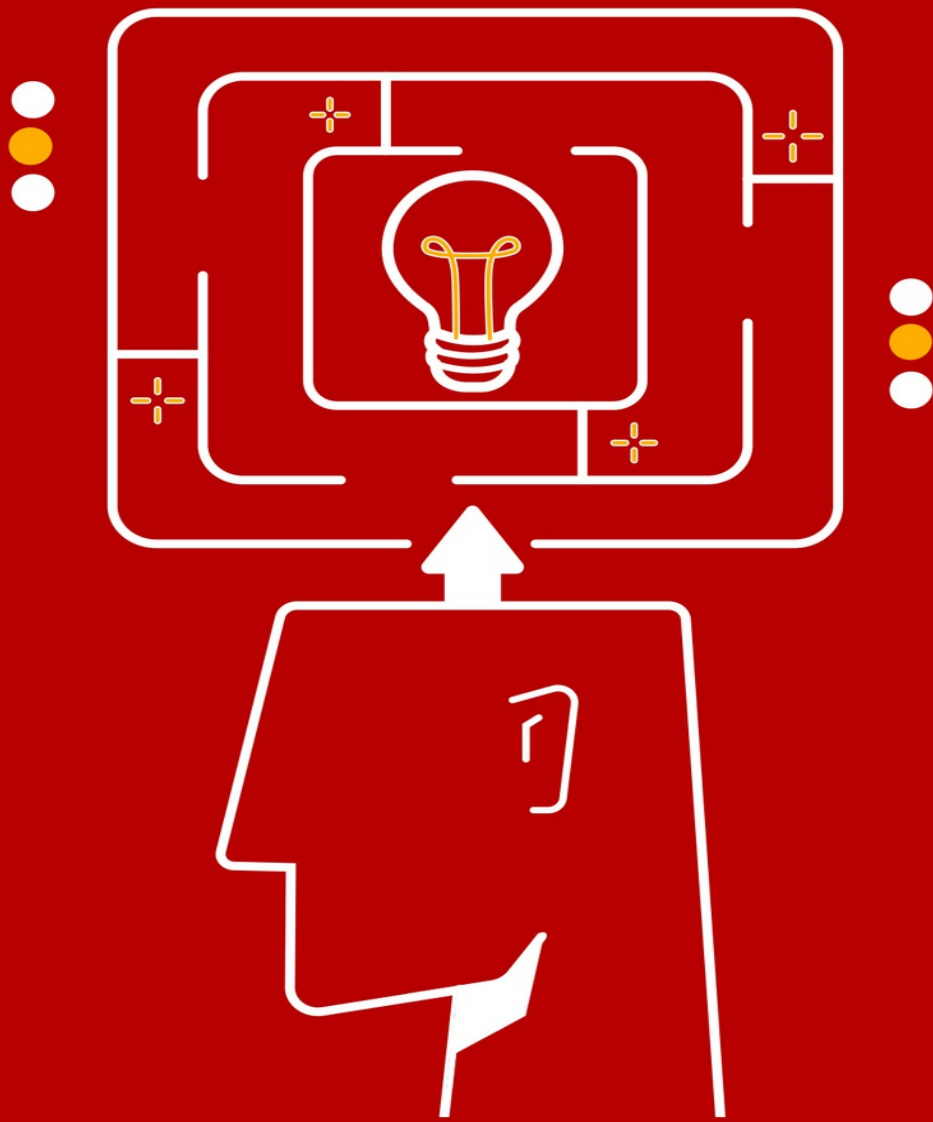


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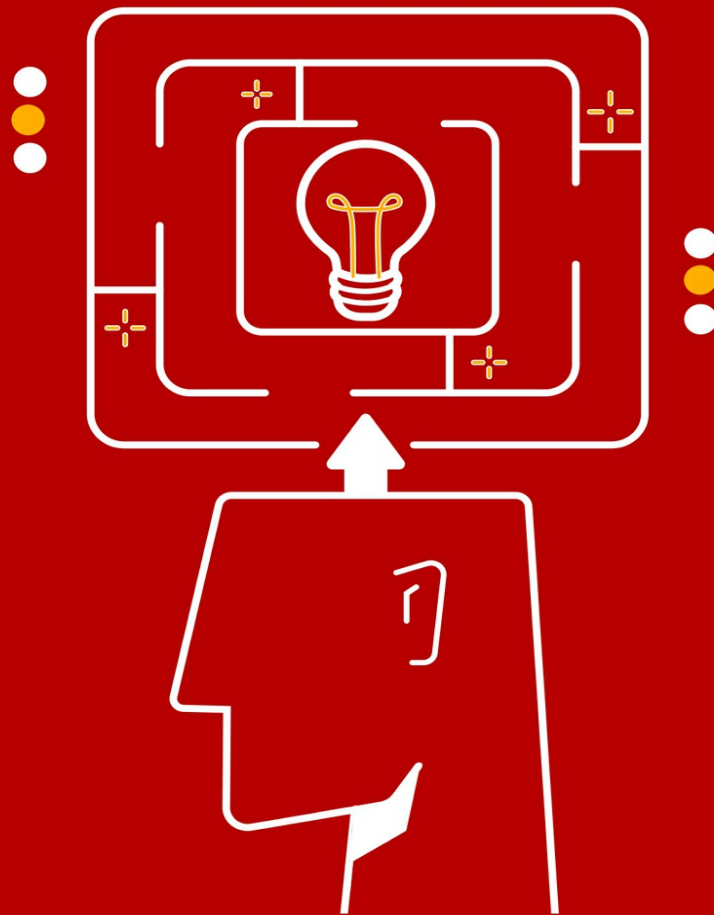
# NLP DARK PSYCHOLOGY



HOW TO ANALYZE PEOPLE, SPOT COVERT EMOTIONAL MANIPULATION,  
DETECT DECEPTION AND DEFEND YOURSELF FROM TOXIC PEOPLE  
MAKING USE OF NLP AND DARK PSYCHOLOGY.

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*How To Analyze People, Spot Covert Emotional Manipulation,  
Detect Deception And Defend Yourself From Toxic People Making  
Use Of NLP And Dark Psychology.*

**BARRET GOLEMAN**

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# INTRODUCTION

Ever heard the saying “knowledge is power”? Most of us have, but have you ever really paid attention to it?

It is the perfect way to describe why we need knowledge.

A lack of knowledge is what often allows dark psychology to enter our lives. That saying, “knowledge is power,” is also the best way of describing what damage ignorance can cause, particularly in terms of mental health, and examining dark psychology shows us the importance of having that kind of knowledge.

Dark psychology may seem like a trivial matter to you, but it won't seem so inconsequential when you realize that you have not only been used and manipulated by master manipulators, but these people have gone on to do this same thing to a thousand people, a thousand times, over a thousand years. You see, while manipulation may seem new to people like you and me, it has been around for centuries, going back to the very beginning of time, when Eve was coerced by the snake, or Satan, into taking a bite out of that apple. From persuasion tactics to mind games, and even a deep dive into neuro-linguistic programming where science meets dark psychology head-on, the impact of dark psychology is endless.

So, what happens when you are forced to deal with dark psychology?

A lot. From self-medicating to acting on misinformation and old wives' tales, there are all sorts of issues that crop up when you don't really know what you're talking about, but the result is almost always the same... Bad.

Something as seemingly simple as a psychological attack can leave you emotionally crippled.

Be honest. Haven't you sometimes felt like it is all too much for you? Like life is moving too fast or the burdens have gotten to be too heavy for you to bear?

Does life ever feel like it's leaving you behind or, worse, swallowing you whole?

Have you felt like there is only one person you can depend on and that it is worth serving them even when they aren't the best person in the world?

That is classic manipulation!

You're the subject of manipulation and dark psychology so often. You probably don't even realize it is happening around you all the time.

In all honesty, it's a miracle that you made it to this book, but none of that matters anymore. You made it, and we are here to protect you.

Once we get you through dark persuasion, we'll even walk you through how to avoid the simplest forms of manipulation in terms of dating and romantic relationships. Here at Dark Psychology: The Sequel, no matter how deeply rooted your problem is, we have the solution.

There is just one thing we want you to keep in mind before you start: Dark psychology is often practiced on us by people we love and cherish, and accepting that they are doing something that isn't necessarily in your best interest is hard to accept. Accept it anyway and learn how to deal with it.

You're strong enough to get through it.

Now, are you ready?

Great!

Here we go.



# WHAT IS NLP?

Neuro-Linguistic Programming (NLP) is a conduct science that was created in the 1970s by Richard Bandler and John Grinder. It is a ground-breaking and express model of human experience and correspondence.

In pragmatic terms, NLP is a system for modeling human conduct. In particular, NLP is utilized to display instances of human greatness in each field of attempt and afterward looks to discover approaches to imitate that conduct in others. NLP has been utilized to demonstrate different types of the human association including correspondence, memory, inspiration, standards of conduct and connections.

NLP may best be depicted as “the study of human greatness”!

## **So How Does This NLP Thing Help Me?**

Preparing in Neuro-Linguistic Programming (NLP) benefits individuals who wish to expand the intensity of correspondence with others, it is perfect for those associated with preparing and introduction, Training, HR, the executives, deals and showcasing, intercession and exchange, execution instructing or directing.

NLP can likewise be utilized to help comprehend and change oblivious practices that might be unhelpful or constraining. Propensities and examples of practices exist at the oblivious level and are a piece of our programming. NLP furnishes us with information and experiences into how we work as people and how we procedure and store data and the most significant of all - how we can change practices and emotions that never again serve us. At last, NLP gives us instruments to make changes for ourselves and to help others.

## **NLP Isn't Magic It Just Shows You How Your Brain Works**

Most self-improvement courses and Training programs presently fuse NLP in a portion of their practices. NLP is penetrating all zones of workplaces and people groups lives. Therefore, there are many contrasting uses that NLP is being applied to and a wide range of perspectives on its advantages and

dangers.

Cases for NLP extend from “It will reform your life” to “it is a pseudo-science used to go after the naïve”. Any device can be Mis-utilized in the hands of the impulsive or wayward individual and NLP is no exemption, subsequently less careful employments of NLP have emerged including utilizing it to produce “religion like love” in huge gatherings, as a business instrument for controlling gullible purchasers and as a device for “quick enchantment.”

We have seen and by and by experienced unprecedented advantages being picked up from suitable utilization of NLP strategies. It is likewise certain that NLP is being received generally all through instructing, self-improvement and professional workplaces and in this way, merits seeing with the goal that we can choose how best to utilize it for our own advantage and that of customers. We don’t recommend that NLP is a convenient solution answer for any issue. We don’t recommend that each guarantee made by NLP advocates or mentors be acknowledged at face esteem.

The investigation of NLP is by and large instructed in a quickened way utilizing direct models and hands-on experiential Training, as this is the manner in which the characters Mind and cerebrum work. Probably the most ideal approaches to find out about NLP is to encounter it straightforwardly by working with an authorize NLP Practitioner. There are additionally numerous books expounded on NLP and its applications.

A portion of the NLP fundamental channels are regularly alluded to as Behavioral Frames. These are perspectives about how you act. This implies discovering what you and others need, finding what assets you have, and utilizing these assets to push toward your objective.

### **Changing Filters**

- Change your direction to Outcomes instead of Problems
- Ask How instead of for what valid reason
- Concentrate on Feedback as opposed to Failure
- Consider Possibilities as opposed to Necessities
- Receive a demeanor of Curiosity and Fascination as opposed to making Assumptions.

- An issue is just a result that is the incorrect way up. NLP resembles the ‘client’s manual’ for the Mind and permits us to utilize the language of the brain to reliably accomplish our particular and wanted

results.

- At the point when you learn NLP, you learn explicit abilities and examples important to roll out positive improvements, make new decisions, be increasingly viable with others, get out from under liberated from old propensities, reckless examples, and practices, and ponder what it is you need and how to get it.

### **NLP In Your Personal Life**

Utilizing NLP procedures in your own life assist you with figuring out how to control of your contemplations, feelings, and practices.

- Gain control of your life
- Get spurred and remain persuaded
- Identify away from in all aspects of your life
- Make your objectives work out
- Enhance your presentation in sports and different exercises
- Eliminate restricting convictions and choices
- Release undesirable feelings and practices from an earlier time
- Align your qualities around cash, profession, wellbeing, connections, and family for a more noteworthy achievement.

You can utilize NLP to make agreeable and satisfying Relationships!

- Attract the opportune individual for you
- Improve the nature of your marriage
- Create perfect connections
- Create your ideal mental self-view
- Create moment affinity with others.

Make significant upgrades in your wellbeing and prosperity!

- Eliminate pressure
- Access recuperating states
- Model wellbeing and recuperating
- Eliminate nerves and fears
- Create and keep up your optimal weight
- Stop smoking

### **Find Out About The Mind/Body Association**

#### **NLP In Your Business Life**

- Set Goals and Attain Them
- Build certainty

- Get roused and remain inspired.
- Clarify your fantasies for the future and distinguish obstructions that might be keeping you down
- Attain your objectives
- Increase inspiration
- Change undesirable practices
- Influence and convince.
- Align your qualities around cash, profession, wellbeing, connections, and family for more prominent achievement.

### **Business Communications - Influence and Persuade**

- Increase Sales
- Hiring the best contender for your organization.
- Creating solid organizations with your clients, merchants, and providers.
- Communicate clearly and diversely effortlessly and clearness.
- Improve brings about dealings
- Create world-class client support

### **The board/Coaching**

- Quickly break down and comprehend a worker's or colleagues correspondence style.
- Facilitate gatherings and deals introductions.
- Create advanced groups.
- Easily resolve clashes and manufacture understandings around objectives.
- Increase efficiency.

### **Why Nlp Works**

NLP depends on numerous helpful presuppositions that help the disposition that change is up and coming. One of the most significant is, NLP is about what works, not what should work. As it were, if what you're doing isn't working, take a stab at something different, whatever else, whether or not what you had been doing ought to have worked? Adaptability is the key component in a given framework, the person who is destined to do well reacts to changing (or constant) conditions.

That is one explanation NLP has gained such a great amount of ground in a zone where such isn't the standard. Trend-setters evaluate things with little see as to its "truth" or "reality", NLP is significantly more inspired by results

and giving individuals what they need from life.

# THEORETICAL OVERVIEW

The underlying idea of Neuro-Linguistic Programming could have said to be gotten from the General Semantics hypothesis by Alfred Korzybski, which depended on the idea of making a fresh out of the plastic new standpoint in life via preparing the brain. This methodology prompted the formation of numerous ways of thinking, with monetarily effective associations set up to acknowledge most noteworthy human potential with procedures, for example, Scientology, Dianetics, and EST. A few Esalen workshops were led that grabbed the eye of the scope of individuals, for example, the acclaimed Virginia Satir, Milton H. Erickson, Gregory Bateson, and Fritz Perls. An earth-shattering part of the neuro Linguistic way of thinking was the strategy for rehearsing a method as opposed to putting time in its hypothesis. The general procedure followed by most neuro linguistic experts was the creating a fresh out of the box new idea, testing its benefits by real application on people, and finishing up with point by point logical reports on the result of the thought. When in doubt, no set procedure or rules were followed. There was no bound on the investigation procedure, keeping away from utilization of any standard method for Neuro-Linguistic Programming Development.

The Neuro-Linguistic Programming was impacted by the cutting-edge standpoint of thinking about any issue as emotional to a person's recognition and encounters. Anthropologist Bateson bolstered the idea of social relativism. These procedures goaded Bandler and Grinder to mention objective facts regarding their matters by understanding their particular practices, as opposed to receiving the psychoanalytic methodology of controlling the translation according to the hypothesis.

The following linguistic model was utilized to impact an adjustment in singular conduct by deciphering helpful acknowledgment and examining the language designs. The model was first distributed as "The Structure of Magic Volume I" in 1975. The book "The Structure of Magic Volume II"

distributed in 1976 developed the model. In 1976, with the assistance of Satir, the book “Changing with Families” was distributed later on known as the Metamodel and forming into another field without anyone else.

### **The Principles Of Neuro Linguistic Programming**

The field of neuro Linguistic programming incorporates wide scopes of various models and strategies. Contingent upon the setting of the circumstance, diverse neuro Linguistic programming models made are utilized to accomplish certain points. For instance, a trance inducer who is endeavoring to plant sleep-inducing recommendations in the brain of a patient may utilize the Milton Model, which is planned to initially construct affinity with another individual and afterward divert the cognizant Mind to permit the oblivious Mind to turn out to be increasingly delicate, in light of the fact that it explicitly takes into account the trance specialist to fabricate compatibility with a solitary individual and to make the patient’s Mind all the more effectively helpless to trance. Then again, a speaker at a business course may decide to utilize an alternate neuro semantic programming model that is customized towards bigger groups and less explicit objectives so as to permit them to profit the most from an enormous crowd of individuals.

