find themselves powerless to fight it. The art of persuasion as a standalone discipline has been taught since the times of the Ancient Greeks when Aristotle himself instructed his students in rhetoric and argumentative method.



Manipulation

Manipulation has a negative connotation, even before it is put under the spotlight of dark psychology. Manipulation means to bend something to your will, to mold something to your specifications and desires, or to maneuver the pieces of something until it all comes together. In dark psychology, this refers to the technique of causing another person to change themselves, act in a manner deviant from their personality, or to act on behalf of the person manipulating them.

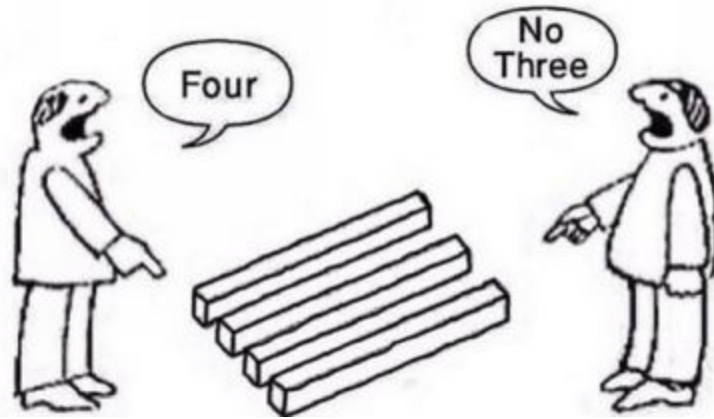
People who are being manipulated are often unaware that it is occurring because skilled manipulators can seamlessly make their subjects feel at ease. Even if there are the proverbial red flags, they are usually quickly ignored or moved on from during the next stage of the manipulation. Psychologists are still trying to pinpoint exactly what causes a person to manipulate another, but some have identified what they believe to be the strongest characteristics of the manipulator and the manipulated.



Deception

Deception can be thought of as ranging anywhere from a small falsehood like a little white lie all the way through a large fraudulent indiscretion. Influencing how another person feels, thinks, or acts through means of untruthfulness or lies of omission all fall under the category of deception. People use deception when they've done something they do not want to have been caught doing, when they want to falsely cause someone else to think or act a certain way, or when they want to have something occur under false pretenses.

Deception can be a very hurtful method of dark psychology because most people react very negatively to being lied to. People who use deception as a method in dark psychology should be aware that there may be an aftermath of anger and grief should they are caught in their lives.



Hypnosis

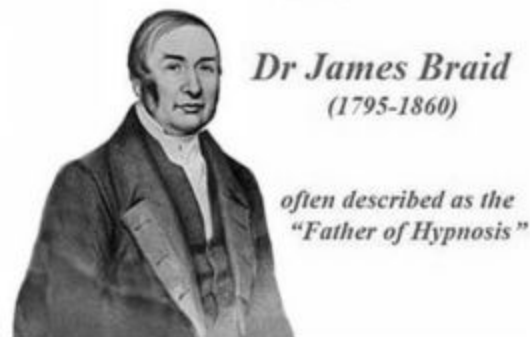
Hypnosis is a technique which alters a person's state of consciousness in order to make them highly suggestible to behaviors which they would not normally exhibit. It has been used historically in everything from parlor shows to intense psychotherapy and is subject to a great deal of skepticism. In the realm of dark psychology, hypnosis could be used to cause the subject to act on another's behalf or otherwise behave in a way abhorrent to their normal state of being. Because people in a state of hypnosis are often hyper-focused on the task they've been given, they are driven to complete that task no matter the consequence.

Hypnosis was popularized by Austrian physician Franz Mesmer, whose name is where we derive the word "mesmerize." Mesmer's method of hypnosis is vastly different from what we think of it today, and Mesmer believed it was truly a tool for healing. Mesmer's theory held that the human body, like all things, has an invisible magnetic field and that by finding a way to align that magnetic field, his patients could be cured of what ailed them. These patients were often said to go into a trance-like state during treatment, therefore becoming "mesmerized."

Trance states or subconscious actions during a trance are not only limited to Mesmer's healing technique. There are numerous examples throughout history of people falling into a trance during spiritual and religious rituals. Many of the precursors to Mesmer's work also included magnets. It wasn't

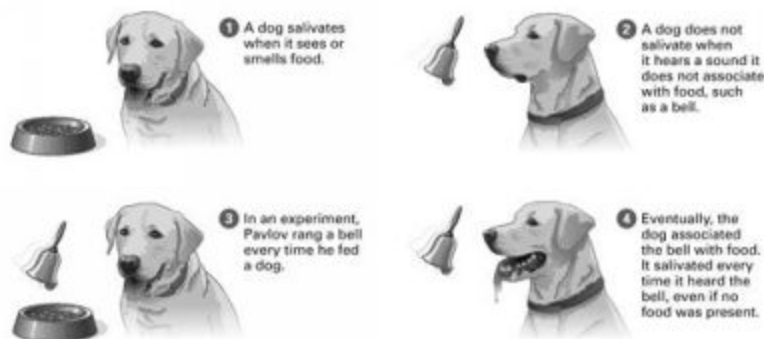
until later on, when Scottish doctor James Braid became interested in Mesmer's work, that the technique of inducing a medical trance became known as first as neuro-hypnosis and later just hypnosis.

Braid believed that mesmerism or hypnotism had less to do with magnetic fields and more to do with the process of ocular focus used to induce the trance. Braid theorized that when patients were forced to keep their eyes on a moving object, their brains were lulled into a sense of pseudo-sleep and began functioning at a different level.



Brainwashing and Other Conditioning Techniques

Most people are familiar with conditioning, made famous by Pavlov and his dogs. For those who need a refresher, Ivan Pavlov was a Russian psychologist, physiologist, and researcher who became the father of classical conditioning. His renowned experiment involving dogs can be summed up briefly like this: Pavlov would ring a bell each day, and then immediately feed his canine subjects. The dogs would begin to salivate because they knew their food was coming after the bell. Eventually, the dogs began to salivate when they heard the bell, whether they were fed immediately after or not. The dogs had become conditioned to salivate when the bell rang.



In much the same way, humans can become conditioned to behave in a specific way based on the criteria of stimuli. Brainwashing, as we often call it, can apply to an individual or a group, as is often seen in cults. People behave a certain way when prompted because they believe there will be a reward in the end. In extreme cases, people do not want to be rescued from their brainwashers because they believe that they will be punished and not receive their promised reward.

Another extreme form of conditioning is known as Stockholm syndrome. This occurs when a captive forms a sympathetic connection with their captor. The reverse of this is known as Lima Syndrome. Both psychological effects are named for historical acts- the first, a bank robbery in Stockholm, Sweden in which hostages refused to speak out against the bank robbers who held them against their will, and the second occurred in Lima, Peru, where militants took hundreds of people hostage at the Japanese embassy, but released most of them due to sympathy for their plight.

Gaslighting

Gaslighting is a psychological technique which existed long before it was given its modern moniker. The term 'gaslighting' comes from a play and later film called Gaslight, where a man makes his wife believe she is losing her sanity, when in truth, the husband is playing a series of subtle psychological tricks on her, including changing the settings of the gas lamps within their home.

In general, the term 'gaslighting' is now used to describe any number of actions which cause a subject to question their own perceptions, their grasp on reality and their sanity. Gaslighting is most frequently used by one individual on another individual, but can also be perpetrated on a larger group under certain circumstances.

General Application of Dark Psychology

As you can see, there is a multitude of techniques and methods of dark psychology, which begets some questions. Why would someone use dark psychology? How can it be used to my benefit? How do you know when dark psychology is being used on you?

The first question is the easiest to answer. People use dark psychology to get something that they want. Whether that desire is for something material

or something emotional, the primary use of dark psychology is to attain a goal. That leads to another question- is dark psychology only beneficial to the person using it? Conversely, does it always harm the subject?

The second question asked here was “how can I use dark psychology to my benefit?” The answer would be to determine the method that fits your needs. To do that, you must first pinpoint your goal or desire. Once you’ve done that, you can determine what dark psychology method is the best way to achieve your goals. There may be times that a mixture of methods is the most effective for your needs.

Psychology of Manipulation

P psychological manipulation is defined as a form of social influence which seeks to alter the behavior and the perceptions of others, by the use of tactics that are indirect, deceptive, and underhanded. In other words, it's about using certain tricks to get people to act in a certain way or to think certain things, usually to the advantage of whoever is perpetrating the manipulation.

Now, from the very start, we need to make sure you understand that not all psychological manipulation and social influence is negative. It's possible to manipulate someone for their own good. For instance, parents may manipulate their children into eating vegetables. In as much as that is manipulation, it ends up benefiting the child because his or her health is improved. Similarly, friends, family members, and healthcare professionals may try to influence you using certain manipulation techniques with the aim of getting you to make the right choices in certain situations.

Social influence is a normal and important part of social discourse. In healthy social influence, there is no aspect of coercion. In other words, when a well-meaning person tries to influence you, and you resist that influence, they are not going to strong-arm you into doing what they want. However, in unhealthy psychological manipulation, the manipulator often resorts to coercive techniques if they sense that you are resistant to the softer techniques that they have been trying to use on you.

When malicious people deploy psychological manipulation techniques against you, they usually try to conceal the aggressive nature of their intentions, so you have to understand that most of their techniques are designed to be subtle. Most of them will also take some time to get to know you and understand your psychological vulnerabilities before they can decide which manipulation techniques will work on you. This means that just because you have known someone for a while, and you haven't seen them try to harm you in any way, it doesn't guarantee the fact that their

intentions are pure, which means that you shouldn't start disregarding your instincts about them. The best manipulators are those who reveal their intentions long after you have decided to trust them.

Remember that manipulators generally have a tendency toward ruthlessness, so even if they are treating you well at the beginning of your association with them, pay close attention to the way they act towards others. If you see them using manipulation techniques against other people, you should know that it's just a matter of time before they get around to using the same techniques against you.

It's important to understand these techniques and how they work so that you can be able to spot them when they are being used against you or someone close to you, and so that you can know how to defend against them.

Gaslighting

Gaslighting is one of the most lethal psychological manipulation techniques out there. It's where a manipulator tries to get their target to start questioning their own reality. It involves getting someone to doubt their own memories and perceptions, and instead, to start believing what the manipulator wants them to believe.

The manipulator will sow seeds of doubt in the person so that they start thinking that either they remember things wrong, or they are losing their sanity. Gaslighting involves the persistent denial of things that obvious facts. It also involves a lot of misdirection, contradictions, and blatant lying. When a person is subjected to gaslighting for a long time, they start to become unstable, and they start feeling as though their own beliefs are illegitimate.

There are several techniques that gaslighters use to get a stranglehold on their victims. One such technique is withholding. This is where the manipulator refuses to listen to what the victim says or pretends not to understand what they are saying. You might bring up something important, but the response you get is, "I don't even remember this thing you keep talking about."

Another gaslighting technique is called countering. This is where the manipulator questions the victim's memory of the events in question. They say things like "Were you even sober? Because that is not how that

happened." The manipulator would then go on to offer an entirely different version of the story, where he casts himself as the hero or even the "real victim."

Projection

Projection is a psychological manipulation technique where someone transfers their emotions and mistakes onto you. Projection is a defense mechanism that almost everyone uses to some extent. We all have a natural tendency to project our negative emotions and undesirable feelings onto the people around us, and this often happens when we feel like we have been put on the spot. However, in as much as we all do it, narcissists and people with other dark personality traits tend to do it excessively and to absurd extents.

Toxic people find it very difficult to admit even to themselves that the nasty things around them could be a result of their own doing, and they always find people to blame for every little thing that happens. Such people often go out of their way to avoid taking responsibility for their own actions. As a result, they may assign their negative behavior and traits to you. For example, if you have a boss who is always late to work, you might be surprised to find him accusing you of tardiness even if you are consistently punctual. A kleptomaniac is more likely to accuse you of stealing his/her personal items.

Isolation

We all have social support systems that help us cope with difficult situations and keep us from making decisions that are bad for us. We have friends and family members who take notice when our behavior changes, or when we start hanging out with "bad people," and they always watch our backs. Manipulators understand this, and one of the first things that they'll do when trying to gain control over your life is to isolate you.

Isolation facilitates abuse because it takes away any recourse that you might have when someone starts getting abusive. It closes a victim's avenues of escape, and it increases their sense of helplessness. It ensures that when things go south, there's no one there to rescue you. It increases the power that the abuser or manipulator has over the victim because it makes the victim more dependent on the abuser.

Positive Reinforcement

We always think of positive reinforcement as a good thing, but malicious people can also use it to manipulate their victims. The fact is that we all use positive reinforcement in one form or another. Parents use it to get their kids to behave properly, teachers use it to make their students more interested in school, bosses use it to encourage productivity, and partners use it to modify each other's behavior in relationships. It is an integral part of our social interactions, but it only becomes a problem when it's detrimental to the person it's being used on.

Negative Reinforcement

Negative reinforcement is a form of psychological manipulation which is used to make people feel obligated to act in certain ways in order to avoid certain levels of mental or physical pain or discomfort. In positive reinforcement, you get a reward for acting the way the manipulator wants you to act, and the desire for that reward is what modifies your behavior in the future. Negative reinforcement is, however, a bit more complicated than that.

Punishment

In psychological manipulation, punishment is a negative action that is taken by the manipulator to weaken the victim's voluntary responses. Punishment works because it makes the victim fear the consequences of going against the will of the manipulator. We have already looked at how punishment differs from negative reinforcement, but we should point out that in some instances, those two can overlap. In this segment, we will take a look at some of the most common types of punishment that people with dark personality traits use to manipulate their victims.

Nagging

Nagging, also known as pestering or hectoring, is a form of manipulation where one person continuously urges another to do something, despite the other person previously refusing to do it or to agree to do it at a later time. One author famously described nagging as an interaction where one person makes a repeated request while the other person repeatedly ignores that request, and both people become annoyed as the battle of wills escalates.

Yelling

Yelling works as a manipulation technique for one simple reason; it makes you feel uncomfortable or afraid to the point that you comply with whatever the manipulator wants you to do. There are two main ways in which manipulators use yelling to manipulate others. People either yell to dominate over you, or to play the victim and to gain your sympathy.

Silent treatment

The silent treatment works as a manipulation technique because it's a form of love withdrawal. When a person gives you the silent treatment, they are essentially saying, "I'm taking away the love unless you do what I want." It is a form of punishment that is designed to control people, and it's a very popular type of emotional abuse.

Intimidation

Intimidation can either be covert or overt, but in either case, it's used by manipulators to get you to bend to their will out of fear.

Overt intimidation is also known as bullying. This is where manipulators make open threats to get you to do what they want. They'll use fear to threaten you into submission. It may be a threat of physical violence. They'll brandish anger and rage to prove to you that they have violent tendencies. If you stand your ground, they may even resort to actual physical violence. They are usually angry people who have problems with authority.

Traumatic one-trial learning

One-trial learning refers to singular experiences that we encounter, which end up shaping our behavior in the future. This sort of experience is usually traumatizing and powerful enough to serve as a deterrent from acting in a certain way for the rest of our lives.

In many cases, one-trial learning may occur without anyone inducing it or imposing it on us. For example, if you try a certain kind of food for the first time, and then you get a serious bout of food poisoning, you may be traumatized to the point that you avoid eating that food again in the future. One-trial learning is important for humans and all animals because it's crucial for survival. When we were still hunters and foragers, one-trial learning would help us avoid foods that were poisonous or situations that were dangerous.

Manipulation of facts

Manipulation of facts is one of the most effective psychological manipulation techniques because it is based on facts that are subject to interpretation. When a person manipulates facts, he is technically not lying; he is just using the facts in his favor. It could involve cherry-picking facts, omitting certain facts, or taking facts out of context.

Even the most indisputable facts are subject to interpretation, and people with dark personality traits are very good at coming up with interpretations that portray them in the best possible light. Machiavellians are especially skilled at using factual information to turn bad things into seemingly good things.

Do We All Have A Dark Side?

Dark Psychology really came to light in 2002, when Delroy Paulhus, a personality psychology researcher and professor of psychology at the University of British Columbia, and Kevin Williams, a research scientist with the Educational Testing Service, published their paper, “The Dark Triad of Personality: Narcissism, Machiavellianism, and Psychopathy.” In it the two laid out the personality traits for what they called the Dark Triad. These traits were: Narcissism (entitled self-importance), Machiavellianism (the manipulation of others for one’s own gains), and Psychopathy (an antisocial individual completely lacking in empathy or remorse). Since that paper came out, thousands of other papers on the Dark Triad (and Dark Psychology) have appeared, with over 1,700 coming out in 2018 alone. And that’s not counting the many thousands of articles, essays, opinion pieces, blogs—and websites devoted almost exclusively to the Dark Triad—that have also appeared in the past 10 years.

What Paulhus and Williams laid out in that groundbreaking paper (in which they sampled 245 university students) was the idea that these three traits tend to exist along a spectrum (not unlike Asperger’s or Autism), that the personalities of the Dark Triad move in and out of each other, even though they are otherwise distinct from one another, and rarely are all three present in one person (or rarely all three together to the extreme that that person would then qualify as having a mental disorder), and that all of us are at least a little bit narcissistic, a little bit Machiavellian, and a little bit psychopathic.

These socially aversive traits have been around for centuries. And since Paulhus and Williams’ paper came out, other researchers, particularly evolutionary biologists, have been questioning the Darwinian roots of these traits: are these personality traits somehow biologically necessary to the reproduction of the species? Are they genetically rewarded? What is the value of these traits to the prolongation of humans? And on a grander scale,

given that these three traits are so seemingly loathsome and undesirable, why are they a part of us? What do they contribute to the overall balance and harmony of nature? Of human nature? How do they factor in biologically and evolutionarily, and why do they seem to survive and thrive not only in individuals but in societies? Do they preserve a balance between a civilized world and anarchy? Or are they leading us down the path to collective suicide?

The Dark Side of Genetics

As Lyall Watson put it in his book *Dark Nature: A Natural History of Evil*, Darwin, creator of the concept of survival of the fittest, viewed morality as humankind's cure for inner conflicts. He predicted that if any other species aside from our own were to secure intellectual abilities that they would in time also develop a conscience, a set of morals. Watson agreed with Darwin's theory, and felt that whatever morals evolved in us, they would only become that much stronger alongside knowing what was immoral.

Watson, though, trained as a botanist, zoologist, and ethologist (and, interestingly enough, originator of the hypothetical Hundredth Monkey Effect), and ever the reluctant Darwinian here in his study of evil and its utility, looks at evil from the biological perspective. And so defines evil as anything that upsets the integrity of an ecological environment, anything that discombobulates diversity, abundance, or communications. And while Watson the biologist can understand why almost every species, from a cellular level, feels compelled to kill off any stranger that comes into its midst and can appreciate infanticide among lions and birds, he is stumped—as are most of us—by the Pol Pots and the Ted Bundys of the world.

His ultimate conclusion was rather desultory: the world is immoral though we are not. Natural selection is unavoidable, and devoid of any feeling. Genetic evolution, then, favors a kind of selfish behavior—on the individual level and on the bigger scale of humans as a species. As Watson puts it: It's OK and even necessary for our reproduction to be nice to people, but only to those in our bloodline. To those outside our bloodline, don't trust them, don't feel obligated to be nice to them. And lie, cheat, and steal whenever you can. Our genes require this sort of behavior if we are to survive. The happiness of everyone else be damned.

Short-Term Success

In 2009, another seminal study in the field of the Dark Triad came out. In this one, “The Dark Triad: Facilitating a Short-Term Mating Strategy in Men,” psychologist Peter Jonason and colleagues looked at the Dark Triad through the lens of evolution, asking whether or not these dark traits might give individuals an advantage in the world. In their introduction, they state the reasons behind their paper have to do with their suspicion that Dark Triad traits don’t just pop out of the blue within people but they have a kind of evolutionary advantage. People seek out those with Dark Traits because those Dark Trait carriers have a greater chance to reproduce. Never mind that these Dark Traits tend to have dark results, for individuals and society, they’re beneficial in the long run. Psychopaths of the subclinical type tend not to be neurotic or anxietal, which gives these characters advantages when it comes to hooking up. Narcissists, too, who are largely out for themselves, and Machiavellians, who are experts at working other people, usually excel in one-night stands and short relationships. Anything long-term usually doesn’t pan out, even though they tend to leave others damaged in their wake, what do these types care. They got what they wanted. And they don’t want anything beyond their short-term needs.

In other words, these Dark Personality Alpha Joe types get ahead of everyone else at work, get laid more often (and with women who seem to attract, and seem most attracted to, the alpha males), and otherwise “succeed” in life.

Again, as with Paulhus and Williams’ paper, this study not only gave the Dark Triad that much more credibility but the media, especially the media covering the industries of business and finance, embraced it. Practically wholeheartedly. While plenty of folks lamented the findings and assertions put forth by Jonason, decrying the idea that society tends to reward psychopaths and narcissists, many a ruthless CEO and more than a few pickup artists felt both vindicated and emboldened. If the absence of anxiety and neuroticism led to bedding more women (whether or not all these notches on the bedpost led to more babies, i.e., whether or not it led to the genetic reproduction and continuation of that psychopath’s, that narcissist’s, that Machiavellian’s DNA), over and above the Joe Schmoes of the world vainly trying to woo women with roses and understanding and the Old World values of a good, honest man, then it made just as much sense that having a narcissistic knack for self-aggrandizement and the charisma of

a psychopath would give Manny Machiavelli a leg up in the hypercompetitive worlds of business and politics.

The Dirty Dozen

Then, in 2010, Jonason emerged again, this time with a 12-item questionnaire he and his colleague Gregory Webster of the University of Florida cynically named the Dirty Dozen. Devised with the goal of providing other researchers with a cleaner, clearer and cheaper way to measure the latent constructs of the Dark Triad, the Dirty Dozen is a Cliff's Notes mashup of the Minnesota Multiphasic Personality Inventory and the Wonderlic test, boiled down to 12 statements. The higher the score, the higher one's Dark Triad tendencies.

Ruthless, Counterproductive, Toxic

Two years later, in 2012, Ernest O'Boyle and colleagues at the School of Business and Economics at Longwood University in Virginia released the results of a meta-analysis of studies of the Dark Triad. Wanting to know what sorts of impact individuals with these Dark traits were having in the workplace, they discovered that Machiavellians and Psychopaths had a negative effect on the workplace and on coworkers—not a positive one. Job performance went down.