Despite the fact that there are various kinds of neuro Linguistic programming strategies, models and systems, these parts of the writing computer programs depend on similar general standards. It is essential to take note of that albeit the greater part of these standards can be found in each sort of neuro linguistic programming strategy, a portion of the particular substance may shift or change contingent upon the setting of its utilization just as the particular kind of neuro Linguistic programming or kind of neuro-semantic programming technique being utilized. The standards of neuro-semantic writing computer programs are the premise of every one of its systems. Coming up next are probably the most significant and the most normally saw essential standards of neuro linguistic programming.

“The general significance of any correspondence is found in the reaction it gets, not the first aim of the correspondence.”

This implies it doesn’t really make a difference what the aim of some random correspondence was- - it is important what aims were seen by the audience and in like manner what reaction they have appeared to that correspondence. This standard is one of the most fundamental standards of neuro linguistic programming and can be found in a larger part of its strategies, including

those utilized for psychotherapy, correspondence and advertising, just as self-improvement and advancement.

It is particularly significant for anybody utilizing a neuro Linguistic programming technique to comprehend that it doesn't generally make a difference what they state, however, what reaction originates from what they state. For instance, a subliminal specialist doesn't really need to state anything moving or concrete for their patient to have a positive reaction—ambiguous or general expressing may bring about a time of self-improvement for the patient, regardless of whether the planned importance of the obscure or general expressing was not to rouse a time of self-improvement development.

“The guide isn't the region.”

“The Map isn't the region” alludes to the guide an area connection or the relationship that exists between a specific article and a portrayal of that specific item, as such, a similar relationship as a genuine geological domain and its portrayal on a guide or a guide of that region. In less complex terms, this standard is clarifying that a depiction isn't really what it is portraying. For instance, somebody who is eager may hear portrayals of an unending measure of nourishments, yet he will, in any case, be ravenous on the grounds that those depictions are not real nourishment. With regard to neuro semantic programming, this guideline is regularly utilized during individual and relational psychotherapy. Patients are frequently approached to depict their lives, issues and encounters, yet these portrayals are only a “map” of their real lives, issues, and encounters. It is significant for those utilizing neuro linguistic programming to draw the qualification between the “map” they are catching wind of and the genuine “region” which exists.

“Conduct is intrinsically inclined toward adjustment.”

This standard implies that human conduct is normally and inalienably wired to be versatile. To put it plainly, individuals are intended to adjust and change themselves and said adjustment comes simpler than a great many people accept. This specific rule is frequently found with regards to hypnotherapy, psychotherapy, and self-improvement advancement. This standard is the premise behind most conduct change models utilized in neuro linguistic programming, particularly those which are expected to decrease negative or undesirable practices by supplanting them with adjusted positive or wanted practices. For instance: Neuro linguistic programming may be utilized to adjust a person's fear by supplanting it with sentiments of unwinding and



quiet around the recently dreaded fear.

# PRACTICAL AND HISTORICAL OVERVIEW

Neuro-Linguistic Programming (NLP) is a framework helped to establish by John Grinder and Richard Bandler for realizing self-improvement in any person by deciphering and interpreting the human discernment, experience, convictions, and language. It was created in the mid-1970s with the dynamic association of Gregory Bateson. Gregory Bateson was a recognized anthropologist, language specialist, social researcher and a cyberneticist at the University of California at Santa Cruz between the times of 1960s to 1970s.

The fundamental rule of Neuro-Linguistic Programming is that achievement can be accomplished by expanding the positive propensities and decreasing the negative ones. These constructive propensities either can have a place with a similar individual or can be a model of propensities for profoundly effective individuals. The underlying investigation of deciphering achievement examples and practices was done on outstanding psychotherapists who were had accomplished the apex of accomplishment in their field. Neuro Linguistic course began with demonstrating the key practices and techniques taken by the psychotherapists so as to accomplish exceptional results in their field. This model would then be applied to individuals needing to accomplish a comparable degree of progress and greatness.

NLP comes with three main areas, looking at the way that ideas are filtered. These three areas include learning, subjectivity, and consciousness. NLP is going to teach that there isn't an absolute or objective understanding of the world around us, and instead, each person is going to work to form their own picture of the world. This picture is going to vary from one person to another and each one is going to consist of data that comes in through the five senses, and the language that the person attaches to this data.

If you are supposed to fully understand the three aspects that are part of NLP,

then you will be able to effectively model the complete reality of someone else's behavior. It is important to note that it is the internal process that is being copied, and this is going to be what will lead to the external behavior, rather than just crudely mimicking the external behavior on its own. Without both the internal and external parts, the behavior that you are trying to work with is going to look pretty phony and insincere.

Advocates of NLP are going to beyond just passively accepting these factors, the ones that are going to compromise the behavior of the person. Instead, it advocates that there needs to be an active exploration of it and how it is going to be able to manipulate the variables at hand. When this happens, there is a better understanding of the relationship between each and which ones are going to be the most essential to achieve the desired results.

Now, you will find that there is a big contrast between the NLP model of understanding behavior and the traditional way of looking at behavior.

Traditionally, we are going to start taking on a new behavior by learning one piece of a skill at a time, and then all of these little parts are going to add up and form a new behavior. When we are looking at NLP, you will find that it goes the other way. the person is going to be presented with all of the components of the behavior at once, and then they will start to subtract out the different parts until they are able to have just the essential aspects.

This is a process that is going to simplify behaviors and then reducing them to only their crucial aspects is similar to the business process which aims to map out a series of steps and identify which are essential and which are not. When we are looking at this sense, the process of refining behaviors with the help of applying NLP, and this is a way for you to ensure personal efficiency. NLP also concerns itself with the question of finding the difference between the two types of people within any given field, those who succeed and those who don't. Success modeling seeks to find exactly what other people who were successful and compared it to the things that unsuccessful people have done. Then you can choose to avoid the right things, and follow the right tasks, to get the results that you want.

The main outlook of this NLP is going to be summarized as simplifying and identifying the actors that can lead to success in a situation as a simple process model. When this model has been identified and simplified it can be applied in order to get drastic amounts of results in a short amount of time, especially when it is compared to the traditional way of doing things.

One of the key ideas that are behind working with what is known as dark

NLP is that human beings are going to lack any kind of concrete identity, which is going to make them more at risk for the influence that others try to put on them, whether that is a good thing or a bad thing will depend on who tries to mold that person.

Traditional NLP is going to take this idea of the identity as being fluid, and then I am used as a basis so that therapists are able to help people overcome some of the major roadblocks that may be holding them back in a lie. But with the dark LP, this fluidity of identity is going to mean that a person can be manipulated based on the will of others. Because there is the potential or some influence that is more malicious, it is important to understand more about how NLP works and how to avoid becoming the victim in these scenarios.

Dark psychology is also going to understand that most of the time, humans are going to be less in control of their own free will than they like to believe. For example, the majority of people, when they were asked, will report that they often feel like they are entirely in control of their own thought processes, and they state that they would not obey a command or instructions that happen to go against this kind of free will. But the studies show that this is not necessarily true.

One of the classic experiments that have been done in psychology, and has had a direct influence on the concepts of dark psychology, can shatter this illusion and helps to show that we are often not as in control as we like to think we are. In the famous Milgram study, there were volunteers who would need to administer electric shocks when the wrong answer was given or a learning test. During this, the majority of those who were told to do these shocks would continue to do it, even if they could hear the screams of those who were being punished.

With the experiment above, we can see that people seem to have the obedience to authority that is inherent, and they are less free and have less free will than they tend to assume.

In another study, known as the Zimbardo experiment, there is an insight into another aspect that has gone along with dark psychology for some time, which is the willingness of humans to assume behaviors based on what their role is for that situation. In this experiment, the participants were going to be divided up in a random order to either be prisoners or prison guards. Those who were in the role of a prison guard were more and more willing to carry on acts of cruelty and even to abuse their power the longer that the

experiment went on.

When these two studies are taken together, they are going to offer two big concepts, which are also going to be the core principles that come with dark psychology. These concepts show that people can easily be led by others and that behaviors can be influenced in more than one way. This is something that can be seen as disturbing for most people, and they may choose to ignore it. Those who believe it are in the minority, and they are often willing to exploit these ideas, which place them in a unique situation to take advantage of others to their own ends.

Another thing that we need to take a look at with dark psychology is the idea of priming. Priming states that there are a lot of factors that can influence people, and many of these factors are going to be outside the perception of that person. For example, the choice of language that one person is using towards their target has been shown to influence the speed at which they will move after the fact. In addition, words that sound similar to other words can sometimes be used by the manipulator in order to plant ideas into that person's mind, without them having an idea that these thoughts have been planted.

Dark psychology is also going to exploit the tendency of most humans to be really susceptible to the opinion of the majority, even if this kind of influence happens to go against the own perception and rationality of the target. This was shown in a series of experiments who found that subjects would easily change their own ideas about something when they had some influence by the group majority.

This is a concept that is going to be used by some cults and groups with extremist ideologies. They may use this as a way to brainwash those they want to influence. When someone is surrounded by people who have certain opinions and views, they will not only start to believe what they have heard but often they will gain the feeling that they did change of their own free will, rather than changing because of force or influence.

# Principles Of Human Nature

The first critical step to making people's emotions work for you is to build your understanding of people and why they work and react the way that they do. It's difficult to consolidate a lifetime of noticing these patterns into a simple book, but there are a lot of broad categories that we can cover.

Everybody has different things which make them the way they are. Really, everybody is just the culmination of their unique set of experiences which eventually brings about the development of a larger and cohesive image of a whole for the person. Because of this, there are often a great many avenues that you can pursue to get to know somebody better as a person at the most basic level.

It's at this point that I really need to drive home the importance of knowing how to be attentive. The truth is that a lot of the things in this book require a very heavy understanding of how to read into people's subtleties. This is a skill that you will need to build if you want to become good at neuro-linguistic programming. People wear themselves rather loudly. If you can't read into these subtleties, then more or less you're just going to get lost. People often have a few different traits which you can use to understand them. Things such as their body language, their life situation, and their emotions. All of these impact one another.

Body language is a huge giveaway about what's going on in a person's head. Understand that in terms of neuro-linguistic programming, body language is a language in and of itself.

We're going to expand on this concept just a bit so we can gain an understanding of how we can read and process other people's emotions. This is actually a very critical part of neuro-linguistic programming, and one of the things that makes it such a challenge. Doing it properly is not like picking a lock. There is no 'correct' path for you to do it right. It's a very dynamic activity, which is heavily centered on your ability to understand what the other person is thinking in a very concrete manner.

Understand that a person has many physicals tells, but that's not the be-all-end-all of what is going on in a person's mind. Some people are so good at hiding their emotions that you can't really tell what's going on under the hood unless you know them very well.

Often, people will have two emotions running in parallel. These can be

difficult to decipher, but generally, they have the emotion at their foreground — this is what they display themselves to be feeling — and they have their emotion in the background, which is what they are feeling under the hood. Some people are worse than others when it comes to hiding their emotions while some people make no effort at all. There are times, too, where these emotions may run in tandem and are exactly the same.

The truth is, though, that if you're trying to convince somebody of something, you always have to consider the possibility that people don't often feel what they're projecting themselves to be feeling. Usually, you have to consider what these parallel emotions could be.

People convey a lot of their emotions through their body language as well as through their tone of voice and their choice of words.

If you pay attention to a person's eyes, you can read a lot into somebody's foreground emotion. While, hopefully, you're emotionally competent enough to read foreground emotions relatively well, note that some of these can be difficult to break apart from one another. For example, while the difference between annoyance and anger are slight in terms of their physical display, they have far different emotional connotations. Annoyance is much shorter and less severe, though perhaps more immediately snappy. Anger is more brooding and harder to work your way out of.

Their tone of voice will also tell you a lot. Often, when people aren't being completely honest about the emotion they're presenting, their voice will sound ever so slightly off. Being able to recognize this and using context clues to figure out what's really bothering them or going on in their head is very important.

Sometimes their choice of words will give you hints as well. Pay attention and try to notice if their sentences are structured differently. Are they shorter? Is their choice of words more serious than usual?

In essence, pay attention to a person's body language, as it will tell you a lot about what you need to know when it comes to what a person is feeling, at least on the surface level. When you combine that with your analysis of their underlying conditions, you actually get a very potent piece of information that you can work with.

# **What Is A Nlp Power User?**

With all this talk of persuasion and ethics, it is time to get your first real look at the darker side of dark psychology. Interestingly enough, many manipulators can be predicted simply by having a specific pattern to their behaviors. Despite the fact that they all come from different backgrounds, they often present quite similarly. Remember, with knowledge comes power, and with that power, you can protect yourself from succumbing to the insidious efforts of the manipulators, who seek nothing more than fulfilling their own selfish interests.

## **Traits Of Manipulators**

Manipulators typically follow a playbook, so to speak. They act in certain ways, seek out similar people as targets, and want similar things. These are some of the most common traits of manipulators, as well as examples of each of the behaviors and how each can be beneficial to the manipulator in hurting other people or seeking out what they want. As you read through this, you will begin to recognize all the ways that manipulators, particularly those who hit the dark triad, are missing many of the traits that make us fundamentally human, such as a lack of empathy.

### **Egotistic**

Oftentimes, manipulators are so busy looking at themselves, their achievements, and their goals, that they refuse to acknowledge that those around them may also have goals of their own that they would like to achieve. The manipulator is far more concerned with his own selfish interest than ensuring that those around him will also be satisfied through life, and he will use those around him as a way to boost his own ego in various ways. For example, he may constantly put down a coworker who he sees as less than him simply because it makes his own ego feel better.

### **Machiavellianism**

This is a belief that the ends will justify the means. These people are typically quite manipulative, believing that it is okay to tell people what they want to hear to get the right behaviors and that ultimately the only difference between a criminal and an average person is that the criminal got caught. Those with



this trait are often quite charming and charismatic to the untrained eye, but everything they do is manipulative. This is part of the dark triad

### **Disengaged morally**

People who are able to disengage morally do not care about behaving ethically. They do not see those around them as worthy of respect or fair treatment and instead would rather get what they want without regard for the feelings of those around them. They do not care who they hurt or what they have to do—guilt does not occur, no matter what they do. For example, imagine someone who walks down the street and decides to steal a bike that a child left loosely in the yard. The person who is morally disengaged does not care that he has just stolen from a child—it does not matter to him at all. He does not feel bad about the behavior.

### **Narcissism**

Another of the dark triad, narcissists are people who have a narcissistic personality disorder. They typically meet three key criteria: They have delusions of grandeur, constantly have a need to be the center of attention and lack the ability to feel empathy. Narcissists frequently manipulate other people into either believing their superiority that they believe is inherent, or they manipulate others to inundate them with admiration and attention to keep their egos happy. For example, the narcissist is likely to exaggerate about achievements to make people more likely to admire him.

### **Entitlement**

Oftentimes, those who are manipulators believe that they are superior to others. This entitlement needs no evidence to them—they are happy to assert this as true no matter what, and it is up to the rest of the world to prove them wrong. They believe that they are better than others, and that is used as a justification for the manipulation. Since they are clearly superior, they should obviously be the ones making decisions for the rest of the peons who are clearly unable to think properly for themselves.

### **Psychopathy**

Psychopaths see no reason to behave in a kind, ethical manner because they do not feel empathy. They see no need to pander to the feelings of others when they do not understand the feelings of others. They are also quite

impulsive, oftentimes choosing to act upon behaviors that are dangerous or destructive simply because they can. They will manipulate others to get what they want because they are missing the social cues from empathy that would otherwise keep them from doing so. For example, a psychopath may decide he wants something a family member has and pull all the strings attempting to get it, starting out covertly and ultimately threatening the other person with physical harm if it is not given to him.

### **Sadism**

Those who exhibit sadism enjoy hurting other people. Physical or mental, it does not matter—either is enjoyable for the sadist. These people will manipulate others just for the fun of it, enjoying watching the fallout after the fact. For example, someone who constantly causes problems between friends, telling one friend one thing while telling the other friend the opposite just to cause problems and watch the fallout could be a sadist.

### **Selfishness**

Oftentimes, manipulators are doing so because they desire to increase their own position in the world with no regards to how it will impact those around them. They see other people as little more than rungs on a ladder to climb up, and because of that, they can justify the manipulation. They are willing to lie to someone to make them fail in order to ensure they get a better job or do better in an interview. So long as the lies and manipulation benefit the selfish manipulator in some way, he is happy to do so. The ends justify the means in his book.

### **Spitefulness**

Sometimes, those who are manipulating others do so because they felt the person, they are attempting to manipulate wronged them first. They see the other person as the one at fault and act as such. Even if the manipulation will hurt them in some way or make their situation worse somehow, they are happy to do so simply because they feel that getting back at the other person is worth it. For example, if you have decided to separate from your husband, he may then let the house fall into foreclosure, knowing you cannot pay for it on your own, even though it will absolutely hurt his credit as well. He sees that hit to his own credit and the fact he will lose his home as well as collateral damage.