A few years later, in an update on how things were going in the world of Dark Triad research (since Paulhus and Williams' groundbreaking paper, there'd been dozens of studies and over 350 scholarly citations), Adrian Furnham, a professor of psychology at University College London, along with Paulhus himself and a fellow UC London psychology colleague, released "The Dark Triad of Personality: A 10-Year Review." Almost anticlimactic in its principle finding, the three psychologists agreed that people of the Dark Triad stepped all over others in their desire to climb the corporate ladder. And while these types correlated positively with each other, each of the three Dark Triad traits was nevertheless unique: Machiavellians appear more likely to plagiarize essays and avoid risky bets; Narcissists are often more aggressive after any sort of threat to their ego; and Psychopaths torment others and not only entertain more revenge fantasies but are more likely to follow through on them. Worse, the authors claimed that any one of these Dark Personality types made for horrible bosses, so bad that they were ultimately bad for business.

What's Bad May Be Good—for Business

But the tide against the Dark Triad soon began to shift. What was once regarded as malignant traits suddenly became useful if not downright admirable. In the 2015 study, “Do Bad Guys Get Ahead or Fall Behind? Relationships of the Dark Triad of Personality with Objective and Subjective Career Success,” published by three Swiss psychologists, the authors decided that having these Dark characters in the workplace maybe wasn't so bad after all. Narcissists made more money (for themselves and on occasion for their company), Machiavellians made for effective leaders and loved their jobs, only the Psychopaths seemed to have and create a hard time.

In other words: score another one for the bad guys. Who was quickly turning into not-so-bad guys? Or bad guys who happen to be more successful than good guys. Narcissism seemed to correlate with higher salaries, Machiavellianism led individuals further up the career ladder, and psychopaths seemed to outnumber non-psychopaths in leadership positions in the business world.

These dark traits, this Dark Triad of Dark Psychology, the more people seemed to study it, the more people seemed to admire it and embrace it. And not grudgingly but as traits to aspire to. As practicing clinical psychologist Noam Shpancer put it in a 2017 story for Psychology Today, echoing the cynicism of Lyall Watson, the world, especially the business world, can be a mean place. Better to be mean back to it, and to the other mean people out there. And if that means mirroring the behaviors of those in the Dark Triad, so be it. Still, as much as he “praised” the qualities of these Dark Personality types, he did allow for all the trouble they cause: lying, cheating, bullying.

Understanding Dark Triad Personalities

Dark psychology is not a single, universally applicable medical diagnosis that can be applied across all cases of deviant personalities. There are, in fact, a wide variety of ways that dark psychology may manifest itself in someone's psychological and behavioral makeup. There is no absolute division of one deviant personality type from another, and many deviant personalities with prominent features of dark psychology may display elements of more than one manifestation of dark psychology.

This chapter will explore three types of dark psychology personalities. It is important to remember that although the internet has spawned a huge growth in problems resulting from dark psychology, these traits have been part of human culture since ancient times. In fact, one of the dark psychology profiles we will explore in this chapter, Machiavellianism, takes its name from a medieval politician. Another, narcissism, takes its name from an ancient mythological character. Together, the three dark psychology profiles—psychopathy, Machiavellianism, and narcissism—make up what is known as “the Dark Triad.”

Psychopathy

Psychopathy is defined as a mental disorder with several identifying characteristics that include antisocial behavior, amorality, an inability to develop empathy or to establish meaningful personal relationships, extreme egocentricity, and recidivism, with repeated violations resulting from an apparent inability to learn from the consequences of earlier transgressions. Antisocial behavior, in turn, is defined as behavior based upon a goal of violating formal and informal rules of social conduct through criminal activity or through acts of personal, private protest, or opposition, all of which is directed against other individuals or society in general.

Egocentricity is the behavior when the offending person sees himself or herself as the central focus of the world, or at least of all dominant social

and political activity. Empathy is the ability to view and understand events, thoughts, emotions, and beliefs from the perspective of others, and is considered one of the most important psychological components for establishing successful, ongoing relationships.

Amorality is entirely different from immorality. An immoral act is an act which violates established moral codes. A person who is immoral can be confronted with his or her actions with the expectation that he or she will recognize that his or her actions are offensive from a moral, if not a legal, standpoint. Amorality, on the other hand, represents a psychology that does not recognize that any moral codes exist, or if they do, that they have no value in determining whether or not to act in one way or another.

Thus, someone displaying psychopathy may commit horrendous acts that cause tremendous psychological and physical trauma and not ever understand that what he or she has done is wrong. Worse still, those who display signs of psychopathy usually worsen over time because they are unable to make the connection between the problems in their lives and in the lives of those in the world around them and their own harmful and destructive actions.

Machiavellianism

Strictly defined, Machiavellianism is the political philosophy of Niccolò Machiavelli, who lived from 1469 until 1527 in Italy. In contemporary society, Machiavellianism is a term used to describe the popular understanding of people who are perceived as displaying very high political or professional ambitions. In psychology, however, the Machiavellianism scale is used to measure the degree to which people with deviant personalities display manipulative behavior.

Machiavelli wrote *The Prince*, a political treatise in which he stated that sincerity, honesty, and other virtues were certainly admirable qualities, but that in politics, the capacity to engage in deceit, treachery, and other forms of criminal behavior was acceptable if there were no other means of achieving political aims to protect one's interests.

Popular misconceptions reduce this entire philosophy to the view that "the end justifies the means." To be fair, Machiavelli himself insisted that the more important part of this equation was ensuring that the end itself must first be justified. Furthermore, it is better to achieve such ends using means

devoid of treachery whenever possible because there is less risk to the interests of the actor.

Thus, seeking the most effective means of achieving a political end may not necessarily lead to the most treacherous. In addition, not all political ends that have been justified as worth pursuing must be pursued. In many cases, the mere threat that a certain course of action may be pursued may be enough to achieve that end. In some cases, the treachery may be as mild as making a credible threat to take action that is not really even intended.

In contemporary society, many people overlook the fact that Machiavellianism is part of the “Dark Triad” of dark psychology and tacitly approve of the deviant behavior of political and business leaders who are able to amass great power or wealth. However, as a psychological disorder, Machiavellianism is entirely different from a chosen path to political power.

The person displaying Machiavellian personality traits does not consider whether his or her actions are the most effective means to achieving his or her goals, whether there are alternatives that do not involve deceit or treachery, or even whether the ultimate result of his or her actions is worth achieving. The Machiavellian personality is not evidence of a strategic or calculating mind attempting to achieve a worthwhile objective in a contentious environment. Instead, it is always on, whether the situation calls for a cold, calculating, and manipulative approach or not.

For example, we had all called in sick to work when we really just wanted a day off. But for most of us, such conduct is not how we behave normally, and after such acts of dishonesty, many of us feel guilty. Those who display a high degree of Machiavellianism would not just lie when they want a day off; they see lying and dishonesty as the only way to conduct themselves in all situations, regardless of whether doing so results in any benefit.

What’s more, because of the degree of social acceptance and tacit approval granted to Machiavellian personalities who successfully attain political power, their presence in society does not receive the kind of negative attention accorded to the other two members of the Dark Triad—psychopathy and narcissism.

Narcissism

The term “narcissism” originates from an ancient Greek myth about Narcissus, a young man who saw his reflection in a pool of water and fell in love with the image of himself. In clinical psychology, narcissism as an illness was introduced by Sigmund Freud and has continually been included in official diagnostic manuals as a description of a specific type of psychiatric personality disorder.

In psychology, narcissism is defined as a condition characterized by an exaggerated sense of importance, an excessive need for attention, a lack of empathy, and, as a result, dysfunctional relationships. Commonly, narcissists may outwardly display an extremely high level of confidence, but this façade usually hides a very fragile ego and a high degree of sensitivity to criticism. There is often a large gulf between a narcissist’s highly favorable view of himself or herself, the resulting expectation that others should extend to him or her favors and special treatment, and the disappointment when the results are quite negative or otherwise different. These problems can affect all areas of the narcissist’s life, including personal relationships, professional relationships, and financial matters.

As part of the Dark Triad, those who exhibit traits resulting from Narcissistic Personality Disorder (NPD) may engage in relationships characterized by a lack of empathy. For example, a narcissist may demand constant comments, attention, and admiration from his or her partner, but will often appear unable or unwilling to reciprocate by displaying concern or responding to the concerns, thoughts, and feelings of his or her partner.

Narcissists also display a sense of entitlement and expect excessive reward and recognition, but usually without ever having accomplished or achieved anything that would justify such feelings. There is also a tendency toward excessive criticism of those around him or her, combined with heightened sensitivity when even the slightest amount of criticism is directed at him or her.

Thus, while narcissism in popular culture is often used as a pejorative term and an insult aimed at people like actors, models, and other celebrities who display high degrees of self-love and satisfaction, NPD is actually a psychological term that is quite distinct from merely having high self-esteem. The key to understanding this aspect of dark psychology is that the narcissist’s image of himself or herself is often completely and entirely

idealized, grandiose, and inflated and cannot be justified with any factual, meaningful accomplishments or capacities that may make such claims believable. As a result of this discord between expectation and reality, the demanding, manipulative, inconsiderate, self-centered, and arrogant behavior of the narcissist can cause problems not only for himself or herself but for all of the people in his or her life.

The Dark Triad in Practice

The professional workplace has acknowledged the presence of people exhibiting Dark Triad characteristics. The following diagram illustrates that they are tolerated for their efficiency and their ability to get things done but contrasts that ability with the negative effects it has on their ability to form personal relationships:

(McLarty, 2015)

The clinical descriptions are easy enough to categorize, and in isolation, it can be fairly straightforward to separate one type of dark psychology from another. The real world is a lot messier. Many of us have grown accustomed to so-called “toxic relationships,” whether they are relationships with our partners, our co-workers, our family members, our bosses, or our political and community leaders. In addition, manifestations of dark psychology are often far more mundane than the dramatic examples we see in major television and film productions about the romantic lives of serial killers and other criminals. The more we accept these relationships as normal, the more difficult it will be to identify them as problematic.

Remember that psychological, emotional, and social predators do not think of themselves as sick. Their lack of morality and empathy, and their adaption from a very early age to live according to rules and methods you may find horribly wrong, can make their presence intimidating. However, you should also remember that even when their amorality and lack of empathy may allow them to enjoy an unjust advantage in relationships, their mental capacities are the result of underdevelopment, not a higher evolutionary state.

15 Different Types of Personality

I - Introvert: Self-sufficient, quiet, and reserved. Their energy is drained by them socializing. So they tend to be comfortable when they are alone. They process their thoughts internally. They need time to be alone for them to recharge.

S - Sensing: They are aware of, trust facts, details, specifics, present realities, and past experiences. ISTJs are often pragmatic, observant, and realistic. They live in the now-and-here.

J - Judging: They are disciplined, organized, and strategic. ISTJs are very responsible, and they stick to the schedules. They like to prepare and plan ahead.

N - Intuitive: Introspective, imaginative, and creative. They are perfect at analyzing complex topics. They mainly focus on the future rather than the present. They trust their gut instincts.

E - Extrovert: These kinds of people like to be around people. They have high energy levels and are very active. ENFJs like to take up the initiative. They are enthusiastic and outgoing. They tend to talk more than listen.

P - Perceiving: Keeping options open, preferring spontaneity, and flexibility. ISTPs are very adaptive, and they go with the flow. They are playful and are less aware of the time. They prefer to begin a project, and they question the need for many rules.

1. ISTJ Personality - The Inspector

At your first impression, ISTJs are so intimidating. ISTJs are seen as formal, proper, and serious. ISTJs like old-school traits and traditions that uphold cultural responsibility, honor, patience, and hard work. ISTJs are upright, calm, and quiet.

2. INFJ Personality - The Counselor

These are idealists and visionaries who produce brilliant ideas and creative imaginations. INFJs have a totally different and very profound aspect of viewing the universe. Counselors tend to have a depth and substance in the manner they think, they never take anything at a surface level or accept things the way they are. Many people may perceive this kind of person as weird because they view life differently.

3. INTJ Personality - The Mastermind

People in this personality type, as introverts, are reserved, comfortable, and quiet when they are alone. INTJs are normally self-sufficient, and they would prefer to work alone than in a group. INTJs live in a world full of strategy, analysis, and ideas.

4. ENFJ Personality - The Giver

These are focused on people. ENFJs are charismatic, outspoken, idealistic, extroverted, ethical, and highly principled, and they understand how to connect and interact with other people no matter their personality or background. They really rely on their feelings and intuition; they live a life full of imagination rather than in the actual world. Instead of the ENFJs concentrating on living in the "now" and what is happening currently, they tend to focus on the abstract and what could happen in the future possibly.

5. ISTP Personality - The Craftsman

These are very mysterious people who are normally logical and quite rational, but they are also enthusiastic and spontaneous. ISTPs often have the capability of humorously insightful observations about the universe around them. ISTPs traits are less easy to recognize than other personality types, even for those who know the traits very well cannot often anticipate their reactions.

6. ESFJ Personality - The Provider

A person with this type of personality is a stereotypical extrovert. ESFJs are like social butterflies; their urge to socialize with people and make them happy often ends up making the ESFJs very popular. ESFJs tend to be sports hero or cheerleaders in college or high school. This is a very common type of personality and one that is loved by many people.

7. INFP Personality - The Idealist

INFPs are quite reserved. INFPs prefer not to speak about themselves, particularly in their first interaction with a new person. INFPs love spending most of their time to be alone in a very quiet environment where they can make sense of what is going on around them. People with this kind of personality types like analyzing symbols and signs.

8. ESFP Personality - The Performer

Performers have an observant, perceiving, feeling, and extroverted personality trait and they are often seen as good entertainers. They are born to be in front of other people and to capture the stage; this type loves the spotlight. They are persons with very strong interpersonal techniques. ESFPs are fun and lively, and they enjoy being the epitome of attention.

9. ENFP Personality - The Champion

The Champions have an intuitive, perceiving, feeling, and an extroverted personality. ENFPs are highly individualistic, and they tend to drive towards building their own habits, looks, ideas, actions, and methods - champions don't love cookie cutter individuals and hate when they are forced to live in a tiny box.

10. ESTP Personality - The Doer

The Doers are ruled by the need for emotions, social engagements and feelings, reasoning, and logical processing, along with a need for total freedom. Abstracts and theories do not keep them quite interested for a long time. People having this kind of personality type tend to leap before they look, mending their shortcomings as they go through, rather than preparing contingency plans or sitting idle.

11. ENTJ Personality - The Commander

Their main purpose of life concentrates on external areas, and all their issues are dealt with logically and rationally. Their secondary purpose of the operation is more internal, where reasoning and intuition take center stage. They are naturally born leaders, and they like to be in charge.

12. INTP Personality - The Thinker

Thinkers are known in your society and in daily life, their excellent theories and unrelenting logic that makes sense since INTPs are arguably the most logical mind of all personality types. INTPs love patterns, and they have a

very keen eye for picking up on discrepancies, and a perfect capability to analyze people, making it not a good idea to lie to an INTP type person.

13. ISFJ Personality - The Nurturer

The Nurturers are philanthropists; they are often ready to give back and return generosity with more generosity. They are kind-hearted and warm. Nurturers have value for cooperation and peace and are likely to be more sensitive when it comes to other people's emotions and feelings. Many people have great value of the ISFJ personality type for their awareness and consideration and their capability to bring out the best in other people.

14. ENTP Personality - The Visionary

This is one of the rarest personality types in the universe; this is understandable. Even though the Visionaries are extroverts, ENTPs do not enjoy small talk, and they may not be successful in social interaction, particularly those that may involve people who are very different from the ENTP type. Visionaries are very knowledgeable and intelligent.

15. ISFP Personality - The Composer

The composers are introverts, but they do not seem like introverts. This is so because when they have challenges in connecting to others at first, they try to become friendly, approachable, and warm at the end. ISFPs are fun to be in your company and quite spontaneous, which makes them the appropriate pal to be within any activity, regardless of the activity is planned for or not.

Manipulations Tactics and Schemes

A number of us don't even realize they're attempting to regulate and puzzle us. We might have an anxious feeling in our intestine that doesn't match the manipulator's words or feel entrapped right into agreeing with a request. Most individuals respond in the manner in which escalates misuse or play into the hands of the abuser, which can make us feel little and also guilty, yet then resort as well as permit unacceptable actions. If you had a manipulative mom and dad, it could be tougher to acknowledge in a partner, because it knows.

Old knowledge to "recognize your enemy" is essential when handling a manipulator. Having the ability to detect these hidden arrows allows you to respond strategically to covert manipulation. Comprehending what they depend on equips you.

When people act passive-aggressively, what shows up passive or defensive is concealed hostility. It's debatable to what level their actions are conscious or unconscious. To the sufferer, it does not matter. The impact is the same. Being excessively understanding places you in jeopardy of being abused repeatedly. When somebody strikes you overtly or secretly, they're aggressive.

Goals of a Manipulator

The purpose of the adjustment is to obtain influence to obtain our requirements fulfilled. Yet, chronic manipulators do so for power as well as control and also use deceptive and abusive methods. Manipulators preserve dominance via continuous, reoccurring emotional control, misuse, and even coercive control. Often, they're passive-aggressive. They might lie or act caring or hurt or shocked by your problems, all to disperse any type of criticism and also to remain to work unacceptably. In maintaining control to do what they wish, manipulators purpose:

1. To stay clear of being challenged

2. To place you on the defensive
3. To make you doubt yourself and also your assumptions
4. To conceal their hostile intent
5. To stay clear of responsibility
6. To not need to transform

Ultimately, you are taken advantage of and can shed reliance on your own, as well as your sensations and perceptions. Gaslighting is a treacherous, disabling kind of manipulation.

Emotional Tactics of Adjustment

Psychological Strategies of Control

Exactly how do you get what you want?

Take a min to think about a new circumstance in which you desired something from one more individual. Maybe you wanted your companion to clean up the meals. Or you wanted a promotion from your employer. Or you desired an individual at an event to take place a day with you. Just how did you get it?

In a perfect globe, we can just request for all of the essential things we desire from people, and they would comply. Yet the world is not best, and we can't get whatever that we want on a first shot. So, what can you do to get what you want?

There is a lot of honest, moral response to this question. Yet there are also unethical solutions. If you try to obtain what you want via deceptiveness, lies, or indirect methods, you are utilizing manipulation. Individuals are trying to control others every day. If you can identify the indications of control, you can see through them and also have more control over the decisions you make as well as your connection with others.

Techniques of Manipulation

Appeal

All of us recognize someone that utilizes a wink and a compliment to obtain what they want. People wish to feel appealing and also desired. Manipulators play into these sensations by being enchanting. They believe that when an individual starts to get a little flirty, they'll begin to be drawn

into the manipulator as well as will certainly be more likely to submit to the manipulator's needs.

Coercion

This method isn't all enjoyable and also flirty. When a person is "coercing" another to do something, they might be making use of anxiety of harm or dangers.

Silent Treatment

Silence is a remarkably efficient control (and arrangement) device. Silence makes us anxious; if a person is silent, or declining to talk, we might feel the need to give in to their wishes or give them something they want simply to damage the silence.

Reason

Not all control strategies are underhanded. However, they might be used unethically. The factor is a beautiful instance of such a control technique. Individuals may make use of factors or logical arguments to obtain what they want. They might inform an individual (or themselves) something like, "If you help me burglarize this bank, you will certainly be able to feed your family members." Nothing incorrect concerning that, right? But when it's difficult to argue against somebody who utilizes factor as a manipulation technique, you might be more likely to break down and offer the manipulator what they desire.

Regression

When two individuals' factor with each other like grownups, it can be straightforward for both events to hold their ground. Yet when one person reverts to acting like a child, things might go haywire. This is the regression tactic; a person may yawp, weep, or pout until they get their means. People may give up simply since they desire the childish behavior to stop.

Self-Abasement

Not all manipulation tactics entail insulting or compelling the various other people to do something. If a manipulator makes use of self-abasement to get with they want, they will humble themselves. Self-abasement might be utilized when a manipulator desires a person to forgive them, believe them, or make various other initiatives to reinforce a connection.

Duty Conjugation

Allows claim you are thinking about obtaining your nails done. It's simple just to choose, "No, I'm not going to get my nails done." If you currently scheduled an appointment, nevertheless, it's not so simple to just flee and not obtain your nails done. Duty conjugation uses these types of responsibilities to encourage someone to follow through with strategies. A manipulator might state, "yet you promised..." or "I have currently reserved the appointments..." to make saying "no" a lot harder.

Hardball

Hardball methods take browbeating to the following degree. While someone might make use of a threat to set up the concern of injury, hardball strategies trigger damage or bodily injury.

Pleasure Induction

For several, enjoyment induction is a simple control strategy. When someone conjures up the satisfaction induction method, they are merely telling an individual that the action will be fun which the person will enjoy it. "Come on; it will be enjoyable!"

Social comparison

The Social Comparison theory describes precisely how we contrast ourselves with others. Many people measure their success, appearance, and also the presence of personality traits with the comparison of others. Manipulators know this propensity well. They might make use of social contrast to persuade individuals to act. "Your good friend at the office does this for her partner." "The star in the publication is on X diet regimen ... you must be as well."

Monetary reward

Manipulators might play into an individual's greed by using the cash to devote acts that they generally would not dedicate. If you were offered a million bucks, would certainly you commit a crime?

What Are Master Manipulators?

Allows break down some stereotypes right here. Ladies are usually mounted as master manipulators. This simply isn't real. There are no sex distinctions in methods of manipulation - research study reveals that men

and women similarly carry out these strategies. Simply view any kind of "pick-up musician" work his "magic" on YouTube, and the misconceptions of ladies being manipulators will undoubtedly go away before your eyes.

Correctly how Do Tactics of Manipulation Show Up in the Big 5?

Manipulation tactics appear regularly in The Royal prince. Machiavelli is just one of the world's most popular manipulators. He is so notorious that one of the Dark Triad characteristics is named after him. Individuals that are a lot more "Machiavellian" are most likely to utilize (as well as warrant their use) adjustment tactics. They believe that they are above ethics and also deserve to obtain what they want, even if they get it via adjustment. This connection is instead apparent, but there are also some links between methods of manipulation and also the Huge Five characteristics. Let's take a look at them. If you would love to see what your character ratings are, you can take my free character quiz; nonetheless, it doesn't factor these strategies of adjustment into your results.