## **Dark Triad**

As you can see, there are several different traits that a manipulator can take on. However, the most dangerous, insidious combination of manipulative traits is the dark triad. The dark triad involves narcissism, Machiavellianism, and psychopathy. These three traits combined create incredibly dangerous people who have been found to be more likely to commit crimes, create social problems, and are regularly destructive in organizations or companies, especially if they manage to get a leadership role of any kind.

## **Recognizing A Manipulator**

Ultimately, understanding the traits of a manipulator can be incredibly beneficial, but understanding those traits does not protect you if you do not know how to recognize the actions of a manipulator. By learning what the biggest red-flag behaviors are, you are more likely to catch on and recognize a manipulator in the act, which leaves you far less vulnerable to their antics and abuse. Manipulators typically share four common characteristics: They are masters at detecting weaknesses in others, they will use those weaknesses they detect against others, they will manipulate others to give something up that works for them, and they will continue to repeat this manipulation until they are stopped, and even then, they will likely continue for a while. When you are trying to identify whether you are dealing with a manipulator, look for these common signs.

## **Acts Of Power**

Manipulators always want power. Their desire to find more power is nearly insatiable—they want more and will do whatever it takes to get it. Because they are frequently in positions where they believe they are superior to others, they will repeatedly act out as such, seeking to push other people to obey them in order to prove they are superior. This is an act of power to them—they get what they want through manipulative methods.

## **Too Good To Be True**

Manipulators oftentimes start out seeming perfect. This is for a good reason—if they showed their true colors early on, no one would want to put up with them. For this reason, when they are somewhere new, they will spend the time to set up a good rapport with the vast majority of the people around them. They do this several ways, with the most common being through sweet-talking and love bombing. In doing both of these, the manipulator will

say exactly what those around him want to hear just to butter them up, and those around him will fall for it.

### **Malignant Humor Or Sarcasm**

Oftentimes, manipulators love to make jokes that are hurtful, and when called out, they tell the other person that it was only a joke. If you see someone constantly hurting others, laughing it off, and blaming the other person for being too serious, he or she may be a manipulator. This humor is seen as a way to show that the manipulator is superior, inflating his or her own ego while putting down the other person.

### **Guilt Trips**

Oftentimes, manipulators will employ guilt trips as a tactic of choice. This is done in order to guilt the other person into submission, typically done with long sighs and talking about how disappointed they are that they didn't get what they wanted. They may also use behaviors such as the silent treatment or through berating the other person for not being good enough in hopes of the guilt driving the other person to try better. Guilt trips with manipulators sometimes also involve threats of self-harm or suicide, and while they are usually not serious, you should always contact authorities if someone comes to you with intentions of harming themselves or others.

### **Loud Outbursts**

Oftentimes, manipulators turn aggressive when they feel like something did not work out as planned. Because they see themselves as superior and therefore, an authority in their own mind, they expect others to follow suit. When challenged or feeling as though no one is following through with their expectations, they often get loud and aggressive. This is not only a tantrum similar to what a child would do; it also serves to coerce and intimidate the other parties into submission.

# **It's All About Yourself**

A lot of an individual's communication is not based solely on what they actively try to put out there. A much larger, much more active chunk of our communication is based on what we don't realize that we are putting out in the world. Our body can reveal our deepest emotions and feelings without us realizing pretty much twenty-four seven. This does not happen randomly, of course. The way that our mind communicates without us realizing it is based on two main theories of thought. These are known as the unconscious mind and the limbic brain.

## **Unconscious Mind**

The unconscious mind originates from Freud's Psychoanalytic Theory of Personality. They tend to include feelings of pain, anxiety, or conflict. It is because of these negative feelings and emotions that our unconscious mind stays outside of our conscious awareness. Since on a subconscious level, we do not want to remember or feel those feelings, we then try to ignore them and push them into our unconscious mind.

Despite this attempt at ignoring and hiding these feelings, our unconscious mind still influences our behavior even though we do not know that it is there. Many individuals compare the unconscious mind to that of an iceberg. The part of the iceberg that is above water represents our conscious brain and all of the communication of ideas and feelings that we actively put out into the world.

Oppositely, our unconscious mind is represented by every part of the iceberg that is below the water and unseen. Within this iceberg analogy, it is important to remember how large an iceberg below the water truly is. This represents just how deep our unconscious mind goes and just how much tends to be hidden below the surface. The amount of information that is hidden just below the surface within our unconscious mind is so massive like the hidden part of the iceberg in the sense that we have to consider the parts of our body language that connect to our unconscious mind as a huge part of nonverbal communication.

Freud also believed and asserted that our basic instincts and animal urges are contained within the unconscious mind. This includes instincts under actions of life and death as well as sexual instincts. He believed that urges such as

these were hidden from or kicked out of our present consciousness because our minds view them as unacceptable, irrational, or uncivilized. Freud suggested that individuals often use a number of different defense mechanisms to stop these hidden urges from rising above the waters into our conscious mind.

Freud also goes on to explain the different ways that the information from the unconscious mind might be brought into conscious awareness. One of the techniques that Freud explained can be used to bring these feelings into awareness is known as free association. Free association is a rather simple and seemingly silly form of psychotherapy. In free association, Freud asked patients to lay back and relax and say to him whatever came to their minds without any sort of filter on it. He wanted them to say anything that they could think of without stopping to think of it is trivial, irrelevant, or embarrassing. Freud then traced the streams of thoughts until he believed that he could uncover the contents of the unconscious mind. He often used this method in order to try to find repressed childhood traumas or hidden desires. Freud also believes that dream interpretation could be used to understand the unconscious mind further. Many people think of dreams as a route to the unconscious mind and believe that the information from the unconscious mind could appear randomly in dreams but typically in a disguised format. Because of this, he would often ask patients to keep dream journals and would try to go through and interpret these dreams to try and understand their hidden meanings.

Freud also believes that dreams tended to serve as a form of secret fulfillment of long-coddled wishes. He believes that the fact that these unconscious urges were not expressed in real life means that they could be expressed in the individual's dreams.

The Freudian theory of the unconscious mind did not come across as without controversy. A multitude of researchers have criticized the idea of the unconscious mind and firmly dispute that there isn't an unconscious mind at all. Recently, in the field of cognitive psychology, researchers and psychologists have begun to focus on the automatic and instinctive functions that describe things that were previously being attributed to the unconscious mind. The ideas behind this approach believe that there are a series of cognitive functions that happen outside of our conscious awareness.

Meanwhile, they do not entirely support the voice conceptualization of the unconscious mind, but it does offer some evidence that actions that we are

not aware of still have an influence on our automatic behaviors. Unlike Freud's psychoanalytic approaches to the unconscious mind, research within the modern field of cognitive psychology is almost exclusively driven by scientific investigation and quantitative data. This idea of the unconscious mind continues to have a great effect on modern psychology and is still used in some modern practices today.

### **Limbic Brain System**

The limbic system within an individual's brain is responsible for a variety of very important brain functions. The biggest responsibility of the limbic system is our instincts for survival and for memory access and storage. The limbic system is made up of many different brain structures—two of the biggest and most important parts of the limbic system are the amygdala and the hippocampus. Amygdala is the deciding structure that chooses where each memory should be placed in the brain, while the hippocampus transports that memory to its final location. It is often believed that the placement is determined by the amount of emotional response that it receives from the person.

The limbic system is also very responsible for hormone levels, body temperature, and motor functions. The different parts of the limbic brain system are the amygdala, cingulate gyrus, the hippocampus, and the hypothalamus. These individual structures are very important parts of a person's brain. The limbic system, as a whole, is located on top of the brainstem and underneath the frontal cortex. The limbic system is often connected to survival-based emotions such as fear, anger, and pleasure. The limbic system is also known to influence both the peripheral nervous system and the endocrine system. The part of the limbic system that is important to this text, in particular, is its connection with memory. Because of the limbic system's perceived importance in the decisions of where memories go and how they are remembered, it is often connected with Freud's ideas of the unconscious mind. Because Freud's ideas of the unconscious mind are based on the theory that certain memories and feelings are hidden far away from our conscious awareness, it is easy to understand how the limbic system can play a huge part in that considering that it is believed to be the deciding factor of where our memories get stored. Now, you may be thinking to yourself, "What does any of this have to do with our body language and understanding the body language of those around us?" The answer lies in the fact that the

unconscious mind is very powerful and controls a huge portion of our true feelings and emotions. By reading body language, we can often unlock these feelings of the unconscious mind without even realizing that they are hidden from the person we are reading. This is a very powerful skill, and it is important to understand the basis behind it. The limbic system and the unconscious mind create this basis for the deeper readings of people.



# MAKE YOUR FIRST STEP - UNDERSTANDING HOW YOU WORK

It is logical to assume that self-mastery is the easiest area of Dark NLP to put into practice. After all, what are we in control of if not ourselves? What you will probably find is that exerting influence over yourself is actually more difficult than exerting influence over others. This is due to the fact that a range of complications come into play in relation to us, such as our own egocentric view of who we are and our inherent resistance to change.

The importance of self-mastery is in line with a wide range of spiritual teachings. All of the major traditions state it is important to gain an insight into the reasons why we behave the way we do and to learn to control our impulses. It is stated that it is this potential for self-control which makes us human and separates us from the animals.

Many people make the mistake of trying to learn advanced ways of getting what they want from others before they first learn to deal with themselves. This is a critical mistake. Our ability to exert control over others is entirely reliant upon our ability to know our own strengths, weaknesses and motivations and how to use these to get what we want out of life. Any attempt to skip past self-mastery will only result in frustration and ineffective outcomes further down the line.

You will now be given the tools and techniques to understand who you are, what you want and how to make sure you get it. You will learn the key ideas behind self-mastery and, more importantly, how to put them to immediate and powerful use. This will allow you to feel focused, energized and influential in absolutely any situation you find yourself in. Most people have only situational confidence, meaning they are able to feel effective provided the environment they are in is familiar. It is far better, however, to feel a deep sense of core confidence that transcends any circumstantial factor.

## **Know Your Outcome**

The absolute key to self-mastery from an NLP perspective is always knowing what you want in any given situation. If you are unsure of what you are aiming for then you will never be able to determine the best strategy of how to pursue it. Always have a clear objective in mind and realize that any objective, even if it's imperfect, is better than no objective at all. You can always refine and adjust your goals as you progress towards them and learn more about what you do and do not want.

It is important that you make your intended outcome, your target, as clear and specific as possible. Many people make the mistake of being too vague and setting their goals as something which cannot be measured or assessed. It is vital to avoid that trap and instead ensure your goal is something definitive, which progress towards can be measured, and which has a clear end. Let's explore this through the exploration of an example.

## **Know Your Drives**

Knowing your outcome is an essential first step on the path to self-mastery, but it is by no means enough on its own. Without knowing your deepest drives, the very things that motivate you to take massive action in this life, you will be unable to effectively reach your outcome. We will now explore how to uncover your deepest drives and use them to motivate you towards your chosen outcome.

To start with, you should begin to write down anything that comes into your mind when you think of what motivates you. You shouldn't judge or question yourself and just write down anything that you think of. When you can't think of anything new, stop writing. You should have a list of various things in front of you. The exact number will depend upon the personal number of factors that happen to motivate you.

After you have your final list, you should rank the factors in front of you from most to least. Which invokes the greatest feeling of motivation in you when you read it? Which is the second most? Proceed in this way until you have ranked all of the factors. You will now have a clear ranking of your drives in front of you. Write down the top three drives separately, from highest to third highest.

## **Know Your Values**

You have now established your intended outcome and linked it on a deep

level to the main drives that motivate you in life. This is powerful but to increase your chances of self-mastery even further you should establish your values and similarly link them to your intended outcome.

There is no point in suggesting which values you may wish to consider as it is such a highly personal subject. Just think of the things in life which matter the most to you. Some people find it is helpful to imagine you are running for a position of political office. Which issues do you focus your campaign on? What do you promise the voters? This exercise is powerful to help you have a clear idea of your major values.

### **Motivation Is Temporary, Habits Are Not**

To achieve your intended outcome, you need to have the understanding of your drives and values described above. It is vital you complete both exercises before proceeding. After doing that, you are ready to establish the two major pillars upon which the rest of your self-mastery rests motivation and habits. Both are essential to move you towards your aims. The key difference between the two is that motivation is quicker to gain but is shorter lasting whereas habits are harder to establish but are longer lasting.

In order to motivate yourself about your outcome, you need to think about all of the ways you will feel good after achieving it. For example, imagine you are seeking a promotion at work. Think not only about the practical changes that will happen in your life after achieving the promotion, but also of how these changes link into deeper aspects such as feelings and values. We will now explore this process through an example.

### **Energize Your Potential**

You now have taken the time to establish a method of summoning motivation on demand and linking this motivation into the habits you have determined are needed to achieve your goals. It is now time to tie all of these separate factors together to ensure you are consistently energized and moving towards your goals. This is done by ensuring you have a full understanding of your potential, your aims and the way of nurturing your potential. All of this will now be explained in a series of easy to carry out, practical steps.

You must first assess the different areas of your life that matter to you. For example, you may be trying to make progress in the areas of money, health and careers. You now need to have a thorough understanding of your potential in each area, in a way which is intended to serve and support you. For example, you may want to firmly envision how you have the potential to

earn a lot of money in your lifetime, by thinking of other times you have earned money. You may want to envision what your body will be like after a few months of working out and sticking to a sensible way of eating. You may wish to imagine yourself taking moves towards your dream career, such as by networking online or by gaining new skills.

When you have an understanding of your potential to achieve in each area, you need to think of the particular habits that will serve, support and energize your efforts in each area. For example, if you wish to earn more money, you might want to think about the most useful books to read, the most profitable skills to learn and the most relevant people to network with. When you have a set of clear actions such as this you can take action, confident that your efforts are leading you towards your wider aims.

### **Destroy Your Doubts**

When you were thinking about the areas of life that mattered to you, and the things you wanted to achieve in them, it is likely that your mind began the process of resistance. It is entirely natural that your mind put forward a range of excuses and doubts as to why you won't succeed. This happens because the human mind is conditioned to seek comfort and activities which do not disturb the status quo. We have the power to overcome this natural inclination but only through exerting conscious will.

There is a process by which you can overcome the doubts in every area of your life. To start with, write down all of the areas that you have previously identified as important, such as wealth, health, relationships and so on. When you have written all of these down, write down all of the doubts that spring to mind with each. For example, with regards to relationships, you may doubt you have the right personality to meet people, or that there is some deficiency with your looks, or that you don't have the right level of income to attract a long-term partner. Don't judge or censor your doubts - just write them all down clearly.

### **Fight Your Phobias**

There is a chance there is some type of phobia in your life that holds you back from feeling as confident as you would like. It is almost impossible to feel as if you are in total control of your life if you know there is one thing that can make you feel irrationally fearful at any time. You will now be given a simple but effective NLP technique which is used to diminish your fears and phobias.

# PSYCHOANALYZING PEOPLE

This can be difficult in and of itself because people aren't always even aware that they're experiencing background emotions. Trying to break into them can be difficult in that case. In such a situation, you need to be more reliant on your knowledge of people in general as well as the person in question to see what's going on underneath it all.

Normally, people manifest background emotions in a couple of ways. There is immediate overcompensation, immediate under-compensation, and using a coping mechanism.

Immediate overcompensation is often used in the face of shocking emotions. There are a few tells when it comes to immediate overcompensation.

Consider the case of somebody trying to stay strong when they hear bad news. Their immediate reaction is to maintain eye contact and force a smile and a 'happy' tone. However, if you focus more closely, there are obvious tells. Their eye contact, for example, will be eerie and a bit too strong, and they may purposefully attempt not to move their eyes to stop themselves from shedding tears. The smile will be clearly forced because it won't be present in their eyes, or they will show a neutral face that's too stiff and unaffected. On the inverse, the tone of their voice will be so affected to the point that they either sound robotic, or they sound like they're a waiter at a restaurant trying to get a tip.

Immediate under-compensation is the exact opposite problem. Instead of trying too hard to hide their secondary emotion, they may only partially try to hide it, leading to some pretty obvious tells. This is a lot less common than overcompensation, though, so it's not too important in a relative sense.

What's really important is to understand the development of coping mechanisms. The development of coping mechanisms is a central part of psychoanalyzing people and learning how to undermine these and break inside of them — as well as understanding why they form in the first place — is a central component of manipulating people.

The development of coping mechanisms often occurs over a long period of time. It can be seen as a way of overcompensating in response to a given unwanted stimulus which occurred either once or many times.

One of the most prominent and easy to identify coping mechanisms is the development of a power complex. These normally develop because of a period in a person's life where all power and autonomy were stripped.

Perhaps they grew up with narcissistic parents, for example, and were never allowed to make their own decisions. In response to this trauma, when they are older, they deal with the emotional strain by taking advantage of power whenever they can possibly get it.

When you recognize a power complex, you start to develop routes that you can use to manipulate these kinds of people. For example, you have two different kinds of approach you can use to handle someone with a power complex.