Extraversion

People who usually score high are more likely to use browbeating as well as responsibility conjuration.

Agreeableness

Individuals that rack up high in agreeableness are more likely to make use of satisfaction induction and reason to obtain what they desire. These two adjustment strategies are some of the most moral; they encourage people that they will get something positive out of taking specific actions.

On the other hand, more unpleasant people are more likely to look for retribution on individuals with browbeating and the cold shoulder.

Conscientiousness

Comparable to agreeableness, people that score high on conscientiousness are most likely to pick reason over other control methods. People who score low in conscientiousness are more likely to choose possibly criminal strategies, like a threat or unlawful type of financial incentive.

Openness

People who rack up high for openness are more likely to utilize factors and also sometimes satisfaction induction or obligation invocation. Practical

reasoning frequently needs a greater understanding of thinking or more excellent knowledge. High openness and even high intellect are typically linked.

Alternatively, people who score low in openness are most likely to make use of social comparison.

As you review partnerships in your life, watch out for master manipulators and also indications of the complying with manipulation techniques. The more you learn about manipulation, the simpler it will certainly be to see these techniques at work as well as get even more control over the decisions you make.

CHAPTER 9:

Recognize Manipulative Behaviors

Now that we fully understand deception in the aspect of mind control and dark psychology let us narrow the study further and take on the second example of mind control - manipulation. We shall be turning manipulation inside-out to understand what exactly it is, and where possible, provide real-life examples.

When a doctor persuades a client into changing their lifestyle to overcome health issues such as obesity, we can refer to this as social influence. This is a harmless type of influence. The same applies to all other forms of power whereby the person doing the influencing has good intentions of the receptor at heart. On the contrary, if a person uses a form of coercion to get their way and benefit from the receptor's action or reaction, this is considered to be a harmful influence and will generally add up to manipulation.

If you analyzed all forms of mind control, you would realize that a manipulator can use most of them to gain the influence they desperately need. One of the most common tactics across the five types of mind control is known as emotional blackmail. Here, a manipulator comes up with a plan to evoke guilt or sympathy in their victim. They understand all too well that guilt and pity are one of the strongest human emotions, and are likely to open up their targets to their manipulation. Once the guard is dropped, the manipulator takes advantage of the subject and initiates the coercion process. In no time, the question of manipulation finds themselves cooperating and assisting the controller in attaining their malicious goals.

Emotional blackmail is one of many tactics employed by manipulative people. There are others, such as a covert form of abuse known as crazy-making. Just like the name suggests, the aim of the manipulator is to make their subject to feel crazy. They create a scenario where the victim develops self-doubt. At times, the level of self-doubt might be so severe that the matter might think they are losing their mind. There is yet another form of

manipulation where the manipulator acts as if to support their victim verbally but give non-verbal cues that portray contradicting meaning. If they get confronted, they revert to rationalization, justification, deception, and denial to try and escape from trouble.

Another big problem with manipulators is that they might not always be aware of what their subjects need. At times, they might be mindful of them but lack the ability to consider and provide them. This does not, at all, justify their behavior. What it does is show that a manipulator will neither consider nor prioritize these needs. They also do not feel any pity, guilt, or shame. The dangerous thing about this trait is that it makes it hard for the manipulator to stop their harmful influence. If this is a point to consider, it explains why some victims of this vice never realize the extent of the damage until it is too late.

Manipulators are also solitary humans. They are most likely to be found alone because they never form or sustain long-lasting relationships. The problem is that after building relationships of any form, their manipulative nature creeps in and scares their friends or lovers away. People who at some point, relate with manipulators confess to feeling used and lacking trust towards the controllers. In this case, the problem affects both parties; first, the controller will not be able to recognize or provide the needs of the other party. On the other hand, the affected person will not succeed in creating the emotional connection required to sustain the relations. In the end, both parties go their own way, and the manipulator is once again left lonely.

The Qualities of a Manipulative Person

According to George Simon, a psychology writer, there are distinct qualities that define a manipulative person. If someone possesses these traits, their chances of being successful manipulators are extremely high. In the same way, if one lacks these traits, they cannot use other people to get to their selfish goals. I bet this is one of those qualifications we all do not want!

In Simon's words, a successful manipulator must:

- Have the ability to hide their aggressive nature and intentions from the public, and more so their potential targets.
- Have the ability to identify the vulnerable aspects of their potential victims so as to decide which approaches to use for efficient manipulation.

- Have an extraordinary level of ruthlessness in them to enable them to overcome the qualms that might arise from the harm they cause on their subjects. Ruthlessness can be emotional or physical.

The Behaviors of Manipulative People

We already know the traits that define a manipulative person. These are the requirements that one needs to possess before they can be potential manipulators. There are also traits that define a manipulator during the process of manipulation. In short, what are the behaviors that these people portray and use to actualize the process of manipulation?

Reinforcing

In psychology, reinforcement is a stimulus, positive or negative, that increases or strengthens the probability of a specific outcome. When we talk of positive reinforcement, it is a tactic that a manipulator will use in public so as to pick their subjects. The manipulator will fake some moves such as loud laughter, random smiles, giving gifts, crocodile tears, excess apologies, exaggerated praise and temporary charm, to mention but a few. Positive reinforcement places the manipulator above random strangers and draws attention. The point of fraudulent behavior is to make people want to befriend them. To be honest, if a person offers us a gift or starts a friendly chat, our minds immediately soften, and we want to return the favor. If we find an innocent-looking lady crying by herself at the park, we genuinely want to know how we can help. Unbeknownst to us, some of these people are out there hunting.

In negative reinforcement, the manipulator will offer to “rescue” the victim out of a harmful situation if they agree to do something in return. For example, a teacher might provide to grant a student pass grades after they have failed if the student offers sex in return. This is a tricky situation because the victim is usually in a fix and at times, the offer by the manipulator might be their only way out.

Rationalizing

Rationalization is the act of making up excuses to make one appear innocent. Even if a manipulator were caught red-handed in the act of negatively influencing others, they would not accept it. Instead, they would

come up with convincing reasons as to why they committed the act. In most cases, they claim to have been trying to help the victims.

Punishing

Punishing, in this case, is not necessarily the use of a cane to flog someone. It is a method of control where the manipulator will deploy a set of behaviors to influence the psychology of a victim. Some of these punishment tactics include silent treatment, playing the victim, nagging, yelling, crying, threatening, and sulking, among others. The aim of the action is to make the victim feel guilty of something they might not have done. If the victim plays along, they start apologizing, throwing them deep into the manipulator's trap.

Minimizing

Minimization is a combination of denial and rationalization. If caught, they defend themselves by stating that their behavior is not as harmful as it appears. We have all met people who throw bad-tasting jokes at us, only to claim that they were mere jokes and should be taken lightly.

Explosiveness

Explosive behavior, also known as traumatic one-trial learning, is the act where the manipulator will throw tantrums at the slightest provocation. The sudden reactions, which might include verbal abuse and explosive anger, are meant to discourage the subject from upsetting, confronting, or contradicting the oppressor. Beneath the skin, the manipulator is playing a game of dominance, intimidation, and superiority over the victim.

Diverting Issues

When a manipulator is asked a question, especially one that relates to their conduct, they are excellent at diverting the items. Instead of giving real or straight-to-the-point answers, they give confusing responses. Their aim is to try and distract the question, especially if it might expose their negative behavior. In most cases, they will respond vaguely then come up with a diversion tactic such as introducing another topic, asking a question of their own or exploding.

Lying

Manipulators are masters at telling lies. Because their intentions and actions are generally unpleasant, they know that by being honest, nobody would fall for them. As such, they come up with lies. The lies that they fabricate are so accurate that it is usually impossible to tell when they are false or not. While the truth might ultimately come out, it will often be too late for the victim to respond. A manipulator will use any form of lies to convince their subjects and get their way.

Intimidation

A manipulator likes to keep their victims on the defensive or in fear. They pile threats and blames on the victim so that it appears like the victim is at their mercy. Any time the victim tries to get away from them, they are threatened, forcing them to obey the manipulator. You have heard of relationships where either of the lovers threatens to leak indecent photos of their partner if they tried to walk out or report them. This is a common form of intimidation that is aided by the extensive use of the internet.

Lying by Omission

Omission lying, or propaganda, is closely related to lying, only that in the latter, everything the manipulator says is a lie. In omission lying, though, the controller will tell a truthful subject but omit important issues that needed to be highlighted. This is a form of manipulation that affects many parents today. A good example is when a child requests for money to buy some treats but end up buying drugs with the money. In this case, the child told the truth about needing money to buy “treats” while in reality, the treats were drugs. In short, if the parent knew the real intent of the child, they would not have given them the money.

Denial

The whole life of a manipulator is lived in denial. They never see things for what they are because if they did, it would have to start with the bitter fact that their lives are messy. One of the reasons that a person will be okay with invading others’ lives and destroying them is because they hate theirs. Another behavior that is common with manipulators is that any time a manipulator is accused of anything, they will refuse to take responsibility regardless of whether there is evidence or not. In fact, they will reverse the blame and place it on the subject.

Playing the Victim

The final behavior we will discuss, which is common in manipulators, is playing the victim. No matter how ruthless these people can get, they always make the world think they are oppressed, despite being the oppressors. This method usually works in their favor because when they appear hurt, they easily evoke feelings of pity, sympathy, and compassion. The majority of people in the world are willing to help others who are suffering, and manipulators are fond of exploiting such people and using them to further their plans.

Principle of Persuasion

Persuasion is the ability that people have to transmit ideas and that they are disseminated by those who act as recipients of them. This translates more effectively as the ability that human beings have through a relationship, to convince others. Persuasion is a tool that can be used in fields such as marketing, advertising, and commerce, basically sectors of the economy in which the public is sensitive to various interactions with environmental media and where the decision is the objective of who persuade

Let us elaborate a scene in which a seller wants his products to be acquired by the buyers, these besides being useful, must be attractive and in one way or another, more desirable than that of the competition, this is achieved with persuasion, the which attracts customers by offering the best attributes of the product or service, in an effective way, providing comfort to the buyer by relating the most promotional aspects to the most personal. Persuasion, in turn, generates competition and demand in the market, generating dynamism of intentions and offers that fosters the development of sustainable economies.

Another use of persuasion that we see in a society constantly is in the application of the law. In a trial, the lawyers, in addition to using the law as the main tool, use the elements in their favor and persuade the jury and the judge that they are valid to win the case.

We are always waiting for others who live in our environment to reproduce or share our ideas, even unintentionally, people seek to persuade others so that their ends are fulfilled, a wife who asks her husband to optimize expenses is trying to convince him that it is the best for both. Either way, each person's ideas will be interpreted as an intention for others to apply and build their own ideas based on the initial idea. Persuasion can be so extreme that they can change the way a person thinks; it all depends on what the person who persuades another looks for.

Key elements of persuasion

To better understand the process by which one person or medium can influence another by changing their mind, it is necessary to take into account the key elements of the process, these being the issuing source, the receiver, the message itself and the technique that It is used to transmit it.

1. Issuer

Regarding who transmits the information, the source that tries to persuade, there are two characteristics that are taken into consideration when it comes to being or not being persuaded: its attractiveness and credibility. It has been shown in multiple experiments that we generally consider those individuals we perceive to be more reliable (partly because of the halo effect, in which we assume that someone who has a good quality will surely have others). These are the reasons why men and women of great physical attractiveness, or well-valued celebrities, frequently appear in advertising in order to sell us a product.

However, the most influential feature of the source when it comes to persuading us is credibility, which is given to the level of competence of the source in the subject matter and the perceived sincerity.

2. Receiver

With regard to the recipient of the message, the main characteristics that affect the time of being influenced are the level of intelligence, self-esteem, and the level of involvement with the subject.

It must be taken into consideration that the effect of the intelligence level should not be taken as a direct measure. It is not that who is more influential is less intelligent, but someone with higher intelligence will have more resources to question the arguments put forward in persuasion. By having a higher capacity to learn and use in real-time the information memorized, the way of a dialogue of the most intelligent people is more fluid and consistent, something that is reflected in the results they obtain when it comes to convincing.

With regard to self-esteem, we generally find that the lower self-esteem, the less likely we will consider our own arguments as valid, more easily accepting those of others.

3. Message

Another of the main elements when it comes to persuading someone is the message itself. Several studies indicate that the fact of using a more rational or more emotional message will depend on the type of response you want to favor. It also affects the message incorporating elements that cause fear or a sense of threat: according to Rogers protection motivation theory, we will tend to seek and consider more certain words that allow us to minimize or avoid damage.

The fact that persuasion occurs more often with a closed or open message has also been investigated, indicating that it is generally better to leave a conclusion open to interpretation, although guided in the direction of which one wishes to persuade. This may be because in this way, the listeners are more satisfied when they reach those conclusions, something they experience as if it had been a discovery made by themselves, without someone trying to impose an idea from outside.

Principles of Persuasion

Reciprocity principle

Essence: we feel the obligation to give something in return for the people who have provided us with a service.

Give something. After some time, but not right away, ask for something in return. You do not need to ask for something equivalent: you can get even more.

When you are providing services to people, make sure they know what they are getting. Tell them your sincere desire to help. Ideally, the cost and amount of effort on your part should be low and for the interlocutor - high.

Examples:

A non-profit organization gives a pen asking them to fill out a regular donation form. This greatly increases the likelihood of a donation.

A sales specialist provides many small services to a client, which will make the latter feel obligated to purchase something.

When prehistoric people switched from a lonely hunt to live in a tribe, they realized that society intends to do something useful for others in order to

receive a response service after some time. From this grew the principle of reciprocity.

The principle of commitment and consistency

The bottom line: we must always align our external actions and promises with beliefs and values.

When we make a promise, we consider it our duty to do everything to keep it. When we make a decision, we like to feel that this is the right decision. When we do something that does not correspond to beliefs and values, we can change these internal aspects to be consistent with ourselves.

In a word, we tend to justify our obligations by inventing a new rationale to confirm that we made the right choice.

Examples:

The company gives free samples. If the client begins to use them, he will feel obligated to buy something.

Parents often tell the child that he works very well. After some time, he begins to perceive himself as hardworking.

The point is alignment. If our beliefs, values, models, and actions are not completely consistent with each other, we experience cognitive dissonance. To get rid of it, you need to change actions or beliefs.

The principle of social proof

The bottom line: we repeat the actions of other people, especially when we are not confident in our knowledge and experience.

Show people how others do what you want from them.

Examples:

Advertising shows a happy family who owns a particular product. Now, one who has a family will believe that this particular object gives happiness.

The seller tells the customer about other people who have already bought this product.

The television comedy uses offscreen laughter to show a real audience: "Hey, this is ridiculous!"

We follow the example of other people or leaders. This is primarily true for cases where it is not clear what to do. Social proof works thanks to our desire to belong to society, to respect others and to avoid social punishment (ridicule and ostracism).

The principle of power and authority

The bottom line: we are inferior to people who seem superior to us.

If we consider someone a professional in any business and this person claims something as true, then with a high degree of probability we will believe him without asking questions. We also tend to obey those who have a pronounced strong body language.

It can be used against us. For example, a specially trained professional actor invited to speak on a television show speaks confidently and vehemently criticizes the opposite point of view, creating the appearance of an expert.

We are educated in such a way that we obey others: parents, teachers, authorities, bosses at work, and so on. And disobedience can have various negative consequences.

The principle of sympathy

The bottom line: we tend to reasonably and unreasonably sympathize with people who are pleasant to us.

Be friendly, show others that you like them, sincerely be interested in their opinions. Two things reinforce sympathy: likeness and praise. If you show that a person is like you and make a true compliment, there is a chance to change his point of view.

Examples:

A woman invites her friends to a party and sells them cosmetics. They buy it, not because of need, but because they know the hostess and they like her.

The seller improves communication skills and becomes more friendly, which allows him to sell more.

When we meet people, the first thing we do is welcome them. Then we smile, shake hands, kiss, hug. We can also ask them about health and family. Why? This creates trust, which is a direct road to sympathy. In fact, we say: "I like you and I will not harm you. So please trust me."

Deficit principle

The bottom line: we want what we can't get in the future.

When things become less accessible, they seem more desirable to us. If we have a choice to get it now or maybe to receive it in the future, we choose now. And it's not the fact that we need this item or service at all.

Examples:

Messages on the website: "Product ends," "Special offer, valid until the end of the month," "Limited batch."

The mother tells the youngest son that if he does not eat vegetables, she will give them to the eldest.

Deficit works through expected regret. We fear that we will not get something in the future, we present it and the negative emotions that will arise. Our need for this thing wins rational thinking.

Theories and Methods of Persuasion

When you know your mind and body, it's easier to recognize and overcome different methods of persuasion. You will never be able to be the positive persuader and overall healthy influencer if you aren't trying to pay special attention to how the mind works and the body communicates. Once you have practiced this and really grasped the basic concepts of mind and body communication, it's time to move onto the next advanced level – persuasion.

Persuasion is already happening all around us. Anywhere you look as you're walking down the street you might notice someone attempting to be persuasive. Maybe it's an advertisement that is trying to sell you something. Perhaps there is someone with a sign on the street asking for money. Maybe a friend is texting you trying to convince you to do something. Just like body language, persuasion isn't always done just through words. You have to be aware of the overall persuasion of messages to really start to understand the way that you are being convinced to do something that isn't your own organic thought.

If you aren't aware of persuasion, then it's going to be even easier for others to have the ability to control you. Even when you are actively trying to fight against persuasion and protect yourself, you might discover that you are still falling under the spell of others. Though you are already becoming more skilled and knowledgeable about the process by this point in the book, there will still always be someone out there that is more skilled and advanced in this subject that might be able to take power over you. Don't be afraid of persuasion. You have the ability to overcome it. Once you are able to break free from the restraints of other people's persuasion and influence, then you can start to use those tools yourself.

Manipulation can be challenging, but you can turn that around into positive persuasion if you take a moment to rework the goal and intention behind what you do. First, let's discuss all of the ways that you are being persuaded

that are obvious, and the deeper methods that might be used against you in a more secretly embedded way. It's suggested that you take notes so that you can even jot down examples of how this is already happening to you as we go along!

Theories on Persuasion

There are a few different theories on persuasion that we should start to understand. Before we discuss these, let's take a deeper look at what processes persuasion might be done through. How is it that we are able to completely change the way that we are thinking or feeling based on another person's ability to alter our feelings? There are a few core elements to what persuasion is and what you can use to define this process.

Persuasion is when a message is transferred from one person to the other. This message might be a way of life, such as a religion. Have you ever seen signs for someone wanting to share their religion with you? Maybe they have passed out free information like brochures or mini booklets in order to try and get you on their side. This is an example of how others might try to convince you of their messages. They will be using symbols and words to try and get you to understand where they are coming from. Some will go as far as to scare you as well, making you think that something bad might happen to you if you choose not to follow the things that they're stating. Persuasion goes as far back as human history does. Some methods of persuasion have been natural in our society. There are other times when persuasion has been a little more forced. Perhaps it is a biological skill that is ingrained in our anatomy that we use in order to help us survive. It could simply be a survival tactic, or it could be something deeply ingrained in our society and the language that we use.

Persuasion is always going to be more positive when you can give the other person their own freedom to choose. When you take that freedom away and start to be more forceful, this can turn into manipulation, brainwashing, and other methods of dark psychology. We are going to break all three of these down for you so that you can better recognize the different levels of persuasive behavior. First, let's start to discuss some different theories as to how and why persuasion can be so effective.

The first one is the conditioning theory. This is one that explains how prolonged exposure could actually be "conditioning" us to be able to fall

more easily for a message. This is something easily seen on the level of advertisements. Think of a brand, specifically maybe a candy brand that you like. Whatever this is, recall the last time you saw an advertisement for it. They will obviously use signs of the actual product and what this might look like. In a commercial, they might show someone eating it with the same branded colors in the background. Maybe they have a simple phrase or logo that you remember immediately without even trying. Then, you make your way to a grocery store and see this exact same product with the exact same colors and are more inclined to purchase this because you have already been conditioned to do so. If you had never seen an advertisement for the product, you might not notice the display of candy sitting there when you walk in the store, but they have already planted this idea in your head, so you are way more willing actually to purchase this.

The next theory that we have is the cognitive dissonance theory. This basically states how we will always be looking for ways to connect our thoughts and behaviors with reality. Even if you are someone that has thoughts different than what you actually do, your brain will look for ways to justify this kind of behavior. For example, let's say that you are overweight, and you really don't want to be. You'd love it if you could just lose thirty pounds. However, you continue to eat unhealthy junk food and skip the gym every day. Your actions are not aligning with your beliefs, and this creates cognitive dissonance. This is important because it will help to show how your brain can be persuaded so easily even when you know certain information isn't true. Your brain wants your actions to match your beliefs, so it will convince you to do one of two things. You can either find that motivation to go to the gym and eat healthier, and then your actions match your beliefs of wanting to lose weight. Alternatively, your mind might instead convince you that there is nothing wrong with being unhealthy. You might convince yourself that what you are told about your health is all a lie or maybe that you don't deserve even to have a healthy body. Whatever it is, your brain is going to try and fill in those blanks and make you believe something that isn't entirely true, all so that your actions align with your belief. This is something that might end up hurting others in the long run. Think of a crazy cult leader. They will have things that they believe, and after a while, it might not be just enough for them to be the only ones to believe this. Instead of changing their mind about their beliefs, they might try to convince others to believe the same thing in an attempt to

validate their perspective. This can be toxic and damaging behavior, but it is something that our brain might naturally do.

These theories are important to understand because they will start to give you a little insight into how or why someone might be trying to convince themselves or others of their message. We will discuss the actual methods of persuasion that people use soon, but we have to understand the motive first. If you can't discover a motive behind someone's persuasion, then they might not necessarily be trying to be manipulative, intentionally or not. Always ask, "Why are they doing this?" whenever you might be questioning someone's goal for whether or not they are manipulative.

Common Methods for Persuasion

Now that you understand how finding motivation is important in understanding someone's psychology, it's essential that we look at the actual methods that someone might have been trying to use. These tactics and strategies can be common, so the more aware you are of them, the easier it is going to be to keep yourself safe from others down the line. There is a varying degree of persuasion you should have an understanding of. It will either be positive persuasion used to get you and the other person to a place where you can both thrive and achieve a mutual goal, or then there is negative manipulation which might be an attempt to try and take everything from you.

The first method of persuasion used is consistency. This is when something is presented over and over and potentially in the same way. It will be a method that gives the person being persuaded an understanding of the message in a way that is normal to them.

Another method of persuasion is reciprocity. When someone gives you something, you might be more inclined to return the favor.

Social proof is a method of persuasion that we see frequently. It is the way that others will justify the things that they are trying to persuade you of. They might use other people's opinions and things such as "They found success!" in order to convince you that since others use it, you can too.

Another method of persuasion is the scarcity effect. When something seems as though it is more limited or harder to come by, there are many people who will jump at their opportunity to consume. How many times have you

chosen something that was “limited edition” over other things just because you were afraid you wouldn’t get your chance? Think of sales that you see in stores. They will always say, “3-day sale, act now!” Why is it only for three days? Why can’t they just go for a fourth? This is because they want to instill urgency in you. You will prioritize these scarce things more than other things because your brain is telling you that this is important.

The better you understand these methods of persuasion, the easier it will be to protect yourself from them.

Persuasion Vs. Manipulation



Manipulation is a way to control others, and it can be used in different ways. Some of these ways can be very subtle, and others can be easily recognizable, especially if you know what you are looking for.

With manipulation, one of the first things that a person will notice is the feeling of fear, obligation and guilt. When someone is trying to manipulate you, they are trying to coerce you to do something that you don't want to do. You feel scared thinking about doing what they want or feeling scared in the act, there is a feeling of obligation that goes along with it, and you sometimes feel guilty if you don't do it at all.

Bully and victim are the two types of manipulation that can make you feel this way. When someone is bullying you, they are often using fear in the form of aggression, threats, and intimidation to make you do what they want.

On the other hand, if they play the victim, they try to make you think that they are hurt. No matter the case, they are often the ones who caused the problem in the first place. If you are being targeted by a manipulator who is playing the victim, you will do whatever they want to stop their suffering.

You might even feel responsible for their suffering, even though you are not.

Another thing a person who is being manipulated does is question themselves and what they are doing. This can often be referred to as gaslighting. This type of manipulation has people not only questioning themselves but what is real to them, what they perceive, their own thoughts, and even their memory. Has someone ever twisted your words around and made it about them? Have they taken over the conversation to make you feel like you're the perpetrator and that you did something wrong while you wonder what it is that you exactly did? Gaslighters know how to make their victims feel a false sense of guilt, responsibility and even defensiveness. They will have you questioning if you have done something wrong when you haven't at all.

Another manipulation tactic comes with strings attached. People should want to do things for you just because they want to and not what they can get out of it. This is one of the most common forms of manipulation. You feel like someone is being nice to you and doing things for you when you need them.

There are other forms of manipulation, but these are the most common forms.

Persuasion can be found in images, sounds and even through the use of words. There is a deliberate attempt to influence others. One of the key points about persuasion is that people are not coerced or manipulated; instead, they are free to choose what they believe. Even though the images, sounds or words used in advertisements help them choose what others tell them too. Persuasion can be found in advertisements or messages on radio, the internet, television, billboards, and face to face communication through verbal and non-verbal ways.

This technique has increased over the years and especially in the 21st century. Messages in the form of advertisements over different sorts of media have grown and are spread rather rapidly. On average, every U.S. adult is exposed to 300 to 3,000 advertisements every day (Cherry, 2018).

It can even be found within business itself, and we are not talking about advertising agencies. There are a lot of companies that use the art of persuasion to sell goods and services.

Many of the advertisements that we see have been specially made or crafted to get people to buy their products or services because they want to look like them or live that certain lifestyle.

If both manipulation and persuasion are prevalent in advertising, then what are their core differences?

What makes manipulation wrong?

In any situation, the manipulator tries to get the other person to believe what the manipulator feels is wrong. The manipulator is lying to the other person, and making the other person make some form of mistake. Thus, they can also make you believe a false statement, make you feel inappropriate, get someone else's approval in the wrong way or to doubt something, even yourself. There is no good reason to get someone to doubt. So, to answer the question above, the core distinction between manipulation and non-manipulation depends on the manipulator and if they are trying to get someone to make some sort of mistake regarding how they feel, think, doubt, or pay attention to something.

Reasonable persuasion, defined by Immanuel Kant, is the only moral way to influence people. As was stated earlier in the chapter, persuasion is something we all experience, as well as do, every single day. If it is reasonable, then it is not evil. It is just considered to be one of the ways that we interact with everyone around us. You might want to persuade someone to think a certain way because you want to see the world become a better place. This is often true when you are debating with someone about their political view of the world and you come back with an intelligent, researched argument that changes their perception. Did you harm them in any way? No, you reasonably persuaded them to come to your side. They make a choice all on their own.

Another way that you can persuade someone is through making a profit. All types of persuasion further some sort of self-interest. There is nothing wrong with making money. It isn't evil, unethical or immoral. However, you have to persuade another person to part with their money by getting them to believe that what you have to sell—whether it is a good or service—is what they want or need.

Jonathan Fields states that the difference between persuasion and manipulation can be defined in three ways:

- The intent behind the reason you want to persuade someone
- The truth behind the process
- The benefit of impact on the person you are trying to persuade

For example, Amber married Devon 2 years ago, and they started to have marital problems during the beginning of their second year of marriage. One-night Devon comes home drunk and hits Amber in the face. The abuse continues from there until one night she wakes up in the hospital with broken bones. Amber's parents are sitting beside the bed, and her mother takes her hand in hers. That night her parents urge her to leave Devon because it is in her best interest. They know she loves him, but he needs to get help for his anger. They persuade her to file domestic violence charges against him because the next time she might not be so lucky, and they can't lose their baby girl.

Now Amber has a choice in all of this. She has the choice to stay with Devon and the risk that things will get better or worse. Or she has the choice to leave him with or without pressing charges. Her parent's argument was reasonably persuasive, but they were still giving her a choice. They did not force her or influence her to make a choice. There were quite a few ways, as was stated before, to manipulate the situation and make her do what they wanted, even if that wasn't what she wanted, which would be manipulation. There is no good type of manipulation, only good persuasion.

Amber isn't dumb and knows what she is risking if she goes back to Devon. And, this is where the persuasion influences her to make a choice. The argument her parents brought to her is with love and compassion. They care about her well-being, and they want her to know that she can come home, and everything will be okay. Amber feels good making this decision and is not making it out of remorse, guilt or out of obligation to her family. This is the main and very important difference between persuasion and manipulation.

This is why it is important to know the difference. When you are persuading someone, they often are feeling better for meeting you. Those who are being manipulated, feel guilt the second you leave. (Roberts, 2019).

Different Types of Persuasion

Persuasion has a long history, going back to when humans discovered how to use it to our advantage. Persuasion is defined as a type of behavior that is employed as a means to influence someone's way of thinking, beliefs, decisions, motivation, and behavior.

It can be subtle and undetectable, done in a covert fashion, or more obvious, such as a form of encouragement.

The reasons for persuasion vary and are commonly used for personal and financial gain. It's a method applied throughout history for political and social gain. One notable example is how the Greeks viewed forms of persuasion, as a way to measure the suitability of a politician or position of authority. The ability to persuade was valued highly, and those who were successful were regarded as worthy of election.



Aristotle, a Greek philosopher, regarded persuasion as an essential skill to acquire and develop for a variety of reasons. It can be argued that persuasion, if used in its most skillful form, can deflect a lot of negative attributes and help someone gain favor, regardless of the circumstance. An example of this is a court case, where a defendant or their lawyer can argue their innocence by way of persuasion. Even where a defendant is believed to be guilty, persuasion can (and has) convince a judge or jury that evidence is circumstantial or that a witness's testimony is not credible. There is more to this method than simply convincing an individual or group of a certain belief or concept with a smooth presentation and convincing words; it

includes a far more in-depth study and observation of the people who are to be persuaded. Many of these attributes are useful in winning an argument or a case, whether the person employing the persuasion techniques is correct or not. In some cases, it's not about right or wrong, but instead, a variance in opinions or beliefs where persuasion can go a long way to convince people to see the other side of the debate.

What are the Different Types of Persuasion?

Rhetoric is a powerful method of persuasion, which involves the careful study and observation of people, either in groups, as individuals or in society, to understand better how best to apply the “art” of persuasion. Observing people would entail a lot of studies, including employing skilled writers, artists, and speakers with the expertise and talent to persuade. A modern example of this method can be seen in advertisements aimed at specific demographics to promote the sale of a product, or a political campaign targeting undecided voters, with the intention of swaying their decision one way or another.

The goal is not only to get your attention but to maintain it by “speaking” to you in a way that evokes an emotional response or action. This could result in an emotional plea to support one political party instead of others or to purchase a certain product or service because of a certain nostalgia or connection with family or co-workers.

The reasons for using persuasive techniques is not always secretive or malicious: it can be a good way to convince someone to reconsider making the wrong decision that could result in a detrimental outcome, or serve as a form of positive encouragement or reinforcement as a form of empowerment, such as “you can do it” and “what have you got to lose, come on!” When persuasion takes on a more direct tone, it may seem like a strong form of encouragement. While this may work for some people, it doesn't have the same impact on others. Some people thrive on overt persuasion and may otherwise not achieve a milestone or “go for it” without that persuasive push. On the other hand, there are people who prefer more autonomy and do not respond well. This is where covert or more subtle forms of persuasion can be useful in influencing them.

Recognizing the different signs of persuasion is key to knowing if someone is using these methods on you. It may not be as obvious as coaxing

someone to change their mind or try something new. Some forms of persuasion may be subtle and difficult to detect initially.

Understanding the reasons behind persuasive techniques and the different purposes they serve can help determine if you may be on the receiving end and the reasons why.

Three Basic Forms of Persuasion

There are basically three types of persuasion: ethos, logos, and pathos, according to Aristotle. Each method appeals to a different source and has its reason for use:

Ethos

Ethos is known as the persuasion using ethics or morality as a basis. In this method of persuasion, the speaker or individual applying this method is trustworthy, credible, and knowledgeable. In their speech or debate, a credible person will make use of their related expertise and knowledge to support their argument. This is done by citing relevant sources and using their own credibility as an expert to persuade the listener of their legitimacy.

This method is regarded as respectful in that it doesn't intend to sway the listener for unethical gain or advantage.

The speaker's reputation and status carry a lot of weight in terms of credibility, though this can also be established by using carefully constructed arguments that show that they are ethical.

Logos

Logos is based primarily in logic, or the application of logic to reason with or persuade someone. This method involves using evidence and related studies to support an argument.

It's a clear, concise form that doesn't convince someone based on pseudo-science or skewed facts, but rather, it appeals to people who are not easily persuaded unless facts and their related sources support the argument. The format of logos is usually presented in a clear, sometimes chronological and progressive manner to show how a subject or topic began as disputable, followed by studies and observation to gain factual information to support the argument.

Pathos

Pathos is a method of persuasion that uses the emotion of the recipient (the person being persuaded). This is one of the most powerful and frequently used methods of persuasion. Pathos appeals to an audience's emotions, including their passions, imagination, creativity, and sympathetic nature. While the aim of this method is similar to logos and ethos, pathos can become very deceptive if using a vulnerable person's or group's emotions to their advantage. This can be seen in high control groups, where the promise of making lots of money or reaping the rewards of following a set of rules or belief system. Emotional persuasion can also be powerful in helping the audience identify with the speaker and their supporters, by sharing personal experiences and anecdotes that have the ability to convince people they are sincere and genuine, or "just one of us." The danger with employing pathos is how it can be misused to take advantage of a vulnerable or gullible group of people who are looking for quick answers and solutions to their problems.

Elements of Persuasion

There are characteristics of persuasion that can determine how successful the effect is on other people. These attributes are key in focusing attention on the listener or recipient of the persuasion, often to observe their reaction and level of engagement.

Some people are more easily convinced than others. There are people who require a high degree of credibility and factual information before they will consider agreeing with a specific side of an argument. Others, on the other hand, are more easily swayed with far less effort.

Likeability

In order to persuade someone, they must like you or at least share a common ground. A company representative, for example, may not be successful in persuading or "selling" their products or reputation unless they first develop a rapport with their audience. Initially, a person in a representative position may seem intimidating or unrelatable, so they will often find common ground or likable traits to connect with people before they apply their persuasion techniques. An example, they may share an anecdotal story about their immediate family or personal experience that resonates with others.

This is essentially their “gateway” to establishing a connection and further their pitch.

Most people want to be liked. If an individual or group of people feel marginalized or ostracized in any way, a display of acceptance or being liked can feel empowering. Unfortunately, it can also pave a dangerous path to being taken advantage of, as the person showing approval may have malicious intentions of trying to swindle them or use their plight to their own advantage.

Building Trust

Without trust, there is no success in persuasion. People tend to question who they don’t trust or agree with. If you are tasked with persuading someone to comply with the opposite side of their views, it will likely never happen, unless they have a great deal of trust and confidence in you. Even in cases where trust is established, persuasion can be challenging, though combined with other elements, it becomes easier. Building trust takes time and doesn’t always happen immediately. If there are similarities between you and the person looking to gain your trust, it becomes an easier process. Once trust is established, the recipient of the persuasion may let their guard down and become more susceptible to influence than before. When you feel that someone is worthy of your trust, it’s important to continually question and evaluate how they communicate, as it is common to become more comfortable and less cautious once that barrier of mistrust is lowered.

Communication Skills

Using effective communication skills is important and tailoring the types of phrases and words used is vital to maintaining interest in persuasion. People will respond if you speak to them in familiar and understandable terms, instead of using elaborate descriptions and over-the-top speeches.

If people feel that they can understand and relate, and reciprocate on the same level, then persuasion becomes useful and powerful. People tend to be drawn to others who share similar experiences, beliefs, and ideas.

If someone is a smooth talker or conversationalist, they may also be a master of persuasion and should be approached with caution.

Maintaining Consistency

Keeping the conversation and expectations consistent from the beginning is important in maintaining engagement. When someone deviates from the initial goal, even with good persuasion skills, they lose followers and trust. A skilled speaker will keep things consistent, though it can be difficult to determine whether they are sincere in their goals (even with the ability to stay on track) or if their techniques are sharpened well enough to convince people of their legitimacy.

Persuasion, in its basic form, can be effective as a tool for many people to achieve a goal or status in life. On the receiving end, it may have its benefits, where the intentions are good and ethical. Unfortunately, persuasion can often be used as a way to influence our emotions and behavior to the degree of mind control, which can lead to exploitation.

Influence People with the Power of Language

How Language Subtly Connects Us All

A society exists on the basis of the knowledge and consciousness that its members have had in the past. It has been defeated in language, its structure, and its vocabulary. This heritage from the past is the tradition and wisdom of a society. People are more dependent on such traditions than animals because they no longer have sufficient natural instincts and high cultural achievements usually require a long tradition.

While tradition connects the individual with the past on a vertical axis, so to speak, in a horizontal sense, language serves as the means of contact of society in the present. It maintains social and intellectual cohesion and serves to exchange the current content of consciousness, attitudes, and processes of change. With her current linguistic changes, she lets the individual share in it.

Function: Language as Tradition (Vertical Dimension)

What the Language Is All About

In this section, we want to introduce language as a bearer of traditions. In four respects, it constantly influences the consciousness of a society:

- Language is itself a tradition
- Language conveys (transmits) collective attitudes (traditions) from the past
- Language expresses individual attitudes (traditions)
- Language transmits the experience, knowledge, and wisdom of a society

These points promote that everything stays as it is and was. If you want to make changes, it can be very important to pick up and breakthrough this traditional language side actively. If the surrounding vocabulary is not changed and the previous language retained, this can prevent a change of

attitude among the addressees and cement old structures. In the following, the aspects are explained in detail:

Language is itself a tradition

In a general and overarching sense, language itself is a tradition. With its long history, it binds us to our ancestors and our social origins. Along with words as names and names, it also communicates patterns of perceptions with which we can structure the world, and in each word also offers interpretive criteria for the signified:

- A house is for living,
- A castle is closed,
- A castle hangs on a mountain and
- A TV is a device to look into the distance.

Only by putting ourselves in the tradition of language and appropriating it as it meets us can we understand ourselves and others and make ourselves understood.

Language conveys (transmits) collective attitudes (traditions) from the past

When a child learns the language of their environment, it grows in their traditions. It learns the attitudes and attitudes of its environment and takes over. There is no reason to doubt what his parents tell him verbally. And when a child asks why something is like that, his parents give them their opinions and attitudes in their answers, which they themselves largely acquired in a similar way.

The subtle part is that parents pass on much without being aware of it. For example, when they say that an action like a bomb has been taken, you are mistaking Bomb as something Positive. Or when they say, the storm has smashed the open window, creating a culprit or a fake sally beyond their own area of responsibility.

The thinking habits of groups and generations are obscured by worldviews in language. Due to the nature of their vocabulary and their structures, language always conveys more than just itself: possibilities of thinking.

Language is a thinking tool. Basically, it is conceivable and communicable only for the individual whose language has words. Only what is said can be thought through and repeated. In this sense, the language transmits, on the

one hand, an immense wealth of experience and with it, the dispositions to a specific trade, and on the other hand, philosophers and advertising experts have always noticed that they are constantly creating new word creations. Sometimes you just have to create new words to say something new. Many inventions also show that they only became possible after the consciousness of a society reached a certain level of education, knowledge or experience. If the conditions were met, then some inventions were made almost simultaneously in different places.



But not only that, for which there is no word, one cannot think and communicate, even what is not mentioned, tabooed or hushed up, remains unbelievable. What has not been thought of in a family or society for a long time cannot be thought of any day at all because the words or names required for it have been eliminated from the language's thought-tools. This can have devastating consequences:

Especially with regard to sexual abuse that is well documented, even the children and grandchildren of those affected may have depressive secondary symptoms of it. Because decades of such disgraceful traumas are often not talked about and therefore could not be worked up, these events continue to work in the subconscious, and the connection to later symptoms cannot be established by the consciousness of those affected.

Another example is that in the context of traditional concepts, it is becoming strange for more and more people to talk about God. Many terms that used to speak about God in a way that is appropriate to the

circumstances of life and with all the understandable things about God have been eliminated from the everyday language:

Kingship, grace, mercy, gentleness, goodness, favor, reign, grant, plead, mercy.

The reuse of such words in many prayers, songs, and biblical texts leads to the fact that God is at best, reduced to a distant mythological fantasy form and moved to an infinite distance. For many, it is becoming ever more difficult to make a contemporary reference to him.

Many church leaders tend to interpret the traditional religious language as an expression of sacred and eternal truth and derive it from the requirement to become familiar with it as a believer. By the way, there are Bible translations and theologians who are trying to understand everyday life. Then, God is worked out more as a father than as a ruler and king.

Presumably for many people today, religious language has been replaced by a psychological or esoteric language in which it is relatively easy to formulate a holistic and extended view. Terms such as life energy, cosmic energy, holistic sense of life or life balance often express aspects that were formerly spoken in a religious language. This new language personifies less and reconstructs many of the relationships formerly called beliefs. This corresponds to the changed demands of today's people, to believe less and to want to understand and experience for yourself.

Language Expresses Individual Attitudes (Traditions)

In addition to collective experiences, personal experiences are also incorporated and implemented in the individual language. Own experiences, intentions, interests, and feelings lead to seeing people, events, objects or situations in a specific light – it's not how their objective is relevant, but how their specific subjective meaning is.

If one's own experiences are so significant or so strongly imprinted that a person is guided by them in his future behavior, personal traditions emerge:

Someone is after a successful spurt to the bus, considers himself athletic, describes himself as an athlete and does more sports. Instead, if someone would have said: "Well, that was very close again," he would have a lasting fear of missing something.

But it can also be more serious situations, such as someone after a car accident is afraid to get back in a car, and constantly only thinks about these and other dangers and speaks. One then speaks of traumatic experiences. When individualized language arrangements spread in groups, they reflexively revert back to society. Most jokes will probably be individual creations. Nevertheless, there are a lot of them that have been well-known for years:

Language transmits attitudes, experience, knowledge, and wisdom of a society

The language can convey content in terms of content, but it can also be formal. Textbooks or lectures impart content through language. On the other hand, designations formally convey through their finished and unreflected nature: In the term “Polizeipräsidium,” the hidden presidential power is communicated. However, language can also connect both aspects - the content and the formal - and convey traditions, which happens where content is already linguistically ready:

- Blood is thicker than water.
- The elder shares, the younger chooses.
- Pack strikes itself; the pack is compatible.

Thus, a large part of what we acquire in knowledge and gain information, linguistically prepared us: Each spoken word, every name, every name, every conversation, every text, every letter, every book carries different meanings and different meanings uses the medium of language to communicate all of these meanings, at times, imperceptibly.

Function: Language as A Common Bond

Introduced or deliberately interspersed, you can use familiar phrases to offer your conversation partners identification options. In many cases, a metaphor can serve as a visual clarification. It looks original and usually triggers special attention when you juggle a proverb so that it changes its meaning through a small change, but still remains recognizable: neck and arm break, so that you can run again at the next marathon.

With biblical sayings, almost everything can be proved or rejected. The Bible is suitable as a collection of wisdom and wisdom for many occasions.

Maybe you look in again. Significant events should emphasize your value and perform with meaningful words:

- Hereby I promise you ...
- Hereby I declare you husband and wife.
- I hereby appoint you to the department manager.
- Hereby I separate myself from you.
- Hereby I open the new production.

In all these formulations words are acted out expressly and unmistakably. These sequences are therefore called speech acts.

Even if a language, even from its source, always shapes the presence of a society, a community always shapes its current language and expresses itself in it. The language is a common bond and creates connections between all who speak it. Common words and phrases like meeting in a marketplace can also be said in a positive sense that the language consists of commonplaces. This is a space of shared consciousness content.

As long as everyone there talks openly and clearly and informs each other, a constructive communication takes place. But as soon as someone circulates poisoned fruits or manipulative words in the marketplace, the welfare of the community is in danger and the place is occupied by the manipulators. They then gain spiritual supremacy and determine the direction in which others think and act. On the other hand, enlightenment and detoxification are necessary in order to bring the communication back into balance.

How to Use Dark Psychology Personally and in Relationship?