The first is the most obvious, appeal to it. If you work with the person in a way that you actually appeal to their power complex, you can get them to feel like they're in charge even if they aren't. This can be a useful tool, but there's a lot of things you need to consider before you can do it correctly. For example, you have to layer everything, so it seems like they really are in charge and not like you're just trying to get them to feel like they are. A cunning way of doing this is to put yourself 'under' them by lowering your tone of voice. Don't be defensive but make yourself sound vulnerable by changing your tone of voice ever so slightly.

The second is a little bit strange, you can try to exert more control over them. This one is far more difficult to pull off than the last one. If somebody gets off on having as much power as possible, you can try to undermine their power by acting in a manner such that you're superior to them. In other words, emotionally emasculate them. You can do so by prodding at some of the things that you think bother them and use these things to get under their skin in a subtle way that they don't notice you doing it. The repercussions of this technique are much greater though. You can effectively change the dynamic so that you're in charge. However, you can also mess up terribly and make the other person angry enough to shut you out completely.

Being able to recognize a lot of these things and patterns is essential to manipulating people and getting a grasp on them through neuro-linguistic programming, so be sure to take time to study up on what kind of things people usually carry with them. A lot of them are pretty clear: poor

childhoods, getting bullied in school, and so on and so forth.

# WORDS

That being said, most of the techniques involved in effective speaking are non-verbal. To cite the cliché, it's not so much about what you say as to how you say it. There are eight basic elements of effective speaking, and only one of them is actually about the words you use.

The elements of effective speaking are gentle eye contact, facial expression, warm tone of voice, expressive gestures, relaxed disposition, speaking slowly, keeping it simple, and using the right words. If you do nothing but master these eight elements, you will see your powers of persuasion skyrocket.

## **Gentle Eye Contact**

Entire books have been written about the importance of eye contact in communication and for a good reason. Eye contact is incredibly important and goes a long way in establishing a connection with other people. The thing you want to be mindful of is what kind of connection you are establishing. First, not making or even avoiding eye contact can be subconsciously read by your target as discomfort or nervousness. "Eye-blocking" is the process of closing, shielding, narrowing, or averting the eyes to indicate when we feel threatened or don't like what we see (Navarro, 2008).

On the other hand, too much eye contact or "hard" eye contact can be perceived as aggressive, uncomfortable, or even creepy. The trick is to hit a safe balance with your target. Make eye contact but make it gentle. Don't scare them down; make eye contact that feels easy and natural.

Gentle eye contact will make you seem incredibly magnetic to your target. Not only will it make them feel relaxed around you, but it will make them feel connected to you, and subsequently, more receptive to what you're saying to them.

If and when you do make eye contact with your target, it's usually best to let them be the one to break contact with you.

If you are constantly making eye contact and then looking away, you run the risk of seeming nervous, and therefore making your target feel suspicious,



threatened, or agitated.

However, if you seem like you are going out of your way to maintaining eye contact, it can start to feel creepy or invasive, and therefore make your target feel suspicious, threatened, or agitated. If eye contact starts to feel uncomfortable, break it off, but do so in a slow, natural way.

### **Kind Facial Expression**

If you're a top-level sales executive or a CEO looking for some tough negotiating tactics, you might see the word kind and roll your eyes. Kind? Whoever won a negotiation with kindness?

Well, a lot of people. If you're a politician negotiating with a hostile foreign power or law enforcement trying to persuade a terrorist not to kill his hostages, kind is probably the farthest thing from your mind.

You aren't in this situation to make friends, you may argue, you're there to persuade the other person to do what you want.

In these, and other persuasive situations, it's true that you're not trying to make friends. But if you come across as a friend rather than a foe, you are far more likely to persuade your target to do what you want them to do. Put, if you can lower your target's defenses and get them to relax, they will be far more willing to listen to you.

No matter how calm, reasonable, or soothing your voice is, if your facial expression is tense, closed, or hostile, then your target won't be able to relax, and you will have a much more difficult time persuading them. A kind facial expression, on the other hand, will disarm your target.

What you are trying to exude with gentle eye contact and a kind facial expression is warmth. When talking about personal presence, warmth is how we show our goodwill toward others without having to utter a single word.

When people are warm, we believe that they will use whatever power they have to benefit us.

### **Warm Tone of Voice**

Effective speaking isn't just about the words you choose - the tone you choose is just as important, sometimes even more so. A harsh, threatening, or pushy tone of voice will alienate your target and raise their subconscious defenses. Speaking in a monotone or a mumble won't alienate your target, but it will put her to sleep, which probably isn't what you want either.

A warm tone of voice is the best for enticing someone to listen to you.

Whether it's a speech, a negotiation, or a conversation with your boyfriend, you want the other person to want to listen to you, and a warm tone of voice is an easy way to make that happen.

This is the power of a warm tone of voice. When your defenses are down, you stop formulating counterarguments, you stop looking for loopholes in the other person's argument, and you stop checking your watch to see when class is going to end. A warm tone will put your target in a tranquil state of mind, which is the best state of mind as far as listening to what you have to say, remembering what you said in the future, and, most importantly, being influenced by what you have to say.

The warm tone of voice doesn't just make your target feel calmer. To pull off the warm tone of voice, you have to feel calm as well. If you allow your doubts, fears, stress, or desperation to creep into your voice, your target will be able to hear it, and they will be much harder to persuade. By forcing yourself to relax and speak in a warm, calm way, you'll start to feel more confident. Confidence alone can dramatically increase your ability to persuade, so confidence plus a warm tone of voice is a winning combination (Cialdini, 2017).

### **Expressive Gestures**

Sitting or standing perfectly still can make you appear stiff, wooden, and cold to your target audience. The key to effective speaking is warmth, and a rigid, unmoving posture is hardly warm.

A little bit of drama makes sense in a speech, but the same passion might seem a bit ridiculous if you're trying to persuade your neighbor to comply with the neighborhood water ban. However, expressive gestures don't always have to be as dramatic as raising a fist or pounding the pulpit.

Expressive gestures are about conveying emotion and about directing your target's emotions. If you want someone to look at something, point to it. Roll your eyes to show that you think something is frustrating or silly. Smile when you are talking about that you love. These simple gestures will go much further in prompting similar emotions in your target audience than even your words will.

Mark McCormack is an attorney and the founder of one of the first American sports management firms. Law and business are two fields where people find themselves in a lot of tough persuasive positions, and if you can't master the art of speaking, you're not going to get very far. He is famously quoted as

having said “all things being equal, people will buy from a friend. All things being not quite so equal, people will still buy from a friend.” In other words, people are far more willing to listen to, support, or work with someone they perceive to be warm, friendly, and caring (Fine, 2003). Whatever you do, don’t cross your arms. This gesture is almost universally interpreted as hostile or uncomfortable. If you are telling a story, having a conversation, or giving a presentation, “speak with your hands.” Slight dramatic or comic hand gestures to accompany what you’re saying heighten the “performance” of your presentation, and therefore do a lot to keep your target focused and engaged in what you’re saying.

### **Watch out for nervous ticks as well.**

Tapping your foot or your fingers, constantly adjusting your glasses or twirling your hair - these small, repetitive movements are ways that our brain subconsciously releases tension. And no matter how friendly your tone of voice, these small gestures will be registered, consciously or subconsciously, by your target for what they are - signs that you are nervous.

### **Relaxed Disposition**

Remember the principle of social proof. We are all wired to be social mimics. This means that if you look nervous, your target audience will become nervous too. If you are relaxed, your target will relax too.

But a relaxed demeanor is not only important for your target - it’s important for you, too. Anxiety causes us to forget things more easily, stutter over our words, and can even manifest physically in nervous movements like pacing or picking at our clothes. The more nervous you are, the more likely you are to forget what you’re saying or unintentionally misspeak. Nervous hands do embarrassing things like spill coffee or drop papers. Nervous feet do embarrassing things like trip going up the stairs or bump into the buffet table. The more relaxed you are, the more in control you are, and the more focused you are.

The reason anxiety is so detrimental to effective speaking is because anxiety is essentially a loss of focus. If you are nervous, you aren’t thinking about what’s happening, you’re thinking about what could happen or might happen. And while’ you’re worried about what might go wrong, some do go wrong because you’re not paying attention to what you’re doing!

The real trick to a relaxed disposition is to remain firmly focused at the moment. Don't let your mind wander any further than the next slide on your presentation. If you are focused on what you are saying, how you are saying it, and how the target is responding, you will have full control over the situation.

You'll be able to adjust to your target's behavior, answer your target's questions, and deliver your message in a way that is clear, effective, and persuasive.

### **Speaking Slowly**

Go back to your favorite podcaster or late-night radio DJ. It's not just their warm tone that makes you want to listen to them - it's the speed at which they talk.

Audience and presenters have a different sense of timing. Stage actors probably know this better than anyone. Because you, the presenter, are so hyper-focused on what you're doing and what is coming next, you perceive time to be moving a lot slower than it is. Your audience, on the other hand, is probably more relaxed than you are, and so perceives your timing a little faster than you do.

What this means is, if you are talking at what you think is a "normal" pace, it probably sounds to your target like you are babbling. This causes you two problems. First, if you're babbling, your target has to concentrate a lot harder on what you're saying and may miss crucial information. That extra concentration will also make it harder for them to relax, and therefore make them less likely to be swayed by your argument. Second, rapid speaking is something we do when we're nervous, and so no matter how confident you may feel, the rapid speech will probably be interpreted by your target as anxiety. And if your target perceives you as being anxious, they are less likely to believe you know what you're talking about.

# THE POWER OF WORDS

As much as our thoughts have impact in what we manifest in our lives, it is argued that in our words lies real power. It is our words that mirrors our innermost thoughts. Words are full of power. Words have power. Words can evoke emotions, words can tell stories, and influence the thought of others but this all depends on if you use the right words at the right time.

Words are said to be more powerful than weapons. They have a more lasting effect on people than even a random act of violence. It is true that we live in fear of acts of terrorism, mass shootings, and serious crimes, but it is important that we should be careful about who is saying the words that would trigger the violence.

## **How Do You Create Power With Your Words?**

Here are some steps to take on how to create power with your words.

### **1. Choose Your Words Wisely-**

It has become a normalized thing as humans to talk about our problems.

So, when we decide to complain about our problems to other people, we are actually choosing to show others how much negativity we hold within us.

When you say something out loud repetitively, your words soon become the truth. Not only the truth in your own mind but also in the minds of everyone you are speaking about your problems too.

If this is something you constantly take on, ask yourself; are you really satisfied with telling yourself and everybody that you know that you are miserable, sad, depressed, unsuccessful, or whatever else you have been complaining about? Especially when you know how much of an impact those words are bringing into your life.

You can change this by practicing self-awareness over the words you choose to speak out. Strip yourself of every negative word and turn them into positivity. Turn your “can’t, no, wouldn’t” into “can, yes, would”. Next time you catch yourself about to use negative words, stop at once! Regain your control and structure your word positively.

## **2. Make an Affirmation of Who You Are-**

Make an affirmation of who you are, of what your dreams, hopes and successes are. The words “I am” are two small words that hold incredible powers. They can be considered the most precious words to have in your entire vocabulary. When we are describing or defining ourselves, we start with the words “I am”. So, when you say ‘I am...fat /ugly /shy / depressed’ or ‘I am...beautiful/ glowing /successful /happy’ you’re creating this truth for yourself.

For the power of words to take full effect in your life, start your day with a positive affirmation beginning with these powerful and magical words ‘I am’.

## **3. Speak from The Heart-**

When we talk negatively and complain about things that worry us or things that we think is happening to us, we usually do so from a place of fear. The next time you feel like talking bad about yourself or others, ask yourself these questions:

‘What is the reason why I am saying this?’

‘What do I gain by saying this’

‘Will what I want to say make me or other people happy?’

Ask yourself these three important questions and you will be able to filter your words.

So, it is important that you choose your words importantly and be conscious about it. When you are speaking, do it from a from a place of love. Do it for yourself and for others.

## **Here Are The Reasons Why Words Are Very Important:**

### **1. Words Explain Complexity-**

There are certain situations that you find it hard to explain unless you have the right word. Words like ambience. You know when a place has a certain mood to it, how the atmosphere feels. Especially when you walk into a room and you can feel tension in the air. This single word, ambience, is able to perfectly explain that complex situation.

Words give simple meaning certain things and also provides understanding.

### **2. Words Share Emotions-**

Words are used to explain our feelings and emotions. For example, someone really annoyed you, when you don’t say anything, and you keep it bottled up there is a 100% chance that the person who offended you isn’t even aware of

this. Expressing your emotion 'anger' by turning them into words can resolve the issue at hand.

You should be aware of how your words fit with the emotions you are trying to express. Your words can either help or hurt it. When you are angry, you might tend to say negative and aggressive words. It is important that you find the right words and express yourself in a calm and level-headed manner.

### **3. Words Helps with Imagery-**

Thoughts can paint pictures in your mind but sharing that thought and forming them into the right words or combination of words can paint a picture of exactly what you are trying to say in other people's minds. For example, a writer who writes a story. This writer turns words into imagery so as you are reading, you are painting a picture in your mind.

# **Rules Of A Successful Communication**

## **Prepare to make it seem effortless**

The last thing you ever see good public speakers doing is trying to be good. They speak as if they are not bothered by where they are or who they are speaking to. It seems completely natural. This is how they win even the toughest of crowds over.

What the audience seldom sees is the hours checking the venue and equipment to make sure nothing plays against them or malfunctions on the day; the hours of rehearsing the speech and gestures so it all seems random and spontaneous on stage; the affirmations and other relaxation and motivation exercises.

They only see the finished product and that truth on the stage is the only one that matters to them; they never see behind the illusion.

## **Making mistakes**

Most of the time you find that few to none of the people in the audience ever really know what the speech is supposed to sound like, so there's no point in worrying about making the odd mistake. Great speakers know these two things: 1) the audience is on your side; 2) the mistakes you make on stage are almost never as big, noticeable or memorable as you imagine they'll be.

This is great for helping with nerves, making sure that you don't dwell on the mistakes when you make them, and keep moving forward. Move on as you would in everyday conversation and the audience will soon forget about whatever mistakes you made.

## **Think about talking, not making a speech**

Once great speakers are done with their preparation, they no longer feel the need to actively think about making a good speech. They know that muscle memory will soon kick in and things will come naturally as if they were on autopilot.

A part of this happens in the preparation phases but is vital to remember before hitting the stage as well. The best speakers often make it seem as if their speech is part of an ordinary conversation. The most impressive elements of the speech happen in the preparation/practice phases of the speech. What happens on stage is simply the by-product of this, so there's usually nothing to worry about at this point.



### **Personalize the message**

Some of the best and most captivating speeches are often the ones that tie in with a personal story or two. People love stories and nothing better communicates why the content of your speech is important than a story about why it's important to you.

Stories are often easier to remember than facts, so punctuating a fact-dense speech with enjoyable stories regarding or including those facts will not only make them more memorable but will also add a level of sincerity to the speech that most people just can't fake. Don't be afraid to add a touch of authenticity to your stories by placing them with a personal story here and there.

### **Start with the end in mind**

Few things are more annoying than speeches that seem to take forever to get to the point. Top public speakers know that by the time they get to the point, the audience will be lost to them. Regaining the audience's attention once it's gone is very tricky to do and often not worth the risk, irrespective of how good the point of the speech actually was.

It is far better to start with the point and then build the speech around it. Regardless of the topic of your speech, you want to make sure never to risk the point of it being lost to the audience at any point.

### **Leave them wanting more**

There is absolutely nothing wrong with wanting to leave everything on the stage and leaving the audience in awe of you. Unfortunately, this is not a concert you're headlining. If you watch your favorite public speakers closely enough, you will notice that they often leave the speech at a place that feels like a good logical conclusion without having people ever feel like they were getting tired of listening to them speaking.

The best way to never have the audience tire of listening to a speech is to ensure that the same things are repeated in different ways as often as possible. Becoming too repetitive, though necessary, becomes boring and tiring once the pattern of repetitiveness is predictable and/or uninteresting.

### **Engage the audience**

The best speakers on the planet tend to make a talk feel more like a fun conversation than a full-on presentation of ideas. They do this by engaging the audience using things like eye-contact and, sometimes, audience

participation.

Looking down at one's notes can be tempting to avoid facing the audience and seeing something that might make you feel self-conscious. Avoid this at all cost. Instead, go around the venue, with your eyes, talking to people individually for a few seconds. This will make them feel they need to give their utmost attention.

Asking the audience questions where possible (it doesn't matter if they're rhetorical at times) can make the audience feel like they are a vital part of the speech and so need to keep listening close in case they have to answer questions as individuals or a group.

### **Watch body language**

Make it a point to watch some of the speeches of your favorite speakers with the volume all the way down someday. You will probably notice that you can still feel the emotions the speakers are trying to convey without you hearing the words. This is because the best public speakers are very aware of the power of their bodies to sub-communicate their message, so they use it to their fullest.

They know they run the risk of giving away some of their private thoughts through their body language, so they actively seek to control it instead. This not only enhances their talk but also aids whatever illusion they are trying to keep going while on stage.

### **Confidence**

You probably hear this all the time, but one can never state enough how vital it is to do things with as much confidence as humanly possible. Confidence is not a natural trait for a lot of people, but there are some ways to overcome that.

The majority of one's confidence will often come from having security in their preparation. Knowing that you did everything you logically could to prevent things from going wrong will give a boost to even the most neurotic of people. There are still some other methods to consider if this is not enough though.

Making use of things like hypnosis, meditation, legal drugs, affirmations etc. can be your best friend if you struggle with nerves more than most people.

### **Simplify the message**

If you were invited to give a speech somewhere then there is a good chance

that people already respect your authority on that subject. This means that there is no need to go writing a speech that is filled with jargon or other difficult language to understand.

Truly great public speakers will do their best to mold their speeches to the audiences so that no one is lost. It is more important to be understood than it is to impress. This is common knowledge among the best public speakers. They are not afraid to let the content they are presenting to the impressing while they focus on making sure their talk is engaging and understood.

### **Congruency**

Giving a speech is every as much a viewing experience as it is a listening one. As such, it is important that an orator make it a point that their bodies and voice match every part of their speech.

They look and sound excited when they say something, they consider exciting. They sound bored when they say something, they consider boring. They will even laugh when saying something they consider funny.

This is congruence, letting the effects of one's words show in the face, body and voice. A lack of congruency can add an element of detachment that might give the impression that there isn't any need to pay attention to your words, ruining what could have been a great speech.

### **Be passionate**

This is probably another point that is stated too often, but that does not make it any less true. Having a passion for the subject at hand pouring out of a speaker can have an almost hypnotic effect. The only thing that might match this kind of intensity is the energy that comes from a person giving a speech visibly fighting going off the rails because the topic they're speaking about them fills them with that much emotion and energy. This alone can make a speech so engrossing that forgetting it is no longer an option.

If you ever find yourself in a position where you have to make a speech, make sure it is about something you feel very strongly about or at least approach it in such a way that you end up feeling so strongly about it and your audience will reward you for it.

# PSYCHOLOGICAL TECHNIQUES OF PERSUASION

## **Understanding The Subconscious Mind**

Subliminal persuasion is a term that is found in advertising quite a bit. It can often be associated with the idea of tricking someone into picking up a message, but oftentimes, the person doesn't realize that they are picking up that message. This kind of persuasion is done on a level that it is hard for the victim to pick up on how it is being done quickly.

The idea that comes with this subliminal persuasion is that it can send out influences on others, influences that stay below the detectable conscious human level. Those who are being manipulated in this manner aren't going to realize what is going on until it is too late. In some cases of manipulation, one can recognize that it is happening at that time. But for the most part, those who are manipulated in this manner can go for years before even realizing that this has happened.

## **How Does The Subconscious Mind Work?**

There are two parts of the brain, the conscious mind, and the subconscious mind. Our subconscious mind is going to work the hardest out of the two. This part is never going to shut down, even when we sleep, and it is always on the lookout for what kind of decisions we need to make. Depending on the situation, it will make these decisions before we even realize what is going on.

Even when we are resting and letting our conscious mind take a break, the subconscious is putting on various movies for us to look over, in the form of dreams. This part of the brain has so much information available to it that it can create things like dreams, daydreams, delusions, and other forms of dissociation in a way to process all that it knows.

It is impressive how limitless our brains are. There might be several things we can know, but it hasn't been found yet. So far, researchers have only been able to make assumptions on how now they think that the brain can go. And even though we can pack information into the brain all day long, all without feeling like we know too much, many of us are happy working with the knowledge that we already have.

It is incredible how powerful our subconscious mind is. It is going to consume an estimated 95 percent of our brain, but we don't necessarily have full control over it. This part of our mind is often believed to be the reason why we develop specific fears, or why some people have certain addictions. If you had ever had a time when you had the emotion or a thought, but you weren't sure why you were having these, that is probably because the subconscious sent it your way for one reason or another.

Your subconscious mind is always working, no matter how much you may have been slacking off before. Remember that one time that you decided to stay up all night to finish a test or a project? You may not specifically be able to recollect that night, but your subconscious sure can. It's what's reminding you to get the work done on time, rather than procrastinating again so that you won't have to pull an all-nighter and deal with that pain and worry ever again.

You will find, if you delve deep enough and explore enough, that the key to many of our known issues is going to lie directly in our subconscious. Why might someone think that dogs are scary? If they took a look into the subconscious mind, the most likely would see that they internalized something dark in their past that in turn made them more fearful about dogs. Even though we are learning more and more about our subconscious mind each day, there is still so much that we don't know. And it is possible that we will never fully understand or learn about the subconscious or how it works. But this certainly doesn't mean that we shouldn't give it a try. The more that we can understand how the brain works, on all levels, the better we will get when it's time to fix it in the long run.

The subconscious mind is going to play an important role when it comes to affecting the way that you behave, in shaping the way that your personality will be, and many other aspects of your life. Many people don't understand how the subconscious mind is going to work, or what kinds of mechanisms need to be in place to govern its operation.

You have to be very careful about this subconscious mind. It not only gets to

control your behavior, but it can also affect the perception of events and how you look at the world around you. If you saw that two people are nearby and who smiled back at you while looking at you, then you might fall into the mistaken belief that they are trying to make fun of you.

It is tough for the subconscious to accept a brand-new belief, especially if it is one that contradicts an opinion that is already there. This means that it can be tough for you to accept that you are a confident person if you have spent years believing that you had no confidence and that no one wanted to be with you.

This doesn't mean that all hope is lost. Otherwise, the manipulator wouldn't waste their time on anyone older than three who had lots of thoughts in their subconscious mind already. There are a few steps that you can take to make this part of the brain work for you, including:

- i. Change the beliefs that are held in your subconscious mind by using some actions. If you want to change the beliefs that you have, such as "I am not good at math," then you must make sure that you put this into action. Maybe you can ignore that thought and study hard so that you start getting good grades in math. Then, the subconscious mind will begin to see that you are pretty good at math, and these beliefs will begin to change.

- ii. Do go against these beliefs: Don't use any affirmations that don't make sense to your subconscious mind. These may sound great, but if they go against some powerful beliefs, then you may need to work with something else to get them to work.

- iii. Remember that your subconscious is not going to do magic for you. Some people believe that their subconscious can do some extraordinary things. For example, they may think that they can use this part of the brain to lose weight while they still get to eat anything that they want. But these kinds of thoughts show that these people don't know how the subconscious mind works at all.

- iv. Now, you can work with this part of the mind to lose weight, but you have to put in some action, rather than just assuming the mind is going to do it on its own. For example, you could modify some of your beliefs, do start working out more, and be careful with the food you eat in order to lose weight.

## **Persuasion**

How is a manipulator going to get people to think and behave differently?

There are many subtle ways that they can use to press their agenda without turning the victim off or even letting them realize what is going on. In the area of persuasion, there are six main principles, and will include the following:

- a) Reciprocity
- b) Consistency and commitment
- c) Social proof
- d) Authority
- e) Likability
- f) Scarcity

While persuasion is a type of science, it can also be seen as an art. If a person pushes too hard, then they are going to come off as being aggressive. But the manipulator is going to be able to do the right balance between using persuasion without becoming aggressive so no red flags will come up. They will befriend the other person, talk with them, and make sure that the two are on the same page as much as possible. Then, they will start to use some of the tactics of persuasion to gain control over the other person and get the power that they want.

### **The Psychology Of Persuasion**

Persuasion is a mighty force that we are going to see in our everyday life, and it does have a level of influence on our society as a whole, as well as on the individual. Mass media, legal decisions, news, politics, advertising, and more are all going to be influenced by the might of persuasion and that same persuasion is going to affect us as well.

They think that they can see through any sales pitch that comes their way and have a good comprehension about what the truth is in any given situation.

There are so many different types of persuasion, and they aren't all going to be a push a salesman who wants to sell you something or even a commercial on the television. You will find that persuasion is subtle. And it can come from people we are close to, ones we wouldn't expect at all. The way that we are going to respond to these influences is going to depend on our background, along with many other factors.

When most people think about persuasion, they are going to focus on some of the negative examples of it. This is the way that a manipulator would try to use persuasion. But there are times when belief can be used in more of a positive way. For example, if you have ever seen a public service campaign

that urged people to stop smoking, or to recycle, then you have seen an example of positive persuasion.

Always remember that no matter how intense the persuasion is, the victim does get a choice in how they act. The manipulator may work to take away this choice or make it seem like there aren't any choices, but there is still that freedom of the choice present. There are a few key elements that come into play when we are talking about persuasion. These are going to include:

- 1) Persuasion is something symbolic. It is going to use a variety of features, including sounds, images, words, and more.

- 2) Persuasion is going to involve an attempt by one person to influence another person or a group of people.

- 3) Self-persuasion. The person is always going to have the freedom to make a choice, and they will never be coerced.

- 4) Methods of transmitting persuasion can occur in many different ways. This can include options that are nonverbal and verbal, as well as through face to face, internet, radio, television, and more communication options.



# LANGUAGE DIAGRAMS

Persuasion and influence go hand-in-hand. Both are important in many aspects of life – and they are both considered an art rather than a science. When it comes to influencing someone, being able to persuade him by changing his mind, shaping his opinion, or prompting him to make decisions all matter. As we all morph into a more flat, matrixed, and flatter team models, the idea of ‘power’ does not solely rely on position. Now, who can influence more is the one with more power.

In order to become an effective influencer, you should be able to make use of both style and substance. More importantly, you should also establish a solid foundation of credibility. When these are present, then the language of persuasion becomes your main weapon.

Persuasion techniques also have their own level. Whether you are a beginner, an intermediate one, or an advanced user of persuasion of techniques, you should be able to discern when to apply these techniques to maximize their effectivity.

## **Basic Persuasion Techniques**

### **#1. By Association**

This is one persuasion technique that is commonly used by people who are the early stage of improving their influencing skills. With this technique, you try to link the particular service, product, or idea with another thing that is already liked by your target audience. Association is a powerful technique although it does not explicitly claim that you will be able to achieve these things.

Let’s take an example – associating the concept of ‘family’ with the brand such as Coke through emotional transfer has been an effective tool used for many years. The term ‘victory’ has also been associated with another brand ‘Nike’.

## **#2. By Bandwagon**

Another persuasion technique that can be used by newbies is the Bandwagon method. Basically, what you want to achieve it to make other people realize that ‘everyone else is already doing it and so should you’. Most people want to have a sense of belonging and they do not want to be left behind. So, in this technique, your ultimate goal is to make sure that your prospect is ready to hop on the bandwagon with you.

## **#3. By Testimonials**

OK, this is probably one of the most common methods, yet it works really well despite being around for decades. This is because people tend to pay extra attention to celebrities. Whether we admit or not, following a celebrity or being a fan is one of the guilty pleasures anyone can have. When big brands make use of celebrities, famous athletes, models -- it is easier to influence people into trying the same product.

## **#4. By Using Humor**

Many of the ads that we usually remember are because of the humor injected into it. When we see them, we laugh, and we feel good. Thus, it becomes a great persuasion tool. When you associate your product or service to something that makes people ‘feel good’, it becomes easier to influence them. This works when it comes to relationships too. When you are able to be intelligently funny to someone, it becomes a lot easier to influence him or her to continuously like you.

## **#5. By Repetition**

As they say, repetition is the key to retention. To influence and persuade people, you should be able to repeat your message subtly and in various ways. Have you ever found yourself humming or singing an ad jingle in your head? You may not like the product itself but since you see the ad almost every day over the Web, on TV, or even in print ads, something about it sticks. When it sticks, it becomes a lot less complex to influence the person.

## **#6. By Experts**

This is a form of testimonials too. It is common that people would look at the logical reasoning or expert claims behind a particular item. If you are an expert on one area, it would be easier to find an expert testimonial. For instance, if your prospect customers are parents or moms – then the expert should be a mom as well who is known in a particular field.

### **#7. By Bribery**

Yes, we all love freebies, don't we? This is one technique you can employ as well. When you want to influence people, give them more than they expect – discount, promo, holidays, etc. Influencing people also means being able to give them good value for money, good returns on their investments, etc. As you hone your skills, you will then be able to influence more effectively using the succeeding techniques.

## **Intermediate Persuasion Techniques**

### **#8. By Being Charismatic**

I must admit – I am quite guilty of this. I get persuaded into buying something if the endorser itself is someone that tickles my fancy. For instance, if you present yourself to be bold, confident, strong, and sleek, then you could expect people to listen to you more.

### **#9. By Presenting Novel Ideas**

People love new things. It is no longer surprising that people place great faith in technological advancements. One method to influence people is by presenting an idea that is new to them. By offering something novel, it gives them that sense of pride of being one of the first to get it.

### **#10. By Using Rhetorical Questions**

One of the most effective ways to elicit reactions from people is by asking them questions. Questions such as, "Do you want to become a millionaire before you hit 30?", "Do you want to live debt-free?", "Do you want to be as stunning as Monica Bellucci?" – these are all set up to build alignment and to establish rapport before the sales pitch takes over. Usually, these are the type of questions that would capture the attention so that your prospect would stay longer and listen to the sales pitch.

### **#11. By Nostalgia**

This is the opposite method of #9. In this method, you try to influence people by making them excited about the 'good old days. As changes come at a rapid rate, there are people who get tired of it and would want to get back to the days when life is so much simpler. A good example is the revival of the Nokia 3310 in this time of advanced smartphones or that easy-to-prepare food that brings back memories of childhood.

### **#12. By Offering Simple Solutions**

We live in a complex world and people are constantly seeking for simpler solutions. If you intend to influence someone or a target market, offer relief by proposing a simple solution to any problem. Advertisers, for instance, like the concept of ‘one-stop-shop’ for any particular service which enables consumers to address their multiple needs in one place.

### **#13. By Showing Slippery Slope**

This is quite similar to using ‘fear’ as a weapon for influence. Instead of predicting positive results, you can influence people by showing them the looming dangers if they do not act and make a decision immediately. For instance, in order to influence and persuade people to invest, you could show the possible scenarios when the recession kicks in. Anything that could give them the picture of what could happen if they do not do something can be used in this technique.

### **#14. By Presenting Scientific Evidence**

In this method, you get to present facts that would eventually influence someone to make a decision instantly. Many people tend to consider themselves ‘people of Science’, or those who are keen on knowing the scientific principle of one product before buying them. For instance, if you are trying to sell a collagen-based skin care product, you need to explain the role of collagen and what it does in the biological makeup of the skin. By showing pretty girls using it in ads may not be sufficient.

In the succeeding items to be shown, you will learn the techniques that influencers of the advanced level make use of. Note that you do not have to jump to this list right away.

## **Advanced Persuasion Techniques**

### **#15. By Analogy**

A good analogy does not only help in influencing people, but also creates a sense of truthfulness which then helps in establishing your credibility. A weak analogy, on the other hand, can instantly break interest. So, when using this method, make sure the comparison is still logical and not over the top.

### **#16. By Understanding Group Dynamics**

This is a more intense version of the ‘Bandwagon’ technique. By

understanding the specific beliefs of a group of people, it will be helpful in understanding the influence method to use. For instance, if you are selling a high-end product, you would certainly look for a market that can afford them. However, you can also capture the market who aspire to be part of the group.

### **#17. Ad Hominem**

This is a Latin phrase that means ‘against the man’. In this technique, you do not influence people by attacking a product, but the maker itself. This method is also referred to as ‘attacking the messenger’. It takes skills and a colossal amount of research to do this. Incorrect use of this method may lead to other complex problems, so use this with care and discretion.

### **#18. By Scapegoating Method**

This is one powerful method that politicians of today make use of influence voters. They tend to highlight the failures of former politicians or leaders to capture the trust of the voters. Another example is when they blame a particular person, organization, or race on a problem.

One clear example here is when politicians vying for a position in an incoming election would blame the undocumented immigrants for the rising unemployment rate. Unemployment itself is a complex matter that is bound by multiple factors.

### **#19. By Knowing the Right Timing**

Timing is of the essence even when it comes to influencing. You need to know what is happening around you, what are the current affairs, and current problems that need immediate solutions. An ill-timed proposal, for instance, can instantly go up in smoke when people find the timing irrelevant.

### **#20. Card Stacking**

Bin this method, you do not tell the whole story, but only select the parts which are considered favorable to your audience or target market. While this could work well, it is imperative to know how you could justify the ‘hiding’ of the facts. Again, as this is a tricky method, you need to be ‘great’ at this to make it work.

As you can see, there are ‘dirty’ tricks that people can do to influence people. While they are entirely incorrect, it takes a great deal of care, courage, and common sense to use them. If you are not exactly comfortable with using the

advanced techniques, you can still the beginner and intermediate methods.

**Remember** - each one of us has an influencing style that we are most comfortable with. Evaluate yourself and find your own. If you have finally grasped how you could do better, it's now time to learn how you could increase your influence in this digital era.