Manipulations can include both positive and negative aspects. We'll start with the latest. In case you experience bad emotions and do not know how to change the situation into better, perhaps, you have become a victim of manipulations. If you feel like being persuaded or your partner wants to go against your will or is eager to use you, this is time to check his techniques. Even more, if after this situation, you agreed to do what you have not aimed at before, it means that manipulation was successful.

It is easy to influence a person by only mentioning something. For instance, while sitting at the dining table, the mother of Jack told his wife that she was able to tell something unpleasant about her partner. Though no facts were given, Jack's spouse Susan was mulling over the situation long thinking what her husband might have hidden. Such moments leave traces in sub-consciousness and afterward make an impact on future relationships. To influence a person, you need to know some rules according to which our mind works. Actually, subconsciousness understands the language of images. Unfortunately, it does not pay attention to the essence of words, numbers or actual facts. So, once you want to make two people argue, it is enough to draw a kind of picture. For example, say that you have seen something terrible but do not have a moral right to reveal the secret.

Any manipulation is usually concentrated on three basic human motivators, particularly, instincts, system of persuasion, and life experience. The instincts define people's behavior while the rest ones lead to the way of these needs' satisfaction. The positive aspects of manipulations include the following awards:

Money-making process. If you sell something, you are willing to get more money for such a purchase. The usage of manipulations gives a good result in such a way. All of you know which power advertisement has, and it is

really hard to sell your product or service without using promotional and marketing strategies. As well, if we come down to the negotiations at any level, success will not be yours without manipulations. In case a person is able to make an influence on others or persuade them, he can charm or threaten what will inevitably lead to big money.

Relationships. Manipulations here are necessary to make a good adjustment. It will improve mutual understanding between two people. Of course, we usually want honest, open, respectful, and equal relations with others; however, our selfishness does not allow us to build them. People talk about love, respect, compassion, and attention but in reality, quite often manipulate each other. For example, a woman understands that she has no other ways to defend her point of view in relationships with her spouse providing he does not want to hear about her desires, opinion or purposes. Certainly, she may break up with him, but what guarantees that another man is going to be better? Life is not perfect, so it is necessary to gain the skills of manipulation to build up, control, manage, and develop your relationships with other people.

Fighting with aggression. Some people may behave quite aggressively and it may threaten our interests, health and even life. Aggression causes conflicts where you need to cope with problematic situations. One of the most effective kinds of weapons in such conflicts is manipulative techniques. A good manipulator is able to burn down any conflict and leave it not having any harm. At this stage, manipulation helps to avoid cruelty and violence, pain and suffering, mistakes, and negative consequences.

The mentioned three reasons are the most typical for our life. They illustrate clearly when manipulation becomes a useful tool. There is a plenty of other situations when it is too difficult to cope without manipulations. For instance, it is inevitable while bringing up children in the political fight and during the war. To communicate with people successfully, it is pretty necessary.

Let's study the following example of manipulations which appeared to be really helpful. Some doctors told a story of a cunning and clever patient who suffered because of primary pulmonary hypertension being in the hospital during several months. At the stage of decompensation at oxygen breathing she was able to manipulate all the doctors and nurses. She made

promises to do some favors, and this is how she succeeded in getting rather good medical service. Particularly, the nurse constantly was near her making everything she wanted to have. Three times a week the hospital professor came to observe her. The doctor on duty spent at least two hours a day talking with her while resident physician dealt with her problems and issues 80 percent of his time.

She did she manage to do it? Before decompensation she had agriculture business, and, being good psychologist was able to manipulate doctors fluently by seeing their weaknesses. Particularly, to some of them, she proposed cheap land near the city, to others she promised to give money when she could be able to get to the bank. Sometimes she reminded of the Hippocrates oath. As well, she praised the skills of young doctors and promised to tell to the professor all the best about his employees. Finally, she claimed to have spoken with the Minister of Healthcare who congratulated her with the birthday by calling and saying words of gratitude to the hospital staff. Needless to say, all the promises were broken, and calling of authorities was a lie.

The baits are better combined with the methods of psychological attraction. Good attitude towards each other allows managing another person easier. The universal scheme of manipulator works in such a way:

First of all, it is necessary to show the bait or lure. In psychology it is symbolically called “to put the carrot.”

Psychological important here, the attraction is incredibly particularly, you need to demonstrate that you have common ground and purpose with the manipulated object, so both of us want this ‘carrot’ so much, however, only you can help in it;

Then, you need to stimulate mobilizing action; 4. Finally, you are likely to enjoy the award you have got after manipulation.

To become attractive in the eyes of the victim, the manipulator tries to understand the value system, pay an appropriate compliment, show attention and care. All the great governors in ancient times manipulated their soldiers, sometimes provoking them to go to death. The stated technique, definitely, works not only in the walls of the hospital but might refer to global manipulations. By the way, all the wars are organized with

the help of the same behavior pattern. So, what could make you risk your life?

The idea of supremacy (chosen race, justice and sacred nature of this war), bait of new and unknown things, prospective of amazing richness which you may find in different lands.

The governor tries to come in hand with his soldiers. Perhaps, you remember the story of how Napoleon saw sleeping watchdog, but instead of punishment took his gun and had been staying there all night protecting his soldiers. Such actions inspire mass deeply.

People need to be stimulated to actions. That's why passionate speeches and proposals to die for the brightest future could sound attractive.

It may seem at first glance that such schemes do not intend the presence of award. Here you are mistaken. Fame after death, peaceful lands for children, dead enemies are luring rewards given as the promise to the soldiers of war.

Quite frequently, psychologists recommend to use transact analysis while carrying out manipulations. Having understood which position a person acts from, you are likely to predict his behavior and handle the situation. For example, the mentioned patient used a behavior pattern of Child, and it was rather problematic to make her do anything, for example, take responsibility for the result of therapy or following the guidance of doctors. Which manipulations could be considered as the most profitable within the area of transact analysis? Let's see.

First of all, this is manipulation: 'Can you do that?' it exploits the desire of partner to seem indecisive, coward or not professional. For example, a pupil can say to his parent: "Personally you cannot do this task!" Father who does not want to look stupidly starts doing homework instead of his child. Rather frequently it might be seen in hospitals where patients ask doctors if they are able to look through the numerous documents. At the same time, they show a lot of useless indicators, and doctor has to study it. They can also claim: 'Can you imagine, one month ago I visited another doctor, and he told me that I have a healthy heart, but all my pain is caused because of nerves. But personally, I know that this is verily heart attack!' Such a game could be called: 'Can you find my illness?' If the doctor does not want to seem not professional, he will begin to waste time on the case which is

rather typical and should be treated in a different way. This is how manipulations work.

Another technique is called: 'This task cannot be solved!' Quite often when people do understand that their aim cannot be reached, they take another tool. Particularly, they switch on useless child inside for whom it is impossible to give up smoking, cut down on sweet and fat food, or care about their own health. They try to find more and more reasons why their purpose is not achievable. Even though in transactional analysis such a technique is described as failing as the person with childish personality cannot reach adults' ambitions, you can use this technique for better. Actually, if you find a person with a compensative function of Parent (this person is willing to solve somebody's problems), there is nothing better than start talking about hopelessness of life and the inability to change anything. Universal Decider of problems (let's call him like that) will think that only he is able to persuade you, and solve your issues instead of you. However, don't take this technique too often because you are at risk of looking stupid.

One more type of manipulation is connected with the imaginary experience. A person is able to achieve his goals by pretending to be different. Perhaps, he does not have enough business or social experience, but by saying: "I have seen it all," he creates such an image. One more way to extend this technique might sound like that: 'I know about this situation more than anybody else, as I read a great deal of literature, and appeared in many similar situations, thus, you can hardly tell me something new'. According to the statistics, in the majority of cases, people start believing that such people are experts in some areas, and they tend to ask them for recommendations. By doing this, manipulator is growing till the position of Adult who perceives everybody else as Children, according to transactional analysis of Erik Bern.

The next manipulation that is connected with passive aggression is known as: 'You have just offended me!' Such a person is likely to continue nagging, saying something stupid or ask to do him a favor until you are out of emotional control. When you finally answer in an abrupt manner, he will accuse you of being rude to him. Such a trick is able to lead the row in another area of relations.

Persuasion and Manipulation in Business

The main reason that people want to learn how to harness the powers of psychology is for their own benefit—within their own benefit lies the ability for someone to widen their horizons and improve their chances of success in all places in their life. Perhaps the most important area of life which you can really have an influence on is your work life and your financial life. If you can get a solid grasp on your finances in the context of persuasion and widen your business opportunities using these techniques, you can also use these techniques for quite literally all other parts of your life, no matter who you're trying to manipulate and what you're trying to change in your life.

In particular, dark psychology can be incredibly useful when it comes to getting someone on your side in a business proposition, and your overall connections in the business world and in your finances. For example, you might be someone who often has a difficult time getting your anxiety under control, especially when it comes to meetings or negotiations for a business/at work. When you have the power of dark psychology, and you're able to pick up on the many ways you can covertly persuade people to your side or to sympathize with you in general, you have much more influence over both your own life and the support you get from the people around you. It can be difficult to build up the confidence to be able to garner this support quickly, but you will come to be more and more successful in your financial endeavors using persuasion as the methods come to you more naturally—once something is second nature or muscle memory, it becomes much easier and you suddenly have almost no trouble at all using these techniques. A great example of this is reading people, one of the most widely used techniques which fall under dark psychology. At first, you have to tell yourself to be conscious of other people's movements and how they hold themselves in order to get a read on them. After a while of learning how to read people more covertly, the actions that you just learned become

second nature and you train your brain to subconsciously read others with much more accuracy because of the practice you put into it.

The understanding of your own mind leads directly to a better understanding of the minds of others—if you can harness the power of your own psychology, you can also have more influence over the minds of other people. This also means that the pack mentality and the ability to get other people to support you and build up a majority can be quickly learned and harnessed to its fullest potential.



If you want to have the most aggressive improvement in your life within business and your finances, as well as any workplace where you work with other people to climb the ladder, think of your mind as a weapon against the minds of others. You are an individual in a world where everyone else probably has very similar goals to your own. So, you're in constant competition with those around you in order to reach the top. Having this kind of competitive mindset is how working people reach the top by force, instead of by sheer luck or with a benefactor of some kind. People who are able to discipline themselves to climb to the top and compete directly with everyone around them are the same people who will make it closest to the top and stay there for longer than their peers who reached there for a moment of luck or with a burst of motivation to improve. This can be a sad reality for many people to face—you don't succeed through motivation. No one has ever made it to the top of any corporate ladder by waking up suddenly with the motivation to be great. A person succeeds because they wake up suddenly, and they make the decision to be better, and they never go back on that decision. When they make that decision, they stick to it until they've reached their goal and beyond.

There's a certain kind of confidence that comes with understanding this role. While you may feel, at times, burdened by the knowledge that you have people who you have to be able to support through that leadership, there are many more benefits than you know of that kind of position. When you're in the position of a leader, you have the ability to move around people as you please, and you have more confidence, which enables you to make more connections. This is part of the reason that most leaders or people in high leadership roles tend to have similar personalities or at least similar dispositions—they all understand their place and are more successful because of that understanding. If you don't understand the many responsibilities that come with your individual role within a group, you have a higher chance of failing in that role. However, if you have a grasp on what you have to do because you're in a higher position, you can use that awareness and make sure that you succeed more because of that heightened awareness.

Leaders tend to be more understanding of others in the way that a leader tends to be—in a way that is empathetic but commanding of the people under them. If you want to be in a position of power, you can't just demand the respect of the people around you and expect them to conform to that whim—you have no authority to do that. Instead, it's yet another patient process in which you have to have made a lot of different connections with many different people on all levels of that business or workplace. When you have those positive connections built up, you have support from different fields or different perspectives within the same field. Although it's good to have a lot of support in one area in particular at times, it's usually best to have a lot of variety in the people who support you—having someone on the same level as you as far as status goes, the support of someone higher up than you, and the support of workers who might be on a lower level than you at that moment can all go a long way. Not only will having these many different perspectives allow for others to see that there isn't one particular reason or bias for that support, but it will also allow you to have more of a shot at getting general support because you understand more diverse perspectives.

Having many different people tell you their stories and bond with you over the experiences you share can not only ensure that people are aware of your empathy, but it also helps to grow your actual sense of empathy for other

people who might not have lived similar to yours. When you grow your sense of empathy and you learn not only how to manipulate and persuade people, but also how to best connect with them on a human level, you can really expand your horizons and become the best leader you can possibly be to the people underneath you.

This is the other most important aspect of having the best possible mentality when it comes to being a leader and being able to be there for the people who rely on you—genuinely caring for the wellbeing of the people who you have to provide for financially and being humble and understanding toward them. Being able to sit down with someone who supports you and listen to their story will broaden your horizons and further secure your success in work and in life.

If your goal is not necessarily to be the humblest person or the most well-liked, but to be well-known by the general public, connections are still just as important. If you want to be moderately successful in your business, you have to be disciplined and understanding of the people around you. If you want to be rich, you have to be disciplined and frugal, and it helps to be lucky. If you want to be famous, however, you have to be lucky enough to have already the connections you need in order to rub elbows with other people who are already famous enough to give you even more connections. This is how wealthy and powerful families stay in that status bracket—the rich and born rich and die rich, and the poor are born poor and die poor. This is a self-fulfilling cycle where your wealth is mainly determined by who you know, who you know is determined by who you grow up with, who you grow up with is determined by your neighborhood and your education, and these things are determined by your family's wealth. The richest families stay in power because they have close bonds with the other richest families and people. These connections are what will also allow you to enter these circles of the rich and famous. If you can't make connections, you have next to no hope of ever coming anywhere close to the label of being "famous." Of course, you make those most important connections by being able to communicate and manipulate the people you meet, getting a good read on them as soon as you meet. If you can be able to persuade people and manipulate them better than the average person they meet on the street, and you get lucky enough to have the opportunity to use those

abilities on someone who could get you into a circle of that kind of connection, you can quickly become famous through those connections.

However, becoming well-known in the business world isn't quite so chance-heavy and lavish. If you want to be known in the business world, you only have to be considered successful at a fairly extreme level. If you can make your company of business succeed fast enough or with enough explosive power using the powers of negotiation, manipulation, and other weapons under your belt using dark psychology, you can guarantee yourself an in with the rich and famous of the business world. Although this world is much less left up to chance, it still tends to be incredibly cutthroat, and it can be easy for you to fall from grace. You are a direct representative of your company or business, so it fails if you fail and vice versa. Because of this, you have to be ready to sacrifice a massive amount in the name of staying socially afloat. This can mean sabotaging others, even your own people, for the sake of keeping in the good graces of other rich and powerful businesspeople. This is often the most efficient way you can scale, or grow, your business—by ensuring you stay on good terms with people more powerful than you until you become more powerful than them. Having the assistance of those people who are more powerful around you can be an excellent asset when you first begin growing your business and turning it into something larger than you may have ever thought possible.

Behavioral Traits of Favorite Victims of Manipulators

There are certain characteristics and behavioral traits that make people more vulnerable to manipulation, and people with dark psychology traits know this full well. They tend to seek out victims who have those specific behavioral traits because they are essentially easy targets. Let's discuss 6 of the traits of the favorite victims of manipulators.

Emotional insecurity and fragility

Manipulators like to target victims who are emotionally insecure or emotionally fragile. Unfortunately for these victims, such traits are very easy to identify even in total strangers, so it's easy for experienced manipulators to find them.

People who are emotionally insecure tend to be very defensive when they are attacked or when they are under pressure, and that makes them easy to spot in social situations. Even after just a few interactions, a manipulator can gauge with a certain degree of accuracy, how insecure a person is. They'll try to provoke their potential targets in a subtle way, and then wait to see how the targets react. If they are overly defensive, manipulators will take it as a sign of insecurity, and they will intensify their manipulative attacks.

Manipulators can also tell if a target is emotionally insecure if he/she redirects accusations or negative comments. They will find a way to put you on the spot, and if you try to throw it back at them, or to make excuses instead of confronting the situation head-on, the manipulator could conclude that you are insecure and therefore an easy target.

People who have social anxiety also tend to have emotional insecurity, and manipulators are aware of this fact. In social gatherings, they can easily spot individuals who have social anxiety, then target them for manipulation. "Pickup artists" are able to identify the girls who seem uneasy in social

situations by the way they conduct themselves. Social anxiety is difficult to conceal, especially to manipulators who are experienced at preying on emotional vulnerability.

Emotional fragility is different from emotional insecurity. Emotionally insecure people tend to show it all the time, while emotionally fragile people appear to be normal, but they break down emotionally at the slightest provocation. Manipulators like targeting emotionally fragile people because it's very easy to elicit a reaction from them. Once a manipulator finds out that you are emotionally fragile, he is going to jump at the change to manipulate you because he knows it would be fairly easy.

Emotional fragility can be temporary, so people with these traits are often targeted by opportunistic manipulators. A person may be emotionally stable most of the time, but he/she may experience emotional fragility when they are going through a breakup, when they are grieving, or when they are dealing with a situation that is emotionally draining.

Sensitive people

Highly sensitive people are those individuals who process information at a deeper level and are more aware of the subtleties in social dynamics. They have lots of positive attributes because they tend to be very considerate of others, and they watch their step to avoid causing people any harm, whether directly or indirectly. Such people tend to dislike any form of violence or cruelty, and they are easily upset by news reports about disastrous occurrences, or even depictions of gory scenes in movies.

Sensitive people also tend to get emotionally exhausted from taking in other people's feelings. When they walk into a room, they have the immediate ability to detect other people's moods, because they are naturally skilled at identifying and interpreting other people's body language cues, facial expressions, and tonal variations.

Manipulators like to target sensitive people because they are easy to manipulate. If you are sensitive to certain things, manipulators can use them against you. They will feign certain emotions to draw sensitive people in so that they can exploit them.

Sensitive people also tend to scare easily. They have a heightened "startle reflex," which means that they are more likely to show clear signs of fear or

nervousness in potentially threatening situations. For example, sensitive people are more likely to jump up when someone sneaks up on them, even before they determine whether they are in any real danger. If you are a sensitive person, this trait can be very difficult to hide, and malicious people will be able to see it from a mile away.

Manipulators can also identify sensitive people by listening to how they talk. Sensitive people tend to be very proper; they never use vulgar language, and they tend to be very politically correct because they are trying to avoid offending anyone. They also tend to be polite, and they say please and thank you more often than others. Manipulators go after such people because they know that they are too polite to dismiss them right away; sensitive people will indulge anyone because they don't want to be rude, and that gives maliciously people a way in.

Emphatic people

Emphatic people are generally similar to highly sensitive people, except that they are more attuned to the feelings of others and the energy of the world around them. They tend to internalize other people's suffering to the point that it becomes their own. In fact, for some of them, it can be difficult to distinguish someone's discomfort from their own. Emphatic people make the best partners because they feel everything you feel. However, this makes them particularly easy to manipulate, which is why malicious people like to target them.

Malicious people can feign certain emotions, and convey those emotions to emphatic people, who will feel them as though they were real. That opens them up for exploitation. Emphatic people are the favorite targets of psychopathic conmen because they feel so deeply for others. A conman can make up stories about financial difficulties and swindle lots of money from emphatic people.

Emphatic people have a big-hearts, and they tend to be extremely generous, often to their own detriment. They are highly charitable, and they feel guilty when others around them suffer, even if it's not their fault and they can't do anything about it. Malicious people have a very easy time taking such people on guilt trips. They are the kind of people who would willingly fork over their life savings to help their friends get out of debt, even if it means they would be ruined financially.

Malicious people like to get into relationships with emphatic people because they are easy to take advantage of. Emphatic people try to avoid getting into intimate relationships in the first place because they know that it's easy for them to get engulfed in such relationships and to lose their identities in the process. However, manipulators will doggedly pursue them because they know that once they get it, they can guilt the emphatic person into doing anything they want.

Fear of loneliness

Many people are afraid of being alone, but this fear is more heightened in a small percentage of the population. This kind of fear can be truly paralyzing for those who experience it, and it can open them up to exploitation by malicious people. For example, there are many people who stay in dysfunctional relationships because they are afraid, they will never find someone else to love them if they break up with an abusive partner. Manipulators can identify this fear in a victim, and they'll often do everything they can to fuel it further to make sure that the person is crippled by it. People who are afraid of being alone can tolerate or even rationalize any kind of abuse.

The fear of being alone can be easy to spot in a potential victim. People with this kind of fear tend to exude some level of desperation at the beginning of relationships, and they can sometimes come across as clingy. While ordinary people may think of being clingy as a red flag, manipulative people will see it as an opportunity to exploit somebody. If you are attached to them, they'll use manipulative techniques to make you even more dependent on them.

People with abandonment issues stemming from childhood tend to experience the fear of loneliness to a higher degree. There are also those people who may not necessarily fear loneliness in general, but they are afraid of being separated from the important people in their lives. For example, lots of people end up staying in abusive or dysfunctional relationships because they are afraid of being separated from their children.

Fear of disappointing others

We all feel a certain sense of obligation towards the people in our lives, but there are some people who are extremely afraid of disappointing others. This kind of fear is similar to the fear of embarrassment and the fear of

rejection because it means that the person puts a lot of stock into how others perceive him or her. The fear of disappointing others can occur naturally, and it can actually be useful in some situations; parents who are afraid of disappointing their families will work harder to provide for them, and children who are afraid of disappointing their parents will study harder at school. In this case, the fear is actually constructive. However, it becomes unhealthy when it's directed at the wrong people, or when it forces you to compromise your own comfort and happiness.

When manipulators find out that you have a fear of disappointing others, they'll try to put you in a position where you feel like you owe them something. They'll do certain favors for you, and then they'll manipulate you into believing that you have a sense of obligation towards them. They will then guilt you into complying with any request whenever they want something from you.

Personality Dependent disorders and emotional dependency

Dependent personality disorder refers to a real disorder that is characterized by a person having an excessive and even pervasive need to be taken care of. This need often leads the person to be submissive towards the people in their lives and to be clingy and afraid of separation. People with this disorder act in ways that are meant to elicit caregiving. They tend to practice what's called "learned helplessness." This is where they act out of a conviction that they are unable to do certain things for themselves, and they need the help of others.

Such people have a hard time making decisions, even when dealing with simple things like picking out which clothes to wear.

Manipulators like to target people with dependent personality disorders because they are very easy to control and dominate. These people willingly cede control over their lives to others, so when manipulators come knocking, they don't face much resistance. Manipulators start off by giving them a false sense of security, but once they have won their trust, they switch gears and start imposing their will on them.