# POSITIVISM

Mental models are created by the experiences we have with family, school, and friends. Everything in your life shapes your mental models. When you were eight years old and was bitten by the neighbor's big dog? This mental model was created that all big dogs were going to bite you or be aggressive. It is a false mental model, but your mind believes it. So, it is true for you. The mental model can be changed, as well. First you need to identify this mental pattern, and then make a decision to change it. You could start by visiting friends with big dogs that are gentle giants. Be in the same room and start to pet and interact with them. Keep doing this until your brain makes new mental model connections. Get out of your comfort zone.

Build connections that support that the idea that not all big dogs are aggressive and will bite you.

Once, you are comfortable with the idea of being around big dogs, your anxiety will reduce, and you will feel at ease around a bigger breed of dogs. The new mental model you will have is that not all big dogs are aggressive. We find it easier to complain and stress and worry instead of just being happy and content. We can, but at times, we let the negative take over.

A negative mental model would view this scenario like this. You are in a fender bender, leaving the grocery store. Not a big deal but, just an inconvenience at the time. Two days you drop your new phone and the screen cracks on it. Today you forgot your lunch on the counter this morning and had to walk to the cafeteria to have lunch. A negative attitude would complain and ask why are these terrible experiences are happening to me? They would dwell on the negative and negative things will continue to happen as long as the negative mental models are still in place.

On a positive attitude, the person would think well; the accident could have been a lot worse. I could have been without a car for several weeks. The phone screen could have been cracked so bad I couldn't have used it, but it wasn't. Walking to the cafeteria will help me get my steps in for the day. Can you see the difference between the two? Having a positive mental model will create a more satisfying and grateful life.

WHY? You will be thankful for the situation that it wasn't worse. You will feel happy and joy more during the day and the rest of your life. But you need to take control of thinking, shift your negative thought and turn them into the positive ones and change your attitude.

The key to creating new mental models are recognizing the old ones that are not serving you. The ones that restrict you from getting out of your comfort zone or not letting you be the best version of yourself.

Once, these mental models have been brought to your attention; you can start to change them and create mental models that will enhance your life. As a support to this, please consider that according to scientists getting exercise in for 20 to 30 minutes a day will increase your overall health. This will also help with information processing, release stress, and to create new mental model connections.

If you are faced with a problem and it is troubling you, consider going for a walk or run. Exercising could give you the answer you are looking for. You CHOOSE to take a run (i.e. you identify your state of mind and decide to take control over it to change it, and take action about it ) and start to think of the conversation, and while you are running, you begin to make new mental model connections. You begin to look at the argument differently and can see her side of the dilemma. After the run, you feel better. Your mind is clear, and your body feels relief because you have just released all the stress that you have had all day.

The choice to make new, better mental models is up to us. We can keep living the way we are, not do anything differently and inside feel miserable and unfulfilled or choose to be happy and joyful. The choice is always up to you. We can choose to be happy or sad. So, choose wisely.

The comfort zone is where safety and security are felt even if we are miserable and unhappy with our life. The world around us is always changing, and we have to change with it. Staying in the comfort zone will not continue to serve you. You want to lose forty pounds, but you are scared to go to the gym because you think others will criticize you.

So, you let the feeling of insecurity and rejection keep you from getting healthy and feeling better. This is how a comfort zone can keep you from being a better version of yourself. The flip side of that is, or creating new mental models, is if you did decide to go to the gym 3 days a week and take advantage of the personal trainer the gym offers you will shed the forty pounds (if not more) and feel strong, confident and more positive and willing



to try new things and make new mental model connections. You will start to expand your learning and self-care along with wanting to help others in ways that feel good to you.

All this newfound beautiful life by stepping out of the comfort zone and creating new mental models. In order for humans to be the best version of themselves, they have to keep moving out of the comfort zone. New mental models also, means new comfort zones. Recognizing the comfort zones will keep you moving forward and experiencing all that life has to offer you. Keep moving; you will keep improving yourself when you do. Most of the time, we are simply scared to move out of that comfort zone. We fear failure, rejection, or being singled out.

We all want to “fit in” we are a gathering species. It’s what we do. We like the connection to our tribe, and sometimes we go against what our inner mental models tell us and do what we feel we have to do to stay in the tribe. What isn’t realized is when you follow your true mental models that serve you well? You will find your TRUE tribe, and it will be amazing! Be willing to create new mental models and be open to new people that may turn out to be your new tribe that will accept your uniqueness because they will have similar mental models that align with yours. Be brave to discover new mental model connections.

A positive mental model can benefit you in so many ways. Changing them at times can be challenging, and other times it will be simple. Be aware that it will take time to create these new mental models that will serve your life. So, don’t give up if you don’t see results with some of them right away. As an example, meditation may seem hard for some because we are not always able to sit quietly and to listen to our inner guide. The world around us is always busy, and lots of noise around can easily distract us. Sitting still is uncomfortable and hard for some of us.

However, the more we practice it daily, the easier it will get. It may take months to feel the benefits, but they will come, just be patient and mindful you are building new mental habits.

Sounds silly but, these challenges will make your brain think differently. Simple changes in mental models can bring HUGE inspiration. A new perspective on how to see the world and how you function in the world.

## **Tips To Change Your Mental Models To More Positive Thoughts**

### **Be Grateful**

I cannot stress this enough. The best antidote to sadness or depression (I am not talking about a pathology here) is gratefulness. Establish a routine according to which you take the decision to think you have and how far you have come in life.

### **Create a Mantra**

This one is helpful for focusing back on the positive mental models you have set in place. A mantra can be compared to a powerful prayer. It is a statement you tell yourself over and over when you feel overwhelmed or stressed or just need a reminder that life will be fine.

### **Prove Yourself Wrong**

The mind can lie to us. It can tell us we can't possibly receive that promotion.

I can't run a mini marathon. You will never be able to find your soul mate. When these thoughts come to mind, you know deep down that they are a lie but, you still believe them.

Be in control of what you are thinking. Be in control of your thoughts. Is it really true you can't run a mini marathon? You may have already run several 5k races and maybe a ten miler. I think you can put in the training and run a mini marathon. So, prove your mental model wrong. Set a goal and run a mini-marathon and create a new mental model that says you can run a mini-marathon because you did it.

### **Get out of the Comfort Zone**

As anticipated, the Comfort Zone can be compared to a killer of dreams and motivation.

When in the comfort zone, you choose to stay and not grow into the person you were meant to be.

We are all meant for greatness but must be aware that in order to find that greatness we have to move outside of the comfort zone we have grown accustomed too.

### **New Perspective**

Taking a look at a situation from different angles can help in changing a mental model. Make the conscious effort to have a positive way to think about it. See it from another person's view. View it as a positive instead of a negative.

### **Improve the Moment**

Take a moment and think about all the amazing people and things in your life will help you redirect your attention. Listen to music, dance, sing could also help you redirect.

It will take your mind off of what is going on at the time and redirect your focus.

After 15 minutes or so, Becky was ready to head back to work and get the project done. Less stressed and less overwhelmed than before.

### **Positive Thoughts**

Be grateful for the life you HAVE now. Start from the simple things but Desire more; it's your birthright to have all that you want. It's not selfish, and you aren't getting more than anyone else. The door is open for all of us to have all that we want, but we have to be willing to create the mental models and put in the work that it takes to get those things. Want to change your life financially, spiritually, and mentally?

# Change The Emotional State Of People

## Emotional Manipulation Tactics

Emotional manipulation happens when an individual try gaining power and control by the use of sneaky and deceptive tricks to transform the thoughts, perceptions or behavior of their victim. Emotional manipulation happens in subtle ways that it is almost impossible to detect when it is happening. In relationships, partners that are manipulative disguise their need for control through methods that look like genuine love.

Individuals use psychological manipulation to exercise influence on a person by way of mental distortion or exploiting their emotions. The aim of these kinds of manipulations is to gain control and power over the victim and use them for their benefit.

There is both a healthy social influence and dark manipulation. Most relationships enjoy a healthy social influence where there is a give and take kind of understanding. However, in dark manipulation, one person uses another for their benefit. The manipulator deliberately identifies the weaknesses of his victim and uses the knowledge to create a power imbalance. Once the manipulator is in control of the victim, they are now at liberty to use them for their gain.

Various tricks are used by dark psychology manipulators. It is important to identify them so that you can avoid being manipulated. Some of these tricks include:

**Home court advantage** - A manipulator when meeting with them will always insist on meeting with you in areas where they have the full advantage and can easily dominate and control you. They will insist you meet them either in their home, car, or office as long as it is a place where they feel familiar or in control.

**Allow you to speak first** – manipulators always let their victims first speak so as to try and identify their weaknesses. For instance, a salesperson will probe and ask you general questions to try and establish your thoughts and behavior. They do this to establish your weaknesses and strengths so that they know how best to manipulate you to buy. this kind of manipulative questioning is also common in relationships and workplaces.

**Manipulating facts** – manipulators use this tactic to make excuses for their

actions or to blame the victim and accuse them of causing the victimization. They distort the truth and withhold information that is important. They exaggerate or understate facts to create a one-sided bias.

**They use statistics and facts to overwhelm their victims** – the people that use these tactics are intellectual bullies. They want their victims to believe they are experts and knowledgeable about certain things, so they gain their trust and manipulate them. They know their victims may have little knowledge about an issue and they use that to their advantage. This is common with people that want to victimize their victims financially or professionally. By using expertise as their power, they hope to manipulate their victims in order to push their agenda through. Some people use this tactic when they want to show they are more superior intellectually than others.

**Use procedures and red tape to manipulate** – some people use bureaucracy to manipulate others. They want to maintain authority and use laws and by-laws as well as complicated procedures to show their might. By doing this, they make your life difficult and you end up doing what they want. This technique is also used by people that want to hide the truth, hide their weaknesses and flaws and avoid being scrutinized.

**Use of raised voice and display of negative emotions** – some individuals in order to gain an upper hand use aggression to manipulate their victims. They believe by projecting a loud voice or displaying negative emotions, the victim will submit to their will and hand them what they need. In this case, they also use strong body language to increase their impact.

**Negative surprise** – this is aimed at throwing their victim off balance, so they gain an advantage of them. The information comes without warning leaving the victim with little or no time to prepare and counter their move. If you want the manipulator to keep working with you, they may coerce you further because they know you need them.

**Denying you time to decide** – this tactic is commonly used in sales and negotiations. The manipulator pressurizes you to decide without giving you time to weigh in the facts. They believe when they put tension on you, you are likely to crack and give to their demands.

**Use of negative humor** – a manipulator will use this to control you and by targeting your weaknesses. A manipulator will make remarks that he or she disguises as sarcasm or humor to make you look inferior to them and insecure. They want to make their victims look and feel bad with the hope of imposing psychological superiority over them.

**They use criticism and judgment** – a manipulator will use these tactics to make their victims feel inadequate. The manipulator openly picks on their victim. They marginalize, ridicule and disregard their victims and cause them humiliation. They deliberately make you feel that there is something wrong with you and they are more superior to you. Regardless of your efforts, the manipulator works at making you feel inadequate. The manipulator focuses on negativity and does not give constructive solutions or help to their victim.

**Use of silent treatment** – a manipulator will intentionally fail to answer your calls or text messages. They control and overpower their victims by causing them to wait and placing doubt and uncertainty in their minds. They use silence as leverage against their victims as a mind game.

**Pretend to ignore** – this is when the manipulator plays dumb. They pretend not to understand what their victims want or want to do. The manipulator wants their victim to take their responsibility while they sit back and watch. This tactic is common with children when manipulating adults. They use it when they want to delay or stall and cause adults to do what they needed to do themselves. Some grown-ups also use this tactic to hide from their obligations.

**Guilt baiting** – manipulators use unreasonable blame to target the soft spot for their victims. They blame their victims for causing them unhappiness or failure. A manipulator in order to get what they want; they coerce the victim by falsely blaming them for their own mistakes.

**Victimhood** – the manipulator uses a condition they may have, to manipulate their victim. If they have a health condition, they use it to get sympathy and favor. They want their victims to pity them and in return get what they want. A manipulator uses this tactic to exploit the goodwill of others by making them feel guilty if they don't do as asked.

Dark psychology is more common than people think. Every individual is

capable of using dark tactics to get what they want. It is important to know that these tactics although they may seem harmless to some, they cause harm to the victims.

There are those individuals that intentionally use these tactics to cause harm to their victims. These kinds of people have developed a form of psychological personality disorder and need treatment. It is important to always check yourself not to be using these kinds of tactics to harm others. Psychological persuasion that is beneficial to all parties is healthy and allowed. However, any kind of manipulation aimed at taking advantage of the other person is dark psychology.

It is also important as an individual to identify these tactics so that you avoid being manipulated. When a victim is manipulated, it may cause long-lasting psychological trauma to the victim. Avoid being negatively manipulated and protect your loved ones too.

# CHANGE THE DIRECTION OF PEOPLE'S THOUGHTS

Communication has always played a critical role in human interaction. Furthermore, experts have also claimed that communication is mainly non-verbal. Without the necessary internal and external resources used for interpreting body language, the individual will most likely miss the message. Thus, reading people, which takes a massive part in the communication process, should be given utmost importance.

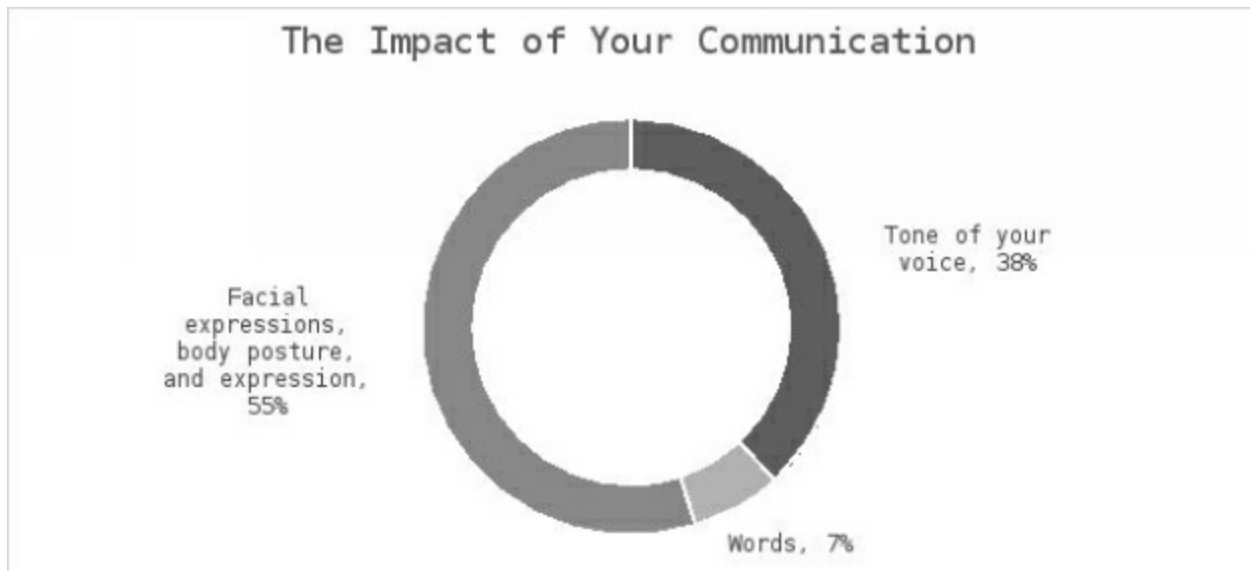
In reading people, you must know what they truly feel without relying much on what they actually because, in reality, each one of us lies. Thus, verbal communication cannot guarantee the truth. Without the truth, reading people is a waste of time. You read people so that you can learn about the truth. It is essential that you find out what they are really thinking, what their true thoughts are, and how they feel about a particular situation. If you know the truth, it would be easy for you to understand that person; thus, it would also be easy for you to handle them accordingly and manipulate them.

With that being said, this book aims to guide you through the process of influencing people through verbal and non-verbal cues. It is never easy to read people. More so, it is challenging to analyze people and influence them to perform a certain action that you desire. One must be keen and, must let go of all of the biases and misconceptions about people.

## **Understanding All About Body Language Cues**

This is crucial as manipulation heavily relies upon these non-verbal cues. Manipulation is defined as an act of altering the environments to adhere to the characteristics that you want. Thus, to change these environments, you must be able to know the truth first. From here, you employ questionable tricks, such as misdirection, temptation, and distraction, to get what you want. First, look at the chart below to get an idea as to the impact of your communication.





### **Functions Of Non-Verbal Communication**

To read people, you have to rely on both verbal and non-verbal communication. Verbal communication is as direct as it is. However, no one can guarantee that people are always saying the truth every time. With that in mind, those who wish to manipulate and influence people to do specific actions must rely on non-verbal cues to learn more about the other person.

- **Complementing**

Complementing is done to add credibility, as well as support what has been said. If you are to look at non-verbal communication as something genuine, then the message is strengthened. However, if it were fake, you would doubt the authenticity of the word. When you are happy, a real and genuine smile will complement the actual message that you are satisfied. If you say that you are happy, yet you are not, there is doubt placed upon your confession of being happy.