Emotional dependency is somewhat similar to dependent personality disorder, but it doesn't rise to the level of clinical significance. It stems from having low self-esteem, and it's often a result of childhood abandonment issues. People with an emotional dependency will play a submissive role in

relationships for fear of losing their partners. They tend to be very agreeable because they want to please the people in their lives. Such people are easy to manipulate, and malicious people can easily dominate them.

How to Manipulate People

There are times in life where people don't give you what you want, but you don't have to settle for disappointment. When life gives you lemons, manipulate the lemon salesman. Here's how.

It's worth noting that manipulating people is generally a bad thing to do. Please do not take this advice. Instead, use it as a guide to spot manipulation in your day-to-day interactions and protect yourself from manipulative people. Such is the goal of Evil Week.

Emotion vs. Logic

The easiest way to manipulate people—especially Americans—is by playing on their emotions. If you let people think too much they're more likely to make a logical choice. If you can guide them to feel a certain way—a way that benefits you—you'll have a much easier time getting what you want. This is what emotional manipulation is all about.

Master Your Own Emotions

Ideally your target won't have an exceptional amount of control over their emotions, but that doesn't mean you get to be lazy. A master manipulator needs to be able to act. Shedding a tear when it suits your needs or losing yourself in a fit of rage are both important skills you'll want to master. Whether you want to incite fear, sympathy, or anything else will depend on the situation, so it's important to master your own emotions so you'll have the proper tools for the task at hand.

Be Charming and Flirt Often

But you can't just cry and throw tantrums whenever you want something—people have to like you. Charm is an important part of manipulating people. If you're ridiculously likable most of the time, when you react with extreme emotion it'll have a greater impact. Having control over your emotions also

involves keeping them in check most of the time and not just being able to act.

Charm is great, but when you can flirt you should. Because manipulation generally makes the target feel poorly, whether they understand that they're being manipulated or not, the more they like you the better. Disregard the boundaries of your own sexuality and throw in some suggestive touches when you think they'll be effective. This tactic is especially effective with people who are lonely and have low self-esteem.

People who've been manipulated a number of times before are generally on the lookout for this kind of behavior and don't trust people easily, so you need to watch for signs. If you believe trust is an issue, the Quickest way around that problem is to share something very personal and very private with the target. It's always best if it's relevant to them, or if they feel you trust them enough to confide something so personal. It's not important that your story is true, but that they believe it. Again, acting is key.

The biggest enemy you'll have when trying to manipulate another person is doubt. If they don't notice something fishy about your behavior, they might start to notice that they're not acting like themselves. Hopefully, at this point, you've managed to learn a few of their problems and what they want to change about their lives. If they openly question the way they're acting, remind them that change is often uncomfortable but they need to go through this tumultuous period in their lives to make positive progress. Save any negativity for a necessary emotional outburst. Positivity is always your best friend when trying to convince people to do what you want. Negative manipulation should only be used when necessary. Too much negativity will make you an ineffective manipulator.

Conceal Evil in Altruism

You have to seem like a good person, even if you're not. If you ever need to take a negative action like criticizing behavior, blaming another person (whether it's their fault or yours), or even yelling at the target, you should always find a way to wrap it in altruism. It can be very hard to hate an altruist and so it's very effective to paint yourself as one. For example, if you yell at your target for not doing something you wanted, it's better to frame the outburst as a means of helping them. You can apologize for the outburst and tell them you felt they weren't acting in their best interest.

You're sorry you got so emotional, but you care about them and want the best for them and it scares you to think that they don't have their best interests at heart. On the other side of the coin, when criticizing someone else's behavior, remind the target that you're there for them no matter what horrible thing someone else does. Always ask how you can help rather than simply criticize what others do.

What to Do If You're Discovered

Many novice manipulators make the mistake of resorting to the tactics described above when they're discovered. If your target pins you as a manipulator, the worst thing you can do is exhibit manipulative behavior in response. If you're caught, be a normal and calm person. Let them be in control of the situation, and don't defend yourself. Once you're in the hole of being caught, the only way to get out is create doubt—the kind of doubt that benefits you—in the mind of your target. If you don't react like a traditionally manipulative person, they'll likely wonder if their assumption about you was correct. In most cases they'll already feel attached to you and will jump on any excuse to believe you're truly a good person. Often times "catching you" is simply because of something a friend—or another manipulator—told them. Be smart, be careful, and be prepared to surprise if you find yourself discovered.

How to Manipulate a Manipulator

Every individual has manipulation skill in them but only very few are able to master it. Only a few are able to use it for mutual benefits. Only a few people become a manipulator who manipulates a manipulator. If you want to manipulate a manipulator then you must be able to learn the manipulation techniques.

Remember Never use manipulation techniques for bad ways or for wrong things, because wrong things or bad ways never give long-term success. You can never gain profit by wrong way. Hence by learning manipulation technique, you should work for mutual benefits. You should not only do good for yourself but for others too because when you do good for others that good deed will do best for you.

In Today's life, we are surrounded by manipulators, big companies, ad agencies, media etc. Everyone tries to manipulate us so that we become their customer. They try to manipulate us so that we say yes for their

product. We convert from potential to loyal customers. In order to manipulate us, big companies and agencies use different techniques such as they hire huge stars in their ads because they know that celebrities have a huge influence on their fans. Even politicians use manipulation techniques in order to win the elections. They play hard to keep us on their side. If you notice attentively then you'll realize that almost everywhere manipulation techniques are used.

Every day you get manipulated by someone either by your colleague or by your crush/attraction or by big companies or by a salesman. For example, you go shopping thinking of buying one dress but when you come out of that shop you'll have more than one dress for sure. This happens because of manipulation either that shop lightings manipulated you or that shop's salesman. Manipulation makes you do what others want you to do.

Always stay committed

The more people like you the more you'll become a great manipulator, in order to make others like you, you should stay committed and consistent, because people trust only those people who stay on their words, if you promise something and forgets that promise as next day comes, then this thing will never allow others to believe you and when others can't believe you then you can never manipulate their decision or action, hence to manipulate a manipulator always stay consistent and committed because this quality is liked by all.

Liking impacts a lot

You must have noticed that you fail to reject your loved ones request, no matter what they request, you try to fulfill it, because love or liking has the power to impact our decisions and actions, hence if you want to manipulate a manipulator then you must first try to make them like you, there are several ways you can make someone like you, Like work on your physical attraction, always smell good, give genuine compliments, always stay honest because honesty makes others to trust you and trust gives you manipulation power and influencing skill, and always stay kind, kindness will always give you the best results.

Don't always say yes

The biggest problem we are facing is that we fail to say No, we feel embarrassed or shy to say no to someone, Saying yes for something important and to someone who genuinely needs us is right, but always saying yes to others and neglecting your own opinions decisions and views are not right, Many Dating gurus expert says that don't be always available for your crush or attraction, don't always say yes for every request your crush makes.

You go to a shop and buy more than what you have planned happens because of your not saying NO attitude, if you go to a shop, follow your plan and say no to unnecessary things then you learn to manipulate those manipulators, learn to say no, stick to your plan and decision.

Always stay trustworthy

Manipulation can be done in two ways, in a good way and in a bad way. Good way will help you in long term and bad way will make your life more worst, if you gain someone trust by being fake than that trust won't last for long, at some point opposite person will for sure come to know about your hidden motive and that thing will never be able to get what you want, hence in order to manipulate someone always stay good and trustworthy, because trust of people never comes easily but goes very easily, hence if you want to persuade or influence someone's action and decision then that person should have trust in you, that yes you will never do anything bad for them, that trust will help you to make someone do what you want them to do.

For example, our Hero Mahatma Gandhi. He was able to manipulate and influence us because we had trust on him that no matter what happens he will never do anything bad for us, he will always work for our benefit, that trust is really needed in order to persuade someone.

Learn and implement manipulation technique not only for your own good but also for others because unity will not only improve us but also improve our nation our country. Manipulating people to walk towards the right direction will make us and our country grow in the right direction. Don't only think about yourself; spread right knowledge and manipulation technique so that people become good manipulators.

10 Tips for Dealing with Manipulation

Manipulative people can seem to be everywhere. Most manipulation is not necessarily oppressive. Not every stranger asking you to do something is a controlling manipulative person.

Everyone can be a little manipulative when they need to be, so not every manipulative person is bad.

Take your time to identify a person whom you suspect to be a control freak. Do they come across as selfish? Are they approachable? Do they seem excessively bossy?

1. Ground rules

What you have read so far will help you to identify the difference between persuasion and manipulation. Persuasion may be for yours or the teams' own benefit, manipulation is always for the controller's benefit. Examples could be: is what you are being asked to do within your normal remit? Are they asking you to rush something through for the team, or for their own personal remit? Will this benefit you, or make you look bad? Do you like and trust this person?

There are ways you can deal with a manipulator, should you have the misfortune to meet one.

2. Observe a manipulator before you label them

It is not unusual in a workplace to have people telling you what to do. So long as they ask in the correct manner and they have the authority. Authority comes in many guises. It could be because they are your managers, or they are close work colleagues. If the request is genuine, then it should not be a problem. If someone is constantly demanding you to make things with aggressive coercion, then you are right to be suspicious. Don't jump the gun though, take your time. You don't want to overreact and ruin a workplace relationship unnecessarily.

Observe their behavior whenever you can, without them realizing what you are doing. Keep your distance because you don't want to attract this character's attention. It is important to identify this person for what they are, so you to keep them at a distance in the future.

3. Never let them see your own weaknesses

If you recognize someone to be a controlling manipulative person, it might be best that you have as little contact with them as possible. This can be difficult in a working environment, but try to restrict personal contact with them. That way, you are not likely to ever divulge your personal life or any problems you may be having. The last thing you want is for them to recognize any of your own weaknesses. They may use that information to gain a hold over you.

The best option is to be open and honest. If you can handle your own weaknesses, then how can a control freak find a hold on you?

4. Never allow them to put you down, especially in front of others

A common psychological phenomenon often exploited by manipulators is Imposter syndrome. This is a phenomenon that has been well studied. At least 70% of people will suffer from Imposter syndrome at some time in their life. It includes that dreaded feeling of inadequacy at whatever you attempt to do. Even if there is evidence that shows you otherwise, such as your own success at your work. You feel a fraud and you are simply waiting for someone to announce it. That someone may very well be the office manipulator. Except, of course, they are not uncovering you because you are perfectly proficient at your job. What they are actually doing is working on your own feelings of inadequacy. It's how manipulators work, especially the more invasive ones.

When you stand up to a manipulator, they can become abusive. A forceful manipulator will not let people stand in the way of their primary objective. Everyone is fair game in their attempts at power-play. If there is one in your work environment, it will only be a matter of time before they turn their attention to you.

What can you do?

Show them your confident side, especially if this person is constantly putting people down. You know them for what they are.

Convince yourself that anything they say is untrue.

Do not allow them to break you, and do not bend to their will. Try not to be confrontational with them, that could make matters worse, but stand up for yourself.

If you are regularly under the spell of a narcissistic manipulator, then you will have low self-esteem. You **MUST** build up your self-confidence and become more powerful within yourself. Only then will you be able to break the chains they have wrapped around you.

5. How to leave a control freak

For many people, especially women, this can happen in the family home. For such victims, trying to break free is the most difficult. Not the least because the victim may, in fact, love their toxic partner or parent. If you are in such an unhappy situation, then you must consider your own wellbeing and safety. Only if the perpetrator can admit that they have a problem and seek help, can they begin to mend? If they learn to compromise and accept your input, then it will be a great step forward. Such an openness may save a two-way partnership. The problem is though; such a manipulator cannot see that they are making your life a misery. If they are so blind, how can they ever accept that something is wrong? Indeed, if you approach them, they may become defensive and aggressive. This is because they perceive you as having insulted their integrity and pride. How dare you accuse them of anything!

Unfortunately, if you are in such a relationship then the only way you will be free is to make the break yourself. The adage, “You only have this one life, live it to the fullest,” is never after than in this situation.

How though, do you find the courage to leave? That is exactly what it will take to be rid of such an overpowering partner. They may even continue to threaten you after you have dared to leave. That is one of the reasons why you dare not make that move.

6. Begin with building up a support network

It is vital that you have support from friends and family. This can be a difficult one though. It could be that the very partner you have just left, browbeat you to severing all personal ties. If this is your situation and you

are unable to pick up those ties, then there are organizations that you can turn to. These agencies can guide you in dealing with your situation.

7. Don't forget your own health needs

Do things that help you relax, if possible. Get outside and take short walks. You need personal space so you can consider your situation. Listening to music you like or immersing yourself in a book or a TV program, is good if it helps you to switch off. Avoid overeating or drinking too much alcohol. Your problem will become tenfold if you take that route. All these points are double stressed if you have children. You need to stay strong for them and for yourself.

8. Accept that you will feel scared

If your partner has sensed anything, they could revert to being overly nice to you. Don't be fooled, you know, without anyone having to tell you that it will not last. It will only be natural to hesitate in your actions, whether it is out of fondness, pity, or fear. Fear of being on your own is natural. Fear of your partner's violence is not. If that's something you feel, then you are most certainly making the right choice. If you do leave, then you must make it quick and clean, leaving no trace of where you are going. Manipulative, obsessive partners will attempt to track down fleeing partners, even if only to punish them. You have broken their self-ego and now they have no one left to control. If they do find you, they may try the extra-nice approach and beg you to return, or they may be violent and angry. You don't want to be there for any confrontations whatsoever.

9. What are the after stages?

Once you make the break, accept that it is permanent. This one chance may be the only opportunity you get. Everyone's motives and decisions for making such a daring move are individual choices. It can be especially difficult if children are involved. Often, those who have managed to make the break can eventually give in. It could be out of a sense of pity or a false sense of being beholden. The controlling partner will offer to change their ways, and could even manage to do it, but most do not. You may give in thinking they cannot live without you around to help them. This is a form of pity and you should fight it off. If you give in, you will go right back to square one. Be selfish and think about yourself for a change. Perhaps you might feel lonely and that in retrospect life together wasn't that bad. This is

a natural reaction at first, but tell yourself, if it had not been that bad, why did you leave?

10. Build up your courage

Once you have built up your courage and self-esteem, you can then face the world head-on. We all approach this one in a different way. The first rule must be not to compare yourself to others. It is not an easy rule to follow, but nonetheless, you are new to freedom. That is exactly what you are, free. Forget other people. Of course, be polite, but concentrate on your needs and not anyone else's, unless you have children.

There will come a time when you must begin to take risks. That is after the huge risk you have put yourself through by leaving. You have taken a huge leap forward, no need to jump in feet first, give it time to settle.

A great exercise for those who are worriers, is to write down all the worst situations you feel may befall you. Once you have a thorough list, the next stage is to consider how you might deal with each of them. Take notes on your best plan and strategy. This will show you the problem from a detached perspective. It will help you determine which approach is best for each situation. If you feel it is too overwhelming, then break it down into smaller and more manageable steps. As you tackle each micro-step, before you know it, you will have reached the last one. Baby steps do lead to resolving the whole of the problem.

You will make mistakes! The proverb, "to err is human," is true. You need to embrace any mistakes you make and learn by them. Learning the right way to do something is so much easier when you have knowledge of the wrong way. You're not perfect, no one is, but you only need to be as perfect as you yourself want to be.

Hypnosis

There are many different forms of hypnosis and their applications vary widely. Understanding how hypnosis works, where it came from, and how it applies to things like NLP is important in ensuring you can get through the difficult thing we call life without being taken advantage of or manipulated for darker desires.

When we think of hypnosis, we typically think of what is done on a stage for fun. You are one of your friends goes up and sits in a chair to become hypnotized. The hypnotist convinces you that you are some barnyard animal or other silly thing and makes you act it out. Upon the snap of their fingers you wake up with no recollection of what you had previously been doing. While this is a form of hypnosis, it is not at all what actually goes on with clinical hypnosis.

Many people have an issue with clinical hypnosis. This is due to the fact they'd think of it the way that Hollywood portrays it. However, hypnosis can be very beneficial to a lot of people and helping them solve their issues. Most people don't understand what being hypnotized means actually.

When you are under the influence of hypnosis you are more likely to accept suggestions. It is a heightened State of Consciousness that allows extreme focus. In addition, it is associated with being relaxed. When you are relaxed you are more able to take on the Improvement suggestions that people make to you. Getting your brain to relax can be very difficult and a hypnotic trance can help make it easier.

Stage hypnosis can make it look like you can get a person to do absolutely anything. However, this is not true. Sure, your brain is more open to suggestions when you are in a hypnotized state, but it is very unlikely that you would do something that is not naturally in your will. If you don't like to act like a fool, it is unlikely that being hypnotized would cause you to do so.

It is important to understand that not every person can be hypnotized. Part of the process is that the individual undergoing it needs actually to want to make a change and be hypnotized. For some people, it is simply impossible. They will not be able to reach the state that is considered a hypnotized trance where suggestions are easier to embed. Obviously, if you're undergoing this process, you want to make sure that it is with a person that you trust to make a good suggestion for you. Typically, when people are being hypnotized it is by their therapist.

There are mixed results that come along with hypnosis. Some people find it to be very effective in helping them to stop participating in bad habits. This could be used to help a person quit smoking, stick to their weight loss plan, get past a bout of insomnia, or even help them to find forgotten memories. Hypnosis typically, does not work with one session. You will need to undergo this form of treatment several times to reinforce the positive suggestions that are being made.

People have also found that getting in control of their anxiety can happen after some sessions of hypnosis. It is also good when managing pain. There are truly many different things that hypnosis can be beneficial. Some researchers have even found that it can help with the negative side effects of dementia. Helping to jog memories that have been misplaced is great for those that start to lose them.

You're probably wondering how hypnosis actually works. If you watch a lot of movies or you have been to a stage show that revolves around hypnosis you may have seen a slightly villainous-looking person waving around a pocket watch. This, however, is not at all how hypnosis works. Hollywood has done a great job of causing misunderstanding toward what hypnosis actually is.

When you are working with a psychologist or a therapist in hypnotherapy, they are not actually the ones that are hypnotizing you. They are simply there to help guide you along the path to becoming hypnotized. You are actually the vessel that causes the hypnosis. They help you learn the skills so that you can have hyper-focus and your mind will open up more easily to suggestions.

You can actually practice hypnosis at home. By simply laying down in your bed in a dimly lit room and focusing on your breathing, you can reach what

they call a hypnotic trance. Once there, because you will still be in control of yourself, you can repeat mantras to help you stick to goals. Whether you are trying to lose weight and not eat that extra piece of cake or you haven't smoked in a while, but a cigarette sounds really good hypnosis can help you get past it. Working with a skilled hypnotist, in the beginning, is pretty important as they can help you learn the skills you need to be able to do this on your own.

It is common to think that when you are in a hypnotic trance you are sleepy or zoned out. That is absolutely not the truth. As mentioned, you are actually hyper focused. This improved sense of awareness will allow you to accept suggestions more easily. You will find this to be especially true if you participate in several sessions of hypnosis with the same repetitive thoughts being suggested to you. There truly are some dramatic results that can come from this type of therapy.

Hypnosis can affect people in very different ways. Depending on your strength of mind and character it may not work as well on you as it does with others. Many have suggested that it feels like an out-of-body experience. Some will be able to hold actual conversations while in a hypnotic trance while others will be able to mumble words barely. The type of person you are in the way your brain is wired will play a role in how well you receive hypnosis. In addition, it has a lot to do with how much you want it to work. If you are all in on this type of therapy, it is likely that you will get more out of it than someone who feels that it could never work for them.

The question of isn't neuro-linguistic programming simply hypnosis crops up frequently. The simple answer to this question is no. The use of NLP may consist of some hypnosis; however, there are several different techniques that are used in this type of treatment. So, now you can see that hypnotizing people can be part of the process, but they are vastly different things.

Hypnosis relies heavily on suggestion. It helps you to change your habits or your belief patterns due to a constant repetitive piece of information that is going through the back door of your brain while you are in a hypnotized state. Neuro-linguistic programming works quite a bit different. You will still be in that trance like state; however, it does not rely on suggestions.

When your therapist is using neuro-linguistic programming and put you in a hypnotic trance they are going to use the same thought patterns that are causing you issues. By altering these thought patterns, you won't have the same bad associations with certain sights, smells, sounds, or other experiences. As you can see, hypnosis and neuro-linguistic programming are a bit different as they go about helping you and prove yourself in different ways.

Anchoring is a common technique that is used in NLP. In doing this, a person will start to think about one of their happiest memories. One that makes them feel confident and proud of themselves. The hypnotist would then suggest that the person tuck their hair behind their ear. With repetition of this behavior when that person is tucking their hair behind their ears in an everyday situation, it can help to bring on that feeling of happiness and confidence. This is a great example of anchoring and it can be used in many ways.

Milton Erickson

Hypnosis is in the roots of neuro-linguistic programming. When they were first researching and developing this method, they studied a man by the name of Dr. Milton Erickson. He has oftentimes been referred to as the "father of hypnosis." His works have led to many different Therapies and they have helped a huge amount of people across the world.

As a teenager, he's suffered from polio. This left him bedridden and unable to do a lot of things that normal healthy people can do. It took away His ability to do most things. Basically, he lay in bed all day and could hear what was going on around him. He could also see and move his eyes around, however, he was unable to speak or truly interact with those that were near.

During this period of time, he learned to pay attention to people's body language. He could hear what was going on and surmise a lot more from the way that people were acting. It allowed him to further his theories after he became a psychologist. He learned from a young age that what people are saying is not necessarily what they are thinking and feeling. The importance of reading body language and movement became very apparent to him at the tender age of 17.

He found that it was very simple to hear somebody say yes but realize that their body language absolutely said no. As he moved on and healed from this medical disaster, he used this information in his thought process. Working through college, he continued to study people and take notice of their indirect behavior. In fact, it helped him old many of his thoughts, theories, ideas, and books.

The famed psychotherapist and psychologist thought that there was a better way to go about hypnotherapy. Rather than making hard suggestions, he believed in subtlety. Making an effort to change a person's bad behaviors in a subtle way has proven to be more effective than in a more in-your-face type of way. Part of why his ways worked better than others is he truly believes that you need to understand where the person you are working with is coming from. This promotes a better understanding of how you need to help them and what specific behaviors they need to work on changing.