- **Regulating**

One can regulate communication using non-verbal language. Whenever you are conversing with someone, you cannot keep telling the other person that it is their time to speak whenever you are done with what you have to say. Through non-verbal language, a person is already able to tell when it is their time to speak.

- **Substituting**

As the name suggests, substituting allows non-verbal language to take over verbal communication. There is a variety of non-verbal language that is obvious. Whenever someone you do not like is invading your space, you take a step back to say in a non-verbal way that you do not like the fact that they are too close, no words necessary. Even one's facial expressions are clearly non-verbal language that is easily picked up by another person.

- **Accenting**

Another function of non-verbal language includes accenting. This is used to emphasize your verbal message. A great example would be to hold someone's hands when delivering bad news. When you are disciplining a child, you touch their shoulder as a means to reassure them that you still care for them in spite of the anger you feel at that moment.

### **Basic Body Language Cues**

Most of the time, people would interpret non-verbal cues without ever knowing they are doing it. For example: if you are talking to someone and they suddenly changed their facial expressions, you will be able to pick up on that using your senses. As a result, you will be more careful with what you say next. Depending on what you want to attain, you can read the other person's body language to confirm their true emotions.

Now, in mastering neuro-linguistic programming as a means to manipulate people, you need to start with the basics, and that is reading some of the most common body language cues.

- **Eyes**

Those who have studied NLP would agree to the adage that the eyes are the windows to the soul. You can read another person's true emotions by observing how their eyes move or how fast they blink. Even though the eyes are relatively small as compared to the other body parts, the eyes can create numerous expressions that can reveal the entire truth.

Let us start with telling whether or not a person's way of blinking is normal. You have to assess whether they are blinking too fast or too slow. If someone is anxious about something, they tend to blink fast. Moreover, rapid blinking also indicates that they are telling a lie. On another note, if the person is blinking slowly, it shows that they are trying to control their eye movement. You can assume that they are hiding something or trying to suppress an emotion.

How the eyes move also shows how engaged the other person is in the conversation. Those who show interest in the conversation would rarely break eye contact. If an individual frequently breaks eye contact, they may be distracted or bored. Moreover, it can also mean that they are naturally submissive or may be nervous about conversing with other people. Whenever you are talking to someone whom you are trying to decipher, pay attention to how they glance at certain objects in the room. Anyone who barely maintains eye contact and always glances at their watch or at the door is secretly saying that they wish to end the conversation and leave.

The size of the pupils can also reveal how much a person is interested in the conversation. Now, determining whether or not the other person has dilated pupil can be a bit of a challenge even under the right conditions. Moreover, you have to consider that a dilated pupil may have been affected by light. These are the things you have to consider when trying to decide if a person is genuinely interested. The good news is that you are always allowed to test this out. Remember, the dilation or contraction of one's pupil is automatic, so you have to have a keen eye. Next time you are conversing with someone who appears to be bored, immediately switch the topic into something you know elicits interest from the other person and observe the change in their pupils.

- **Voice**

If we are talking about body language, then it is crucial that we discuss the use of vocalic. It is important to note that vocalic is different from the words that pass a message. Vocalic is all about how people communicate with their voice; this includes the way you open your mouth, the tone of your voice, how loud or soft you are when you are talking, and more. If you pay close attention to another person's vocalic, you will notice certain differences in what they are saying and what their voice is revealing. It is important to note that an individual's voice can change depending on the person they are speaking to, the gender of that person, their level of attractiveness, their social ranking, or even their age. Notice how the voice you use when you speak to your friends is quite different from the voice you use when you speak to your supervisor from work. Moreover, notice how your tone changes when you are talking with someone you like or someone you find attractive. Even those who are not experts in voices can easily distinguish the vocalic of an individual. Human beings are made to understand paralanguage long before they could also formulate the needed words to communicate. Animals,

such as dogs, use paralanguage to respond to their masters' commands. They may not necessarily understand the words, but they are able to understand what the message is through the vocalic of their masters. If you can understand the paralinguistic elements of verbal communication, then you can pretty much manipulate the conversation, and thus, shape the other person. Of course, you also need to master how you would react when conversing with someone. You need to know your strengths and weaknesses and be aware of your vocal strengths. This level of awareness will let you influence others because reading their vocalic gives you the ability to analyze them and their true intentions. Thus, you would like to know how to handle them regardless of what the situation is.

There are six types of vocalic that you should be familiar with – rate, volume, tone, pitch, vocal signature, and rhythm. The rate of speech pertains to how slow or fast the person speaks. With this, you will be able to tell people's emotional state, credibility, and even their intelligence. If you are talking with someone and they answer almost immediately, it goes to show that they are very much assured in what they have to say. On another note, hesitation is a sign that the person is hiding something or is lying about something. They needed the time to form the lies in their head. It is important to note that these rules do not apply in public speaking because the speaker would want to be slow as it means they want to emphasize certain things. If a public speaker talks fast, it may indicate nervousness.

Volume pertains to the audibility of the person's voice. By carefully listening to the vocality of the speaker, you will be able to tell their speech's level of intensity through the volume of their voice. One of the most common myths when it comes to the volume of the voice is that a soft voice always represents humility; this is not always the case. A soft voice can very much radiate intensity, especially when combined with the right tone and facial expression. In fact, a soft voice that has a compelling intensity can be very daunting and may sound threatening. Thus, when considering the volume of the voice, you also need to take into account their tone. The tone helps you assess the emotions behind the speaker's words.

# **Agreement Structures, How To Agree With Everyone While Continuing To Maintain Your Opinion**

## **When “No” Means “Yes”**

Have you ever rented a car and been adamant that you didn't want insurance, but somehow walked out with it anyway? Have you wondered how they got you to believe that you needed something that you didn't want in the first place? There is a sort of power and control within the resounding no.

The rental agent already knows that you are going to walk in telling them what you want and don't want. Most people do not want the extra insurance because they have their own insurance and feel like paying extra for more insurance isn't worth it, especially when you probably aren't going to need it. The resounding “no” is so common that it is something salespeople don't even pay attention to anymore. It is an instant reaction that is driven by the fear of getting swindled into doing something that you do not want. So, you walk in already with your mind made up.

However, the rental agent found a way to get you to buy the product still. Think about it, before they even work on your contract, they go outside and walk you around the cars. During this time, they ask you questions about your trip, what you need it for, and then they start telling you about the amenities of the car – that they carry car seats, and they sell you the coverage based on what appeals to you through the conversation you had. You felt like you had a great conversation with the salesperson, but in reality, they were using the time to prey on you because they know what you will need on this trip you are taking and how what they have to offer will alleviate your stress and/or solve your problem.

When changing your audiences' answer from no to yes, it is about understanding how they make decisions, what appeals to them - by testing the waters – how they remember things, and how they look into the future. Most of the time, people remember important dramatic experiences that turn out badly. The rental agent might ask you if you have car insurance and you tell them that you have what the law requires because you own your car.

This is when they realize that they want to protect their car, but they also want to make you think that they are protecting you from having to pay tons

of money out of your pocket. So, they will tell you that they have rental coverage that covers the car bumper to bumper. It is only \$11-\$14 a day depending on the car size, and there is no deductible. If anything happens to the car, it will be covered, and you will just walk away without paying a dime. This might sound appealing to the customer, but they still feel like they don't need it. So, they tell the rental agent not again.

This is when the agent moves to a story to sway the customer. The agent tells the customer they understand how they feel. Telling them that they buy the coverage doesn't help. They need to tell them a story that they will remember, a dramatic one, which will sway them to their side. The agent brings up an encounter with a previous customer who felt the same way as the current one. The customer was adamant about not getting the coverage that covered the car and rented the car without it.

Another car ended up hitting them in the parking lot, and they walked back in asking if they could get the coverage. The rental agent had to end the rental contract, and not give them the coverage because it is illegal to sell it after the rental agreement has been made and after an accident. The customer ended up paying for the damages out of their pocket, as well as the life of the rental in the shop, which means they had to pay the amount of the rental up to five days. All because they didn't want to pay an extra \$30. Due to this story, the current customer ended up purchasing the coverage that covered the car.

When the agent was telling the story to the new customer, all they remembered was the outcome of the crash in the parking lot. They didn't remember anything else about the story, just that they didn't want to go through what the previous customer went through.

Covert Persuasion can be used in different situations, especially when you are trying to win and bring them over to your side. In customer service, you want them to talk about your competitor and discuss their past experiences because if they were satisfied with that experience, they wouldn't be talking to you. One of the things that you have to do is make sure that you don't scare them away so that they do not want to purchase from you.

Have them tell you a story of a great purchase experience they had. This helps you from not scaring them off because you are having them remember a fun experience. For instance, if you are a stockbroker and the potential customer is someone who has lost money in the stock market, you will understand why they don't want to risk money again. But isn't that the risk with the stock market? You're not going to make money every time.

The broker has to be careful in this situation, and they cannot guarantee the potential customer or investor that they will not lose money again. That will be a lie, and that will break their trust right there. The broker has to point out that it is a possibility that they would lose money again. However, it is more likely that they will get typical returns with their investment.

Persuasion research is very clear, especially with covert persuasion. The speaker must show the audience both possible outcomes for them to be successful. If the speaker doesn't indicate that the investor might lose money in the stock market, they will continue to be afraid of it and choose not to invest with your brokerage firm.

When you show them that losing money is a possibility, you also show them what else could happen, within reason. If you make it sound too good to be true, the possible investor will feel like they are being manipulated, and they will still choose not to go with your firm's offer. By keeping it realistic, there is a high chance that they will succumb to your persuasions.

Be clear with your message delivery. If the possible investor lost the first half of the game, they need to come in strong during the second half. Never let what happened in the past determine what they could possibly achieve in the future.

The whole idea of persuading people is to take away their fear of saying yes, which is normal. People tend to have a fear of the unknown and how their life will change. If you are trying to help someone quit smoking, the person will resist at first because the fear of deterring from their normal routine is too much for them. To help them overcome this fear, you will have to substitute their current fear with one that is far worse. Basically, you are scaring them beyond their worst fears. For instance, the speaker tells the person that if they continue to keep smoking every day that it is going to cause you to die. Can you imagine your kids and grandkids standing over your casket? They will remember you the way you looked in that casket. The idea of their family looking over their dead body scares them, especially when it is something that they could have prevented. This is when the speaker makes the fear less painful by helping them cut down. Tell them to start small by cutting down to half a pack a day this month, then only one every day next month and by the next month, you don't need them anymore. Wouldn't it be great to show your family that you don't need to smoke? Wouldn't it be great to show them how healthy you are?

The speaker used fear to persuade the person to stop smoking and then gave

them a set of instructions that will help them with the new decision that they made. The person was able to see how changing their life and going with what you wanted wasn't hard if they worked at it. They weren't going to be worse off because of the decision, but better.

So, once the speaker can change or is persuaded to do what you want them to do, they should be happy that they listened to you and took your advice – whether it be to change their attitude or behavior or purchase what they are selling. This is not always the case, though.

There is a principle known as option attachment. Someone has a choice to purchase one of two puppies. Either puppy would be a good pet to her, but each one is different. They ponder which puppy they could see themselves keeping, and no matter which one they choose, even though they are not aware of it, they worry that the other puppy will be the better of the two because the person did not choose them.

When someone is left thinking about their options too long, they tend to think that whatever they choose, they are losing something by not choosing the other thing. The initial problem is the choice they are left with. The person feels a sense of disappointment and loss when they realize that they have to let the other option go.

The second factor of option attachment is the feeling of loss. The person felt attached to the other option when they were deliberating.

**There are two ways to help counteract option attachment:**

1. Don't let the person feel any sort of attachment to both of the options. You don't want them to feel a sense of loss. So, make sure that they don't have a lot of time to make the decision. Tell them that the decision has to be fast.

2. If you have to give them more than one option, make the better option more attractive to them so that they do not spend a lot of time making a decision. Don't let them feel connected with something they are never going to have. Give them info about the option and then make them understand why it is not feasible.

One of the things that the speaker can do is use the option attachment principle to their advantage. If the person is resisting everything that you are doing to persuade them to your side, you can make them feel attached to what you want them to do, making it an easy decision for them. For instance, going back to the puppy scenario from earlier, the person selling the puppies can



tell the prospective owner to take one of the puppy's home, and return it if they don't want it. When the person takes the puppy home, they start to get attached and feel a sense of ownership of it. It is hard to give up that feeling without experiencing loss.

# ADD AND DELETE THOUGHTS

Deletion is the process, whether consciously or unconsciously, by which you omit certain aspect of your sensory experience. It is sometimes impossible to take in all the senses of every moment in time, so our brains will detect what is not of value and not pay close attention to it.

An example of this could being at a crowded work party and having to tune out all the other noise so you can hear the conversation with the person standing in front of you or trying to watch the basketball move across the court at the game, tuning out the crowd and even the players because you have your eye on the ball.

The negative side of deletion would be possibly ignoring kind words from a friend because you can only focus on the negative part of an experience or not hearing important information about your flight because you're anxious about making it to the gate on time.

The point is that you create awareness around how you may delete information, positively or negatively, from your experience. The way to do that is through asking the right questions.

## **Unspecified Nouns**

This language asks, "Who or What, specifically?"

In order to have clarity in what we say, we must offer specific information, otherwise, there will be questions. If you state something like, "They never said anything about it," then the question becomes, "Who never said?" Who are they exactly?

Other examples of this could be:

They ruined the game. Who ruined the game?

It could have happened differently. What could have happened differently?

Animals are dirty. What animals?

When you are delivering and expressing the information you want to impart,

even to the self, clarity and specificity saves you a good amount of time and focuses your thoughts to paint the picture clearly.

### **Unspecified Verbs**

This language asks, “How, specifically?”

It is important to know how things are done. Knowing how helps you to realize the steps are taken, or what needs to happen next. If you say to someone, “You will have to learn this,” then the question arises, “How will I learn this?” It would be more specific and clarifying to state, “You will have to learn this by reading, studying, and memorizing the information.”

Examples of Unspecified verbs:

She hurt her arm. How did she hurt her arm?

I am trying to figure it out. How are you trying to figure it out?

He helped me. How did he help you?

They made art. How did they make art?

When you communicate with yourself and others by answering the question of how, you paint a bigger picture of your experience. Instead of deleting the how, you allow it to fill in the gaps of the experience and paint a broader stroke of understanding.

### **Comparison**

This language asks, “Compared with what, specifically?”

Making a comparison usually means there is more than one object, scenario, or experience involved in the description of something. In order to make a comparison, you need something to compare to. If you only say, “I handled that sales report badly,” then the question arises, “Compared with what other sales report? Compared with another colleague’s report?”

Much of the time, our comparisons have a detrimental impact on our mental and emotional well-being, because we are supposing that something else is better, stronger, wiser, or more capable than we are. This limits your experience and keeps you in loops of making comparisons that leave an unrealistic mark on the map of your experience.

Examples of comparison:

New, improved margarine is better and tastier. Compared with other margarine? Compared to the way it tasted before?

He is better. Better than who? Better than you? Better than he was before?

They handled that badly. Worse than what?

Comparisons are often unrealistic, although they can have their value when you are communicating. Sometimes, you have to make a comparison to inform the map of your reality or to try and understand someone else's. When comparisons limit the outcome of your desired reality, they can be replaced with something better.

### **Judgement**

This language asks, "Who says...?"

Judgements are close relatives of comparisons. They don't need to work together or involve each other, but they often do. Take one of the above examples: They handled that badly. The question becomes, "In whose opinion did they handle it badly?"

Judgement is formed because of our own subjective understanding of reality. Because of our unique experiences, we see the world through our own maps and filters, which leads to judgement and its brother comparison.

Examples of Judgement:

It's obvious that he will win. To whom is it obvious?

They have the best ideas. According to who?

I'll never be the one. Based on what evidence?

It is clear that this won't work. Who is it clear to?

Judgement has the ability to muddle clear, rational thinking and can be a powerful thought pattern that leads to disappointments. Understanding that we all have our unique reality, making a judgement can be a fruitless act.

If you are a judge in a courtroom, your profession is to make judgements, but you do it through a very clearly defined and culturally accepted system of laws and rules. Our own realities have the beliefs, values, attitudes, and behaviors that we create through our own experiences. If we are to be the judge of our own life courtroom, we must be sure to ask the question, "Who says?"

### **Nominalization**

This language asks, "How is this being done?"

When a verb that describes an ongoing process becomes a noun, you have a nominalization. An example of this concept is the following statement:

A demonstration of our work performance occurred at today's meeting.

The word demonstration is a verb and a noun, together. A clearer way of putting it would be:

We demonstrated our work performance at today's meeting.  
We were able to demonstrate our work performance at today's meeting.  
Nominalizations turn processes into things which is a very misleading language pattern. The words used can be manipulated in ways that have little to do with our sensory experience. To clarify a nominalization, all you have to ask is, "Who is doing it, and how is it being done?"

### **Distortion**

Distortion allows you to take in information through your sensory perception of reality and change it into something more meaningful, or different, deleting certain things and incorporating others. You take in information and change it with your mind to the desired effect and results.