Erickson believed that a person's history only played a small role in their therapy. You do need a basic idea of what has happened in someone's life; however, a little bit of information goes a long way. He believes that focusing on the past didn't necessarily help to make changes in the present. With this belief, he would only put a small amount of effort into learning about somebody's personal history.

He found that focusing on what is happening in the here and now is more imperative to the person you are trying to improve. When somebody realizes that you are truly compassionate about their situation and want to help them, they are more accepting of making changes. Working through issues of the past may be important in some instances, but for the most part, looking at what is happening right now is more important.

Protecting Yourself Against Hypnosis

Beware of Matchers

The first thing you're going to want to do is to take in and apply everything you've just learned. Remember all that stuff about matching and mirroring? Well, now you need to be on the lookout for it. When you are speaking to someone who you think is trying to control you, make a point to note how they are reacting to your body language. Are they sitting in the same pattern you are? Are they copying your movements as well?

If you're unsure, try testing it out by changing your posture and then wait to see if they mimic it. The mimicking may be a bit more subtle and a bit more delayed, but the unskilled ones are a total giveaway. They'll copy the posture right away, and automatically, you know what you're up against.

Now that you know, you can either call them out on their behavior or, if you want to have a little fun, not only will you catch them off guard, but if you can pull it off, you can get them to tell you what their whole ploy was all about and who put them up to it. Total win!

Consciously Infuse Randomness in Your Eye Movement

When it comes to confusing your opponent and playing them at their own game, there is little that is going to give you the same amount of satisfaction as random play. Random eye movements are like going to the gym with your iPod on shuffle. Nobody knows what's coming on next. It's basically like trolling your manipulators in real-time, and it can be quite fun.

Any user worth their salt is going to go in hard with the whole eye movement thing. This is because your eye movements tell them how you assess and store information, which is precisely why some people can tell if you are lying or cheating just by looking at your eyes. When they say your eyes speak volumes, this is what they mean! Simple, use random eye movements. As you are speaking, make a point to look left or right or up or

down. You can even make a game of it. Left for every complex sentence, down for every question, and simple sentences can go right or up, depending on whether they start with a vowel.

Be Attentive

Another thing you need to be very careful about is how much attention you are paying to your surroundings and to what's going on in them. This may sound a little extreme because obviously who stays alert all the time, you're hardly a cop on the stakeout, and even if you were, how are you supposed to be attentive all the time!

Okay, so look, we get you can't always be super alert, but you need to know that when you aren't alert; you are vulnerable. So, an important tactic that employers use when negotiating salary packages is waiting until the employee in question seems a little off and then jumping in and saying that they haven't negotiated a pay difference for Tom, Dick, and Harry, and don't foresee a lot of change in the other employees as well. Not much change at all, they repeat.

Automatically, now that you are asked how much change in salary you expect, you say not much change – Congratulations! You've just been programmed!

Watch Your Mouth

Another important tip? Watch what you say. Master manipulators tend to create a false sense of urgency where they will make you feel that you have to do this particular thing by this specific time or else something drastic will happen. You don't have a choice. You have to do this now! What do you do? Well, nothing.

Yes, seriously nothing. Never make any important decisions at the drop of a hat. Chances are you're not the president of the United States, meaning no nuclear codes lie with you, which of course, means that you don't need to make any immediate decisions without consulting people. Really, you don't have to make any immediate decisions at all. Sit tight.

Getting you to commit is a classic dark psychology move to create a sense of obligation that can later be exploited. Don't fall for it!

Trust your Gut

And your final rule, which also happens to be your most important, is to trust your gut. Your instincts know a lot more than you do, mostly because your subconscious mind is processing signs and symbols at a rate your conscious brain can't even begin to fathom. So if it is out there telling you that something is up and that something needs to be done about it, then you need to make sure that you are on your guard ready to get things done because like a used car salesman, you are more likely than not in the hands of a master practitioner.

The NLP

Neuro-linguistic programming (NLP) utilizes a combination of language, neurology and programming. It is essentially a pragmatic school of thought. You will look at what successful people do and then use it to achieve something. In the case of persuasion, you will look at the behaviors of the most persuasive people and start to adopt them.

The key elements of this include action, modeling and effective communication. The premise of NLP is that if a person can understand how a person did something, they can copy their process and accomplish it too.

This technique was initially created to help people to find success in the business world. However, since its start in the 1970s, it has been adapted to work for an array of fields, including helping people to become more persuasive.

You know people who are naturally more persuasive than others. You also certainly see people in the media that can easily persuade people to do things. Of course, marketing and advertising also use NLP to promote their services and products. So, you see this technique in action daily. People take what works and use it. Simple as that.

To make NLP work for you and your persuasive abilities, you have to know what the most persuasive people are doing. Once you learn about the traits and techniques that persuasive people use, all you have to do is adopt and model them to put NLP to work.

NLP Models

There are two primary NLP models to know about. The Meta Model is a set of language patterns or specifying questions that work to expand and challenge the limits to a person's "map" of the world. This can be used to help a person decide what they ultimately want, and it teaches you which questions to ask to learn more about a situation or a person.

The Milton Model is based on language patterns and it is a type of hypnotherapy. Milton Erickson's hypnotic communication methods are used for this model. The purpose is to maintain or induce a trance, via using language, to contact the personality's hidden resources. It helps you to build a rapport with someone, cultivate unconscious communication and better use words the person you are talking to will understand and connect to.

Traits of Persuasive People

You do not have to be born naturally persuasive to be successful with it. Once you know what the best traits for this are, it will be easy to start adopting them. Once you successfully model them, you will notice it is much easier to get what you want. The traits include:

Active listening: You have surely heard about this in any communication class or seminar you have taken. When you are attempting to persuade someone to do something, they have to feel as though you have their attention. When they feel special, per se, it is much easier to get them to do something. Another element of this is once you can understand where a person is coming from, it is easier to influence them.

Effective questions: When you are talking to someone, are you asking the right questions to learn the information needed to persuade them? Make sure that your questions are open-ended and putting the other person first. This gives you a chance to learn more about their personality and how easy they will be to persuade. You also want to make it seem like what you are asking will benefit them as much as you. Asking the right questions makes it easier to see what they view as a benefit.

Selflessness: Remember that persuasion is half you and half the person you are trying to persuade. If you put all of the focus on you, the other person no longer feels special and when this feeling disappears, so does your control over them. You want to spend the majority of the conversation on the other person. Then, you can easily add in some information about how your proposal will benefit them. By the end of the conversation, once you ask for something, they are influenced to do it.

Empathy: If someone thinks that you care, they are more likely to help you with things. This is another way to use people's emotions as a way to persuade them to do something. To be effective at using empathy, just make sure it comes across as genuine or else it can backfire on you.

Positivity: People are naturally attracted to positive people. When you give off positive energy, it is infectious, and people want more of it. They will naturally do what you want just to be in your positive presence. You see this used in sales all the time. The salespeople who are positive and upbeat are the most successful.

Confidence: It is true that people are going to respond more to a confident person. This is true even if your competence level is low. When you are confident, you can ask for things and get them without ever having to get aggressive.

Compromise: As long as you appear willing to compromise, it is easy to get what you want. You want to pick and choose when to do this. For example, stand your ground on the big things, but compromise on something small. The fact that you compromised at all will stick in the person's mind, making them easier to persuade.

Authenticity: As long as you appear authentic, people will listen to you and trust every word. When someone trusts you, they are going to want your approval and getting your approval means allowing you to persuade them to do things.

Top NLP Techniques of Persuasive People

All of the techniques here come from an NLP perspective and that is why they are so effective. These include:

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

Choice restriction: You want to restrict choice without it being obvious that you are doing so. For example, instead of asking a person the type of wine they would like, ask them “red or white?” The second question will restrict them to either white or red. Then, you will ultimately get to choose the wine based on the color that they chose. They will not realize that you essentially persuaded them to allow you to choose which wine the two of you are going to drink.

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

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

What they really want: This is not only a type of NLP persuasion technique but also a form of hypnotism. Make sure that when you ask what a person wants that you make it open. For example, ask which car they would want if money were not a factor. You can use this same approach for just about anything. Once you get their true needs and wants, you can use these to your advantage to persuade the other person to do something. For example, if you want to take a vacation with your significant other, ask where they would go if there were no restrictions. Once they answer, use this to present your idea.

How is NLP used in Dark Psychology?

The first is through hypnosis. Hypnosis is a technique that is used by psychologists or psychiatrists. It helps them to retrieve the hidden things in the unconscious minds of their patients. It is one of the psychoanalysis techniques that exist. They help you dig in the hidden past and answer some questions that were unclear to you. It is like the doorway to the buried issues in the unconscious. Most of what is trying to be uncovered are usually from one's past that their mind probably wants it hidden or it was a coping mechanism. Hypnosis is being able to read the unconscious mind. Find all the aspects that have been hidden from us. Finding out the reason why these memories are hidden away in a place where reaching it is not so easy. This is where NLP comes in and it makes hypnosis easy. It is a program used in mind reading. So, it helps the psychiatrist to see what your unconscious mind holds and what the best way of retrieving the hidden information is. To understand all these, you must first understand the conscious and the pre-conscious mind.

The other way it helps is in finding deceptive people. Deception is the art of giving half-truths. This is basically like lying but only halfway. This means that these people give you what you want to hear and the less of what you do not want to hear. Over the years, people have come up with contraptions that are used to detecting a lie. These contraptions include: polygraph machines, lie detector machines and recently they have found a way of making truth serums. All these have been made to catch deceivers and not to leave the liars out of this. These have been used especially by the authorities during the investigation of crimes. So how do these contraptions or scientific research work? How are they involved with NLP? The answer is simple. NLP is the main ingredient of how the work. First, you must understand the person then find out how they operate. The contraptions have also been made in a way that when you are connected to them, then understand you will be easy. You are asked questions and when you lie or

tell the truth halfway, they will just find you. This method is easy since the machine does the work for the human.

NLP is also used in brainwashing. What is brainwashing? Brainwashing is the act reprogramming one's brain. It is where one can be changed their ideas and mindset and a new you given to you. The new you will have a new way of thinking, new ideas and also new perspectives to life. The person who reprograms you makes you into their minion or puppet. You follow all that he or she says to you. It is like you are a min him or her. Your thoughts and actions are what they want you to do. This is possible for someone who can hack your mind. Only a person with the knowledge of NLP can do that. The study you and know who you really are. That is from behavior to how you think and whole who and what you are. This is where they know how to start manipulating you and leading you into their ways. They know your strengths and weaknesses. They know all your blind spots in which they can use against you and so in the very end they have you in their grasp. All you do is in their bidding.

Another way is by playing mind games. In mind games, one finds the thing that makes you feel vulnerable. That means to find your weak or blind spot. With this knowledge, they know how to play with you. Find what makes you vulnerable is easy. You just have to study the person. Get close to them so that it is easy to study them. Study their behavior and way of communication. Get to know their thinking patterns. Know how they react to different issues that arise in their daily living. Know their emotions and whether they show them in front of others. These are the secrets to mind games. NLP people are diverse in such doing, so for them to make mind games happen so easy they make it seem like taking water. For them studying someone could take only a few days and with that, they can be able to play with your mind without a care in the world. To them, this seems like a harmless toy to play with. They do not realize the damage to them; it's all fun and games on their part. This is how NLP makes mind games a big success in terms of dark psychology.

Also, NLP helps narcissistic people. These are people who only care about themselves. What matters is their lives and what's in them. They use others to get to the top. As they use them at the very end, they let go of them since they are a one-person ride. They have so many techniques that they use on others like smear campaigns. They know when they need you and when

they do not. They also know how to keep you around them. They know what you deeply desire, and what they do is give it to you when they need you, and then they take it away when they are done with you. It is usually hard for the victim to give them up since they have that effect. Where then does NLP come in? It comes to the point where they are looking for their stepping stone that means that the person they use then throw away. They know who can be manipulated and who cannot, and so they use that to their advantage. They get to know what you desire and with that, they draw you to their side and make you stay there until otherwise.

The other is persuasion. Some people think that this is harmless but it is not. It is not just doing the bidding for someone just once. Some people say it was just once. These persuasive people can make doing again if they see that you were up to it once. What they do is to whisper to your ear and tell you should do something. They convince you with sweet words and reasons why you should do it. They make you into a puppet even if it is in that moment that you do their bidding. You become somewhat like their servant for that period of time. So, what makes NLP successful in the art of persuasion? These people find what you really want and a reason that would make do the deed that they need you to do. So, the point is looking for your weakness and somehow made into a way to convince. They know you and they use that against you. This is mainly used by people who really know you like, friends, family, workmates, and even classmates. This is one method that people assume and thinking that is no cause of alarm in any way.

The second last is psychopathy. This is the act in which psychopaths do. Psychopaths are believed to be dangerous to the people. They cannot live in society since they are dangerous to themselves and others. They normally look for a target and they look for a way to attack them. They normally attack in all forms. That means physically, mentally and even psychologically. They choose someone depending on their like or based on something they went through. They like stocking and being in the shadows which is very creepy and very unusual for most of the normal people. They can kill and do not find that very hard to do. They are also very unstable emotionally. They can act up at any time without notice. NLP is what they choose their victims with. They may look for the most vulnerable people or for those who seem like they own the world as revenge. They easily get

obsessed with someone and if they do their actions are unpredictable hence can hurt anyone in their way. These people are very dangerous and should seek professional help from other psychiatrists. They are unfit to live in society just like that with no help.

Finally, there is Machiavellianism. This is where someone uses cunning methods to get what he or she wants. One can do so many things to get what they want in this type of condition. The only thing that matters is what they want and by hook or crook, they must get it. They forget to use the right means and they always will choose to use the crooked means in their lives. So, what is important to them is their goals. They are manipulative; hence they know how to apply NLP in their lives for their goals to come to form. So, in all these, we have seen the works of NLP and how they work everywhere round to make dark psychology possible and a success. They both deal with the mind and how it works. They are both bound together. There is no dark psychology without NLP around. It is important to know how dark psychology comes about from NLP. There is so much that I have not dealt with in the uses of NLP in dark psychology but the given information should shed some light on the topic. This was important to know if you are to understand dark psychology. These are the ideas to grasp in your mind in terms of dark psychology in relation to NLP.

Brainwashing

Brainwashing can be defined as the attempt to change the thoughts and beliefs of others against their will or without their consent. It is a systematic effort to coerce and alter the attitudes and beliefs of an individual in order to change their behavior.

Programs of political indoctrination have been known to use brainwashing tactics to get people to change their political beliefs. Brainwashing is also used in certain religious practices especially in cultic ones to manipulate followers. Primarily, brainwashing works by making the victim's beliefs and attitudes obsolete and replacing them with ones that the captor ones and are suitable for the environment.

Brainwashing involves total removal of freedom, independence as well as decision-making power from an individual. It is the radical disruption of one's routine, habits, and behavior. It involves complete isolation and destruction from friends, loyalties and associates and calls for absolute obedience to the authority of the captor in every way. Brainwashing in many cases involves physical abuse, threats of injuries, death or life imprisonment. The captive is always presented with new beliefs as the best and acceptable way to an enlightened life.

The techniques used in brainwashing are intended to induce a childlike trust in the victim and dependency on their captor. The captive is encouraged to confess to perceived past crimes where the victim admits to absurd and trivial mistakes and in some cases, implicating others falsely to impress their captors. If there are other captors that have been brainwashed before you, they are likely to be used to reinforce the process by criticizing the victim and showing their support to the captors. Once the brainwashing process has taken hold, the captor starts getting rewards and approvals for their deeds.

How Brainwashing can be part of Dark Psychology

When a person uses brainwashing tactics to manipulate or influence another person against their will, that is dark psychology. Every person has been given the ability of free will. You should be able to make your own decisions, have the freedom of association and whom to be loyal to. When that freedom is taken away from you by force, that becomes part of dark psychology.

People in abusive relationships can also be brainwashed. A husband forbids a wife from interacting with her friends saying they are a bad influence. The wife is mature enough to know what is good or bad for her and she should independently make that choice. There are cases where a spouse would force the partner to stop wearing certain kinds of clothes claiming they are not pleasing, among other things. This is a way of taking freedom from your partner so that you may control them.

It is very confusing and draining living with an abusive partner. They blame and manipulate you for things that are not your fault or for things you never did. To keep your abuser happy, you get isolated from your family and friends, change how you dress, change your political beliefs, and the world becomes about you versus them.

An abusive relationship that one partner is using brainwashing tactics to control the other, the abused partner becomes dependent on the other and cannot make simple decisions even on what to cook for dinner. They must consult with everything and they exist for the sole purpose of making their partner happy at the expense of their own happiness. The abuser, in this case, defines what love is and how it should be expressed. The abuser defines everything in the victim's life, what is wrong with them, what they should improve, how they should behave and what is appropriate.

A person can fall into the hands of an abuser in various ways but the most common ways are through emotional, psychological, and physical abuse. Once an abuser has managed to hook their partner, they begin to put them down through belittling remarks and insults. To keep the brainwashing and abuse ongoing, they periodically have periods where they stop the abuse and start showing kindness towards their victim. This trauma-binds the victim. He or she constantly wants to make their abuser happy, hoping to be treated with warmth and kindness.

Brainwashing becomes part of dark psychology because the victim is imprisoned in their own lives. The controlling partner in a relationship may withhold resources such as a car, money even food. They make the victim be a prisoner in their own home, cause the victim to live in fear and change how they view the world.

The life of a brainwashed victim is overwhelmed with thoughts on how to please their abuser. Even without physical abuse, the victim does not feel free to leave their lives but lives under the shadow of their abuser. They get affected psychologically, develop anxiety disorders and suffer from depression.

The Process of Brainwashing

The process of brainwashing is a systematic one. It is a process aimed at losing self-identity and weakening one's beliefs, attitudes, values, and transformed thought process. The following steps or stages are what manipulators use to brainwash their victims.

Guilt

A manipulator in a relationship will constantly pick arguments to cast the victim as the wrongdoer, causing them to feel guilty for the arguments. This behavior is persistent to the point the victim becomes to feel shame for almost everything and begins to think they deserve to be punished. This is the first stage of breaking a person in order to begin brainwashing them.

Self-betrayal

When a person is forced to denounce family and friends, it destroys their sense of self and enhances their guilt feelings. These feelings go to separate them from their past, paving the way for the building of a new personality.

Breaking point

When the victim is constantly assaulted, made to feel guilty and have feelings of betraying self, they break down. They may find themselves crying inconsolably, fall into depression and have anxiety attacks. Psychologically, they feel they have lost a sense of themselves and live in fear of annihilation of self.

Leniency

Just when a victim is feeling annihilation of themselves, the oppressor shows them kindness. This is a brief rest from the assault on who they are. During these brief moments of seeing the light where there was darkness, they feel deeply grateful to their abusers. This is a calculated move from their abusers before they begin the assault again.

Compulsion to confess

At the point where they are grateful to their abuser for pulling them from their point of breakdown, they are faced with the contrast of further assault against the rescue and leniency. They sometimes feel they owe the abuser and are obliged to repay the kindness extended to them. The abuser may give them the opportunity to assuage themselves from their guilt by encouraging them to confess to perceived mistakes.

Channeling guilt

The feelings of guilt and shame the victim is feeling will be confused by the increased assault to their identity. This causes the person to get confused and lose the sense of what they are guilty of and just believe they are wrong and carry that burden. Because of the guilt, the abuser uses it to redirect it towards anything they please. This is typically done by showing the victim that they have lived a life of wrong decisions and ideologies and they need to open up to new ideas.

Logical Dishonoring

The victim holds to the notion that the cause of their guilt is ideologies that have been imposed externally. They blame their teachers and the ideology instead of seeing the manipulation. The relief of their guilt by making more confessions about everything they did under the “wrong” ideology. They mentally throw away these wrong acts and, in the process, they are completing the act of rejecting the perceived wrong ideology.

Progress and Harmony

With the rejection of the old ideology, a vacuum is created where the new ideology can be introduced. As they become enemies of the old ideology, the person is now in search of a contrasting ideology to replace it. The process is speeded up as the new ideology is shown to be in harmony with them and suited to their needs. At this point, there is a calmness that replaces the pain and punishment of before. The captors all of a sudden are

wonderful and kind, and the new ideology is embraced as a replacement for the sins of the old ideology.

Final Confession and Rebirth

Faced with the distinct contrast of past pain and the glow of the future presented by the new ideology, the victim completely sheds any remaining allegiance to the old ideology by confessing any remaining secrets. At this point, they took the full mantle of the new ideology.

This is described as a rebirth. Depending on the ideology, it may be accompanied by a rite of passage to be cemented in the new order completely. It may include strong statements the victim is told to confess to in acceptance of the new ideology and swearing allegiance to the new leaders.

The Impact of Brainwashing

Brainwashing as earlier explained, is a form of systematically transforming the thought patterns, beliefs and attitudes of a person in order to control their behavior. This is usually done for the benefit of the manipulator and can result in many negative aspects. There are various ways in which brainwashing can impact a person. These ways include:

Brainwashing negatively impacts the self-esteem of the victim. The victim feels they are not good enough and nothing they do is good. This can lead them to have suicidal thoughts or get depressed.

Anxiety disorders: A person that is being brainwashed loses a sense of self and gets isolated from their loved ones. They are forced to change from who they are and pick on a new identity. The victim is constantly anxious not to do the wrong thing and may suffer from anxiety disorders that can affect their outward behaviors.

Depression: Most brainwashing victims are isolated from their loved ones and the world. Their world revolves around pleasing their captor and receiving some kindness from them. They have no one else to talk to and their feelings are disregarded. This may cause them to be depressed and not associate well with others.

Lack of self-confidence: The constant abuse by their captor and criticism makes the victim believe they are good for nothing. They fear to make

decisions because they have been made to feel unworthy.

Living in fear: One of the tactics brainwashers use is creating fear in their victims. They lie to them of impending doom and how the world is unfriendly. They live with the fear that every person is dangerous and if they venture out, they will be in danger. The captor also uses threats of consequences on their victim. The victim lives in constant fear of what may happen if he or she does not do as the captor says.

Change of beliefs: The intent of the captor is to transform the beliefs of their victims in order to control their behavior. It doesn't matter whether their belief was ethical but as long as it does not agree with the ideologies or beliefs of the captor, then they are not good enough.

Depending on the intent of the captor or aggressor, there are varied effects of brainwashing on the victim. It is important to identify the technique and tricks that an aggressor will use in order to avoid being a victim of brainwashing.

Deception

Beyond the Little White Lie

Everyone's done it. Small children don't know who made the mess or broke the lamp. The check is in the mail. We'll be ready in five minutes. Yes, you look wonderful in that dress. The little white lie. It's inherent in human nature. Before we look at how we can use lies and deception, let's look at why we lie.

LIES!

If humans are hardwired to lie, why? Where does the instinct to tell an untruth to come from? Is it biological or psychological, or both? The answer is both! Humans lie because of what scientists call a 'tend and defend' response. This means that lies are used to tend to needs or to defend against the threat, and there is a correlation between lying and the release of the brain chemical oxytocin, one of our innate 'feel good' hormones. When we have elevated levels of oxytocin, we are more likely to lie to avoid losing that feeling of a natural high.

There are several documented reasons for lying, which fall into either the tend or defend category. They are as follows:

- 1- **Defend oneself** - these are lies made to avoid punishment or backlash for action or perceived action;
- 2- **Defend others** - these are lies made to avoid others being punished or attacked for their actions or perceived actions;
- 3- **Tend to oneself** - these are lies told to gain control of a situation or a person, lies told to avoid embarrassment or awkward social situations, or lies told to gain personal desires or win admiration; and
- 4- **Tend to others** - lies told to protect others' secrets, to build other people up into greater figures than they are, and to maintain social facades.

Lies don't have to be earth-shattering, but when they become too big, it often becomes extremely difficult to keep a story straight. They say the best lies have an element of truth, and that seems to be the case. Lies often have harsh consequences when they are discovered, so if you are going to be deceptive, be sure to be emotionally prepared to deal with any fallout.

The fallout from Pinocchio's lies manifested physically as a growing nose!

When Do Lies Become Deception?

If you stop to think about lies, you'll realize that they almost have a scale. A little white lie about not having a babysitter might get you out of going to a party, so that's pretty low on the scale. But if you lie about not having a babysitter, but you don't need one because you are lying about having a baby, now that's a bit of a whopper. So, where is the line?

Small lies, or fibs, often don't have many consequences. But larger lies, especially those that become compounded by repetition or addition, lead to a cycle of lying that eventually becomes destructive to self, others, or self. That cycle is most likely the definitive line between a lie and a deception.

Deception comes in many forms- lying about work or life experience, lying about the state of your relationships, lies of omission, and even lies which are told so many times, the liar themselves believe them. If lies can cause so much psychological damage, why do people still insist on using them?

How Lies Apply in Real Life

It goes back to that 'tend or defend' response. Let's take a more in-depth look at why people could use lies for those purposes. The first reason on the list was to "defend oneself." Self-preservation is a powerful thing. If you are in an abusive relationship, you might lie about where you've been to avoid being verbally or physically attacked, even if your location would be somewhere perfectly harmless in a healthy relationship. If your abuser thinks you were at the grocery store rather than having coffee with a friend, you've lied to protect yourself from abuse.

The second reason was to defend others. This may follow closely a scenario like above, but perhaps it's a mother lying to protect her children from a physically or emotionally abusive authority figure. Another scenario might be an older sibling taking the blame for misbehaving when it was really the younger sibling that caused a mess or broke something valuable. Friends or

coworkers may lie to stick up for each other in situations that they might otherwise get in trouble for.

The next item on the list about why people lie is to tend to themselves. There are many selfish reasons to lie, and it's probably the most common reason as well. People lie to take care of their own needs and desires to get what they want from others. People lie because they want other people to like them, and so they exaggerate personal accomplishments and achievements to make themselves look better. We hear of this in cases of a transcript or resume fraud.

Lies that people tell to tend to themselves also frequently are told, not maliciously, but with the intent of covering up an embarrassing situation or avoid an awkward social interaction. These lies might be to hide a slip-up or to skip a party you don't want to attend. While these are little white lies, you may still face a little backlash when your husband's annoying cousin finds out you weren't really too ill to attend her bridal shower two hours away.

The last category of lie is the one that people tell to tend to others. This can mean being deceptive about liking someone's new haircut or lying about how good someone is at their job to help them get a good reference. Lies that we tell to tend to others tend to be lies of a positive nature, but that doesn't mean that they won't be susceptible to the same negative impacts as the other types of lies.

Famous Instances of Deception

Deception is one of the most ubiquitous methods in dark psychology. We see deception used in almost every era of human history. The Trojan Horse is a fabulous example of the power of trickery and deceit. A whole population believed they were receiving a gift, and instead, ended up with a massacre.

In the modern age, one of the largest stories to come out of a basis of deception is the rise and fall of Elizabeth Holmes and her health technology business Theranos. Holmes claimed to have invented a blood testing machine that could run full diagnoses with a minute amount of blood, primarily through a finger-stick. Holmes had her investors and board of directors completely fooled, and these weren't some joes off the street.

Billionaire media mogul Rupert Murdoch, the Walton family of Walmart fame, and the DeVos family, founders of Amway, all fell prey to Holmes's deceptions as investors in her biotech firm. She even fooled many well-heeled and well-educated board members, including several former or future the United States Presidential Cabinet members. Holmes's house of cards came tumbling down when it was revealed that her miraculous blood testing equipment was deeply flawed and may have even risked the health of the people who'd relied on it. Before her lies being discovered, Holmes had managed to accumulate a net worth of \$4.5 billion, all of which is gone today.

Holmes somehow hoodwinked some of the biggest scientific and entrepreneurial names in the country and all over the world. Now that's some serious deception!

The Art of Crafting a Good Lie

Telling a lie and selling a lie are two completely different things. Everyone knows when a preschooler is lying about who painted the living room wall. But when it's time to practice deception, how do you put together a story that's believable and watertight?

To tell an effective lie, it must be in part based on truth. It will be easier to remember, and you'll have a defense that you only bent the truth, not outright lied, should you get caught. You also should make your lie as simple as possible, to have fewer details to mess up potentially if you have time to create your deception, practice telling it. It will come out much more naturally when it's time to tell it.

You shouldn't try to include anyone else in your lies, the more people who know what's happening, the greater chance of you getting caught. Lies and secrets are best kept to yourself. You should keep things brief and talk in your normal tone of voice when you deliver your lie. Make sure your body language and eye contact match your words and be sure that you could convince yourself of what you're trying to say.

Once you've told your lie, destroy any evidence. If you made a social media post, delete it. If you wrote something down, make sure you get rid of the piece of paper. Most importantly, don't compound your lie with another lie. If you get caught, it's probably best just to confess. Why? Because if you come clean and are honest, you're less likely to get caught the next time.

Pants On Fire

Wouldn't it be wonderful if you could catch someone in a lie because their pants went up in flames? Unfortunately, liar, liar, pants on fire isn't a real phenomenon. There are ways to tell if someone is lying, no flames involved. Watch someone's eyes when they speak to you; if they seem unable to make eye contact or are very fidgety, they may not be being truthful with you.

Being able to spot a lie goes beyond fidgeting and shifty eyes, though. If someone has a delay in speech or a behavioral pause that they don't normally exhibit, they may be lying to you. Some experts say that a tell-tale sign of lying is if someone who doesn't normally touch their face or throat does so while speaking; likewise, for playing with or running their fingers through their hair.

Speech signals could also denote when someone is lying to you. If someone repeats very simple questions before answering you, they could be buying time to craft a false response. You should also take note of any vagueness or lack of details when asked a direct question. If you suspect you're being lied to, ask the person to tell you their story again, but in reverse. The cognitive power it takes to remember a lie may make them slip up if they need to tell it out of order.

While there is no foolproof way to determine if someone is lying to you, use these tips and go with your gut, and you'll find that you'll improve your chances of ratting out a liar. Don't discount your instincts, they can tell you more than body language or speech patterns ever will.

Speed Reading People

What Is Speeding Reading People?

Ignite the Art of Reading People through Your Super Senses

If you want to read people, you have to do the garment of a psychiatrist who has the power to interpret cues which are verbal and nonverbal. You need to observe beyond people's masks into their real selves. You may not get the entire picture of anybody through logic alone. You have to surrender to their critical forms of information to interpret the essential nonverbal perceptive cues that individuals exude. For you to achieve this feat, you need to be eager to surrender emotional baggage like ego clashes or old resentments and also any preconceptions which can prevent you from making out the person. It is crucial, as well, for you to obtain information without bias and continue to be impartial without twisting it.

In the process of reading a colleague, your boss, or partner for you to understand them accurately, some walls need to come down, and you need to surrender biases. You need to be ready to let go of limiting old ideas as far as intellect is concerned. Those who read other people well are taught to comprehend the hidden. They have discovered how they will draw on what is called 'super-sense' so they can take a profound observation beyond where you usually steer your focus when you attempt to hack into transformative awareness.

Examine cues of body language

When you are reading the cues of body language, you have to surrender the focus by releasing your struggle to understand the hidden signals of body language. Never get analytical or overtly intense. Stay fluid and relaxed. Observe by sitting back comfortably.

Focus on appearance

When you are reading other people, take note of what they are wearing. Are they putting on well-shined shoes and a power suit? The indication for success is when someone deck out decently. For someone wearing a T-shirt and jeans may be an indicator of that person being comfortable with casual. It may be a signal of a seductive choice when someone wears a tight top with cleavage. A pendant like Buddha or cross may indicate spiritual values.

Notice posture

Postures are an essential aspect of reading people. It's a sign of confident when people's head is held high. Or you can get an indication of low self-esteem when they cower, or they walk irresolutely. You can also get a sign of a big ego when they have a puffed-out chest and swagger.

Pay attention to physical movements

When you read others, look out for their distance and learning. In general, people bend forward at those they like and keep a distance from others they don't. Also, when people cross their arms and legs, you can see signs of anger, self-protection, or defensiveness. It is an indication that people are hiding something when they hide their hands by placing them in their pockets, laps, or place them behind them. With cuticle picking or lip biting, you will get a sign of people attempting to calm themselves in a difficult circumstance or under pressure.

Read facial expression

Our faces provide the outline for our emotions. Profound frown lines indicate over-thinking or worry. The smile lines of delight are crow's feet; pursed lips are a signal of contempt, anger, or bitterness. While teeth grinding and clenched jaw are indicators of tension.

Take note to your intuition

It is possible to tune into someone ahead of their words and body language. Though not what your head says, what your gut feels is intuition. Instead of logic, intuition is your perception of nonverbal information through images. If you are in the process of understanding a person, their outer trappings are insignificant, and it is only who the person is what counts. To reveal a richer story, intuition gives the power to distinguish beyond the obvious to tell a richer story.

You need to watch out for these checklists' cues of intuition:

Respect your gut feelings

Pay attention to the voices of your gut, in particular when connecting with someone for the first time, an automatic rejoinder that happens out of impulse. Gut feelings are as a result of if you are tensed up or at ease. As a cardinal response, gut feelings occur in an instant. They are meters of your inner truth that relay to you if you should trust someone.

Goosebumps feelings

Pleasant, intuitive shivers are goosebumps, and they happen when something strikes a chord in us in connection with our resonance to individuals that inspire or move us. Also, goosebumps occur in the course of going through déjà-vu and when you have never met someone before but still recognize them.

Listen to sparkles of insight

During a conversation with people, you may be impressed by those who come quickly. Watch out and stay alert. Or else, you might fail to spot it. For most of us, this crucial awareness is lost because of the inclination to move onto the next idea.

Look for insightful empathy

This cue happens when you have a passionate type of empathy through the feelings of someone's real emotions and symptoms within your body. So, while reading people, take note of whether you had pain on your back when it wasn't there before, or if you are upset or depressed following a mind-numbing conference. To determine if empathy is at play, get feedback.

Discern emotional power

The vibe we radiate and the remarkable demonstration of our energy are emotions. It is with an intuition that we procure these emotions. For some people, you will be happy to be around them because they enhance your vitality and mood. Others tend to be draining; get away from them is what you want. Though it is undetectable, you can feel this 'subtle energy' feet or inches from the body. It's called chi in Chinese medicine, an essential healthy vitality.

Be aware of the presence of people

Though not substantially similar to our behavior or words, the accustomed energy we discharge is when we sense the presence of the people. It is typical of a rain cloud or the sun that borders around our emotional atmosphere. In the process of reading people, take note of if you get attraction with their presence or retreating due to the willies you are getting.

Watch people's eyes

Humans' eyes convey compelling forces. As the eyes cast off an electromagnetic signal, according to studies, the brain does the same. When you watch people's eyes, you will know if they are tranquil, sexy, mean, angry, or caring. Also, you will have the ability to determine if a person wants intimacy in their eyes or their eyes can give signs that they are comfortable. Even in their eyes, you will know whether they appear to be hiding or guarded.

Observe the feel of a hug, handshake, or touch

Most of us shake emotional energy, similar to an electrical flow during physical contact. You can ask yourself if a hug or handshake feels comfortable, warm, or confident. Or if it is repulsive so much that you wish to withdraw. You can know the sign of anxiety with someone's hand clammy or limp to suggest being timid or non-committal.

Listen to the tone of laugh and voice

Our voice's volume and tone are capable of telling a lot about our emotions. Vibration is a result of sound frequencies. Notice how people's pitch of voice affects you in the course of reading them. Envisage if the tone is snippy, abrasive, and whiny or if their tone feels soothing.

To read people can be hard sometimes. It takes practice and courage. However, once you are past that, you will gain a significant advantage. Not only will you survive, but you will also thrive in all your relationships with others. People will approach you. Opportunities will come to you. And some people will want to be like you.

Using Mind Control to Your Advantage

The goal of this book was to show you what the study of dark psychology is, discuss the individuals who mainly fall into the dark personality category, and to demystify the various mind control techniques that these individuals employ. There are reasons why psychopaths, Machiavellian, narcissists, and sadists tend to thrive in their lives, and that is because they possess the odd advantage of being able to participate in malevolent mind control techniques without consideration of another's wellbeing. If you are reading this, then you are probably not one of these people. Their abilities are deeply ingrained without their complex personality types and have thus shown the world the various ways of benefiting oneself in a less than honest manner.

But like any skill, the goal and reasoning behind its commitment of action can easily be skewed and altered with a much less negative intention. Mind control, influence, manipulation, persuasion, and coercion, by definition, are immoral due to the nature of deception. But deception is not entirely bad; it can be done with positive goals and intentions, and we even do it to ourselves to help us achieve a goal in our lives. If we want to lose weight, we may hide a candy bar somewhere we know we will not recall, or if we want to stop spending money, we may ask a friend to hide cash somewhere in your apartment that you will not be able to locate. Parents manipulate their children into eating healthy food, and partners keep information about an ex to save the emotions of those they love. Deception, along with its various forms of techniques applied with it, can be used for good.

We hope that you are now informed about how mind control works and that you cannot climb into another person's mind and flick a switch about them wanting to promote you. However, you can apply some of these techniques to persuade them to promote you, highlighting why you are the best candidate for the job. We hope that you can take these skills into the world

and make some lemonade from the dark lemons that darker personalities have offered us.

A book titled *The Wisdom of Psychopathy* discusses the many benefits and lessons that we as non-psychopaths can take into the daily life that would benefit us. This does not mean that you stop caring for others or applying your empathy toward those you care about, but considering certain aspects of that personality type in moderation can help us lead to life success. That is the essential point of this book: to inform, educate, and offer you ways that you can put these lessons into action.

Here is a list of six lessons that psychopaths can teach you about living a fulfilling and happy life:

Focus on the positive. Many psychopaths can look at situations positively due to their lack of fear and anxiety. Anything that happens to them feels interesting, challenging, and an opportunity for growth. Try to do this the next time something seemingly negative happens to you in your life. This does not mean, of course, that you don't acknowledge what happens. It just means that you look at it from a different perspective as well. For example, if your cat pees on the floor, that is naturally annoying; but if you look at it from a positive light, perhaps you can see that it is a challenge for you to learn to train your cat more or better, or it may be an indicator of illness. Once you can apply this mindset consistently, you will start to see initially perceived negative events as new opportunities.

Stick to your beliefs. Psychopaths are not influenced by the opinions or should be forced upon them by those around them. They are not bothered by other's beliefs or desire to change their beliefs. If you possess a belief that is important to you, do not let others try to influence you to change it. This, of course, concerns innocent and non-harmful beliefs, such as ones of human rights, animal rights, etc. If something is close to your heart and soul, don't let someone try to alter that because they are forcing themselves onto you.

Don't take things personally. It is fairly easy for people who do not have psychopathic traits to take things that people say or do fairly personally. What this essentially means is that we easily get offended when someone is always late to pick us up or if they say something about us that were not intended to hurt our feelings. Psychopaths don't be afraid or anxiety nor do

they worry about what other people think, so it is fairly easy for them not to take what others say and do personally. Many relationships are disrupted or bothered by behaviors of others that are easily misinterpreted. Psychopaths take everything at face value and do not interpret anything beyond what it is. This also means that they do not get upset about career setbacks, being dumped by their partner, or anything that most people would make about themselves—something they inherently lack. Try to look at the circumstance more than yourself and realize that most things that people do have more to do with them than you.

Don't overanalyze or criticize yourself. Learning to be self-compassionate is one of the biggest keys to happiness and success. There is nothing wrong with some constructive feedback, but because most humans are wired with a negative bias, they will think about what went wrong more so than what went right. But, if you practice self-compassion and choose to look at the positive, a.k.a consciously. What did go right, then you will build new neural pathways in your brain, making the positive thinking feel more automatic.

Be fearless/Just do it. The only way to truly overcome fears is to face them. Procrastination only adds to the frustration of not being productive. Psychopaths generally don't feel fear or anxiety, so it is easier for them to face things that will help them advance. So, try to adopt this frame of thinking, in your case, that feels the fear and does it anyway. Fear is a temporary emotion that is necessary to help us grow, and each time we face our fears, we build confidence with more willingness to face each fear as they come up in our lives. We will only get closer and closer to our dreams once we make this a habit.

Stay in the present. Psychopaths rarely waste time worrying about the future and ruminating about the past. They stay in the present moment, and by doing this, they can get the best out of it. What this means essentially is that they can focus and get tasks done, rather than falling into unhealthy thinking patterns that tend to set us back. Each moment can only be taken for what it is rather than what we think it should be. Psychopaths know this inherently, and you can too. Practicing mindfulness will help you do this, and you do that by meditating and applying other exercises. Mindful eating, walking, even showering, or brushing your teeth can help you be in that moment, rather than deep in your mind. Once this has become a habit in

your life, it will be easier to see things as they are, not categorizing them as positive or negative, but with deep acceptance. Acceptance will help you when life becomes more challenging, rather than ruminating and worrying about potentially negative results.

Conclusion

As we move forward, though, we want to perhaps keep in mind that all of the issues you just saw and dealt with are to, a certain extent, present in all human beings. That's why you felt so uncomfortable reading so many of the chapters because you could see reflections of your behavior with people in it. Even those of us who are "good" people can fall into behavior that is similar to the actions of dark psychopaths. It's unnerving, but also true.

Are you surprised we know? Look, we keep telling you this, but let's repeat it anyway: This is all about you. You are the person who, even before you read this, had a niggling feeling that you were dealing with a problem, and you are the person who took the badass decision to do something about it.

This is merely a guide. In fact, why don't you think of it as a road map?

You are like a traveler making your way down to the bright sunny town of Hope Springs, and every step that you have gone through is an obstacle that you have to overcome so that you can keep moving forward.

It may sound silly, but in truth, if you really want to break away from the negative psychological impacts that dark psychology has been having on your life and perhaps the negativity that you have been spreading by acting in an underhanded, manipulative manner, then all you have to do is start.

And start now.

Life is like a long, twisting road that you are walking down. The older you get, the more you will realize that contrary to popular opinion, where the road leads are insignificant—what's important is the journey.

Make your journey count. Focus on where you are now and try not to become obsessed with the destination. You will miss what is happening in the present, and when you finally reach the destination, you will realize that you missed the important things in life, the things that lined the road you have walked.

Speaking of important, do you know what is important to us?

As cheesy as it may sound, you are.

Your well-being, your happiness, your mental peace—all of these are factors that we are deeply invested in. This isn't just your journey; it's our journey. And we want to walk with you as you learn to improve yourself and your life, your relationships and those around you. We are in this together.

At this point, you have had some time to analyze the target and figure out what makes them tick. You know whether they are driven more by logic or by emotions, and you know a lot more about what will work as a technique of manipulation for them. Once you are done with that, it is time to move into planting some of the seeds of how you would like the target to behave. These are hopefully going to get the target to agree to your course of action, but they are planted in a manner that makes it, so the target feels they got to make the decision, rather than them feeling like they are forced to make the decision by someone else.

When all of that is done, it is time to move on to the third part of influence the process of persuading people. This is going to be the part that will require you to bring in some physical actions, rather than just using your words. These physical actions are so important because they will really push things over the edge and will get your target to agree with you, or get them to comply, with the thing you are asking for.

The trick to this one is that you need to use persuasion in a way that is going to work on your target. This is where the other two parts come in. If you were successful with all of this, and you really worked towards making the target understood, then you will find that the persuading part of all of this was pretty easy. You will be well equipped to deal with the target because you will know the perfect tactic of persuasion that you can use each and every time.

Persuasion is such an important part of this. And we are going to take some time to explore how to make this work and some of the different techniques that come with persuasion later on. But right now, remember that persuasion is going to be a big part of the manipulation, and it is the step that will help to seal the deal. If you are able to put all three of these parts together, you will be amazed at the results that you are able to get from the target, and how easy it is to get them to do what you want.

This guide is going to spend some time working on the different techniques that you are able to use when it comes to the art of persuasion. This can sometimes be something that we see as a good thing. And often, persuasion doesn't have the same evil or bad connotation that manipulation may, even though it is possible that it is going to be used for evil purposes along the way as well.

There is a lot of persuasions that we kind find in the world around us, and it is often going to depend again on the intention that is behind it, and how much choice the other person has. If they are able to see it working and then walk away without feeling any guilt or anything else in the process, then this is seen as a good form of persuasion that still lets you have some kind of choice. But if the manipulator, or the person behind the persuasion, is able to get you to behave in a certain way because it is really hard to walk away and say no, then this is often seen as a bad thing.

Think of some times when you have seen persuasion at work, and it didn't seem like such a bad thing to work with at all. You may have seen countless advertisements out there telling us to purchase this one product, and not another one. We may have had a parent or another family member try to convince us to do something because they needed help or because they thought that it was in our best interests.