Distortion can be useful, and it can cause issues. If you distort your reality too far, you walk the realms of illusion and delusion, but understanding the language of distortion can help you ask the questions that allow for a more creative and unlimited reality, rather than a delusional one.

### **Complex Equivalence**

This language asks, "How does this mean that?"

Complex equivalence relates two separate sentences or thoughts to have the same meaning. If you say, "You are not laughing...you are not having a good time," there is an accusation being made. How, then, does not laughing mean that someone is not enjoying themselves.

Utilizing complex equivalence means that you are taking one experience or thought and making it equal to something else, but it is through your own perception of the world, your own mind map, that you make verbal or thought accusations.

Other examples of complex equivalence include:

They sold it. I guess they didn't want it anymore.

She left her gift here. She didn't like it.

I thought I could get the job. I am not qualified.

He failed the quiz. He's not intelligent.

Complex equivalence is a gross misunderstanding of all people and all experiences. We only make these kinds of statements through our own, unique perception of reality, so the question arises, "How does this mean that?"

## **Presupposition**

This language asks, “What leads you to believe that?”

Presupposition is just another term for assumption. Assumptions limit our choices because we decide that something is a certain way before we have an opportunity to know for sure if it is.

Many presuppositions come in the form of “why” questions.

Why haven’t you changed? Presupposes that the person hasn’t changed.

Why aren’t you getting closer to this? Presupposes that they aren’t getting closer.

Other presuppositions appear when you use the words “since,” “when,” and “if.”

Since they aren’t here, they must not be coming.

When he acts like this, he is angry.

If she doesn’t call, it means that she doesn’t want to talk to me.

Since/When/If questions are also tricky and assumptive:

Will you be leaving now since everyone else has? Presupposes you have intentions to leave.

Are you going to do the dishes when dinner is over? Presupposes that you are planning to do the dishes.

Are you going to take the leftovers if there are any left? Presupposes there will be leftovers to take.

When dealing with an assumption, it is usually better not to make them at all, but to ask yourself and others, “What leads you to believe that?” You find out more about how you think, as well as, how others think, which is the basis of NLP and of modeling excellence. Successful people don’t make assumptions; they ask questions to form better understanding to have the best behavior outcome for their experience.

## **Cause and Effect**

This language asks, “How exactly do you make yourself do this?”

The law of cause and effect states that if a certain thing occurs, then it will lead to another occurrence. If/then statements are prominent in the language of cause and effect. The English language encourages thinking in these terms, but through our sensory experiences, we can distort reality but informing our experience of uncertain outcomes because of certain actions.

Examples of If/Then statements are:

If he can come over to this idea, then I will have succeeded in convincing

him.

If we are not on the same page, then we need to break it off.

When dealing with others, you may feel that if you stand up for yourself, then you will be disliked and excluded from the group; or if you say a specific thing to a specific person, then you will make them feel a specific way. This limiting belief can cause you much stress and anxiety; it is not in the hands of anyone to control another person's state of being and awareness. The responsibility of another's feelings is too heavy a burden.

We generate our own feelings and perception of those experiences; therefore no one can make you feel a certain way. No one causes your experience.

Saying "You make me feel..." is a recipe for distortion.

An example of this would be:

He makes me feel sad. How exactly do you make yourself sad by what he is saying to you?

She ruined my experience. How exactly did you make yourself feel unsuccessful in your experience with her?

They never make me feel welcome. How exactly do you make yourself feel unwelcome when you are in their company?

Another word that implies cause and effect is "but." You might say, "I would do the chores, but I am not ready to."

# FREEDOM OF CHOICE IS AN ILLUSION

Your mind is your sanctuary. No matter what else can be lost to others, the mind is yours and yours alone. Or so we think. People like to believe that they are the ones in control of their own actions and thoughts. Many times, our minds can be susceptible to the influence of others, and this allows others to control our minds if we're not careful.

Think about a time when you watched a horror movie. Your mind and your emotions are already being led and influenced in the movie. All the decisions of the director, from the camera shot, the lighting, and the music can determine how you are going to feel and react. Even though you are in full awareness that you are just watching a movie, the brain is going to respond to the prompts when they are given. If our brain can be so influenced by something that we are aware of, how strong would the influence of a dark manipulator be?

Undetected mind control is often the deadliest type of mind control there is. If someone is already aware that their mind is being influenced, then they have the option to object, either physically, verbally, or mentally. For example, they can choose to avoid any contact with the person who controls them. A lot of people are going to run at the first sign they see of a dangerous person trying to get inside the brain and take over.

There are going to be two tactics that the manipulator can use to take over the mind of their victim without detection. This includes the use of media and interpersonal interactions. Traditionally, the media mind control was something that was only possible for the larger company. Most individual mind controllers were left to deal with just the interpersonal interactions. But with the changes in technology now, this is no longer the case.

Smartphones and laptops have allowed even individual manipulators to have media mind control. This can make it a very powerful tool that the manipulator can use. While the undetected mind controller is going to be able to use all these methods, they are often going to be more deliberate and only



take their actions after some careful consideration. They are sometimes seen as a big more coward compared to some other controllers, such as psychological manipulators, but they will take deliberate actions in order to find the right victim to do the attack on.

### **Undetected Mind Control Tactics**

Now that we know a little bit more about undetected mind control, it is time to learn about some of the methods that are used by manipulators in order to control the mind of a victim in a way that is undetected. We are going to explore both the media and the interpersonal techniques that are in the toolkit of the manipulator. Let's take a look at some of the different undetected mind control tactics.

### **Finding Those Who Are in Need**

The first principle that comes with undetected mind control is to find a victim who has a goal. It has been proven that a person who has a pressing desire or need is someone who will be more susceptible to this type of mind control compared to someone that feels satisfied and at ease. This could range from a small physical goal, such as someone who is thirsty and looking for a drink. Or it can be a more psychological goal, such as someone who is craving affection and love.

A good example of this is the experiment that was conducted to look at subliminal influence or undetected mind control. In this study, there were two sets of people who were shown a film, but this film had a hidden image of iced tea. One set of people in the study were thirsty, and the second group wasn't.

After the movie, when the participants were given the chance to purchase a specific drink from a selection, the ones who were thirsty would purchase the iced tea in greater numbers compared to those who weren't thirsty. This shows that, when the brain is desperate for something, they are gladly taking suggestions on what they should choose.

So, how would you be able to use this principle with an individual on more of an interpersonal level? If the mind controller is able to find a victim who is already craving something in their life, then the manipulator will find that it is easier to control that victim. One example is a victim who just got out of a long-term relationship. They may crave the company again and the mind controller would be able to influence their target into thinking that they are the savior for the victim. In reality, they are going to cause harm and even

ruin for the victim, but the victim will crave attention so much that they will fall for the mind control that is put on them.

There are a lot of needs that a manipulator is going to seek in order to exploit their victim including their need for company, their need to belong, and even monetary stability. These vulnerabilities are going to be exploited by someone who is more experienced for a number of purposes. They may want to financially or sexually exploit the victim. They may want to gain the victim's allegiance to form a cult or other extreme movement. Some manipulators just go through this process in order to toy with their chosen victim for their own pleasure.

### **Restricting Choice**

Restricting choice is another form of undetected mind control. It can be a subtle form of this because it is going to provide the manipulator with a range of built-in "get out clauses" if the victim ever starts to get suspicious. The key to this type of mind control is to take away any real choices that the victim has in a specific circumstance, while still providing the illusion that the victim is the one who has the control.

Let's say that there is a woman who is being asked to go out on a date. A regular guy is going to spend some time to ask the question and then stammer out a question that is open-ended. They may say something like "Would you like to go out with me?" This question allows the woman to say yes or no based on their personal preferences. This is the way that people who aren't using manipulation will behave.

But someone who is trying to use mind control will approach all of this in a different way. They will confidently and smoothly work to charm the victim. They will get that person to laugh a bit and lower their guard. Then, with a lot of confidence and assurance, the manipulator will ask something like "So, am I taking you out on Thursday or Saturday?" This limits the choices that the victim can go with. The answer of not really isn't an option here, so the victim will pick one of the dates they are given. The victim can't really say that they weren't in control, but the manipulator had complete control the whole time.

### **Media Control with Images**

Just like our five senses can be guides in our lives, they can also be our enemies. Our sense of sight is very powerful. This is why we can even dream

visually, even when all the other senses are missing, and we can use our sight in order to see images of past memories. This can make imagery as well as visual manipulation a really powerful technique to use with media mind control.

Because of the changes in technology, impactful imagery techniques are in the hands of manipulators all over the place, and they can even take these techniques and tailor them to their specific victim. So, if their victim seems to have a fear or an aversion to something, the manipulator is able to use the feared images to help access and then warp the emotions of a person without the victim even realizing what's going on.

Let's look at how this type of mind control can work. We are in an age where there are lots of smartphones, videos, and more. Everything is shot in high definition clips and can be sent at fast speeds to someone else. This means that a high-tech manipulator is able to allude to the feared image. For example, if a boyfriend who is manipulative knows that his girlfriend has a big fear of insects, they could "accidentally" put a book with a picture of an insect on its cover in the background somewhere during that video chat.

While the girlfriend may not consciously register that the book is there, on an emotional and subtle level, she is going to feel the impact.

### **Media Mind Control with Sound**

Sound is another method that the manipulator can use in order to do mind control. But personal experience and experiments can confirm this. Have you ever had a song that seems to get stuck in your head? How easy did you find it to get that song out of your head? The sound may have had a big influence over yourself, even though you knew it was there.

The power of an audio manipulation is even greater when it is undetected.

Experiments have shown that if customers are exposed to music that comes from a specific region, then they are more likely to order wine from that country. When they were questioned about it later, they had no idea that the sound around them was what influenced them for their decision making.

While there are examples with the media mind control with sound in the media and with the government, even individual manipulators are able to use this kind of mind control as well. One of the creepiest forms of this mind control is to subliminally influence the victim when they are asleep. A skilled mind controller can get their victim when that victim is at the most vulnerable, such as when they are sleeping, and then can implant the dark and devious commands in the ear of their victim. This allows the commands to

sink into the lowest layers of the brain of that victim.

# CREATE DOUBT

There are a lot of ways a manipulator can come onto the scene and cause issues. And the more they are allowed to mess with your emotions, the more trouble they can cause. Some of the things that they can do to mess with your emotional intelligence, no matter how high it may be, includes:

They play on fear. A manipulator is often going to exaggerate a lot of the facts that they have at their disposal, and they are going to feel just fine in overemphasizing specific points. They do this because they hope to scare you into action in a certain manner. The best way to protect yourself against this is to be aware of any statements that imply how you lack the right amount of courage or attempt to instill inside of you fear of missing out. You always need to stop and pause for a bit to ensure you have the whole picture before you take any actions.

The next issue is that the manipulator is going to try and deceive their victim. All of us like it when we know someone else is being honest and transparent. But when it comes to a manipulator, they are going to try and hide the truth, or work hard only to show you the one side of the story that pushes you to act the way they want. For example, let's say that a manager at work tries to spread rumors that are unconfirmed about you in the hopes of gaining a strategic advantage in the workplace.

When this starts to happen, it may feel like there is nothing that you can do to make things easier. But the best step is never to believe all of the things that you hear. Rather than doing this, you could try and base your decision on a reputable source and make sure that you aren't afraid to ask questions when you feel the details are not as clear as you would like.

Many times, a manipulator is going to look at your emotions. And when they see that you are happy, they will try to take advantage of that. Often, when we are in a good mood, we are tempted to say yes to what others are asking of us. Or, we will see that there is an opportunity that looks good, and we want to jump at it, without getting a chance to think it through. The manipulator in your life is going to know about these tendencies and will use them against you.

The best way to take care of this problem and never get trapped because you were in a good mood is to learn to be more aware of all your emotions, and not just the negative ones. When it comes to making crucial decisions in your life, it is essential for you to achieve a good amount of balance in the process as well.

The manipulator is going to take advantage of the idea of reciprocity. These people know that it is so much harder for you to say no to them if they have already done some favor for you. This means that they are going to say yes to helping you with a small favor, will butter you up, and work to flatter you as much as possible.

When this happens, then they will ask you for a big favor. For most people, this makes it hard to say no to the other person. In order to avoid falling into this trap, it is important to have a firm grasp on your limitations. Learn that it is just fine to say no to helping someone else if you don't have the time, or in other situations where it is appropriate.

The next thing that you may see with a manipulator is that they like to push for what they consider the home court advantage. They will try to interact with you in a physical space where they are in control. This could be in their home, in their office, or in another place that they are familiar with, and you are not.

If it is necessary for you to negotiate with the other person, then it is best to do so in a space that is as neutral as possible. If you do need to meet the person on what is considered their home turf, then consider asking for some water and go with some small talk until you can get your bearings and get more comfortable in the unfamiliar location.

You may also notice that they are going to ask a lot of questions.

Manipulators know that it is easy for the victim to talk about themselves.

This is something that manipulators are going to take advantage of regularly and often, they are going to ask lots of probing questions with a hidden agenda behind them. Rather than being curious and wanting to know more about you, they are asking these questions to discover what weaknesses you have, and what information they can use later to their advantage.

Of course, just because someone is asking you questions and showing an interest in your life doesn't mean that they are trying to manipulate you. But be aware of the people who seem only to want to ask a ton of questions, and who are not willing to reveal the same kind of information about themselves at the same time.

You may notice that those who are looking to manipulate you are going to speak quickly. This may be at a faster pace, or they are going to use special vocabulary and jargon to gain a good advantage over other people. If you feel like someone is talking too fast and you are not able to keep up, then ask if they can repeat their point, or ask some questions to see if they will clarify. If they get upset about this one, then it is a sign that you are dealing with someone who may not have your best interests at heart.

Manipulators are often going to display a lot of negative emotions. Some people are going to naturally use stronger body language or raise their voices to show that they are upset. This is often done to manipulate your emotions and make you feel like you are less than them. The stronger this emotion is, the more successful the manipulator is going to become because they will be able to convince you that you don't know what is going on, or that they are more important than you.

The best thing that you can do with this one is practice what is known as the pause. If you see that the other person you are talking to is demonstrating some strong emotions, take a moment rather than reacting right away.

Depending on who the other person is, and the situation you are in, it is possible to walk away for a few minutes and feel better too.

You will also notice that a manipulator is going to be experts at putting the pressure on. They like to tell you about a good deal or something that you can't miss out on, and then they limit the amount of time given to you to react to the situation. They may try to take you by surprise and force you to decide within an unreasonable amount of time. The reason why they do this is that they want to coerce you into deciding before you have time to think it through and determine if it is the best course of action for your needs.

Remember that you are the one in charge, and you do not need to submit yourself to unreasonable demands. If your partner doesn't want to give you some more time to think things through, then it is better to step back. There is probably something wrong with the deal, and you don't want to end up dealing with that in the process either.

And finally, manipulators are good at giving you the silent treatment. When they try to deliberately respond to your reasonable calls, emails, text messages, and any other reasonable inquiry, the manipulator is taking all of the power and is making you wait. They want to make sure that there are some uncertainty and doubt in your mind. The silent treatment is going to be a head game, and the silence is the leverage that the manipulator is going to

work with.

After you have been able to attempt communication to a reasonable degree, such as texting a few times or sending an email, it is time to set the deadline. This lets them know that you are not going to hold out forever and let them play with you. In situations where there are no other alternatives than working with this person, you may need to have a frank discussion that helps to address the communication style of the other person as well.

There are always going to be those people who will work to increase their emotional awareness, both in others and in themselves. And sometimes, these individuals are going to use that power to manipulate and influence others. And this is something that you need to use to help sharpen your emotional intelligence. This ensures that you are as protected as possible when the other person tries to use things against you.



# Create A Positive Perspective

## **You Have the Advantage, Learn How to Exploit That**

With any new thing that you are trying to do and the techniques that you are going to learn from that, there is going to be a kind of learning curve along the way. you will be able to look at some insight into some of the typical stages of progress that occur when someone is learning dark NLP for the first time. Each of the different stages of progress will clearly be described out to you, and then you will have the advice that is needed in order to progress to the ultimate aim of dark NLP, which is to become a constant predator.

To start with is the first stage of dark NLP. This first stage is often known as a tentative form of exploration. During this stage, someone who has heard about the dark NLP and some of the unique ways that it is able to change your perspective on life and the world will begin to consider its ideas, and then can weigh these new ideas against some of their own perceptions of the world.

When you reach to this point, it is possible for the person not to agree with the ideas of dark NLP, they may agree with some of the parts but not all of them, or they may decide that they agree completely with the ideas that come with dark NLP. These individuals are merely judging them in light of the experience that they personally have. To help the individual go beyond this kind of phase, it is advised that you actively seek to apply your understanding of dark NLP to the world around you.

The next thing that you want to work on is figuring out how to push beyond the cautious acceptance. You are able to do this by making a conscious effort to put some of the techniques of dark NLP to the motion. You will want to specifically pay attention to any of the techniques that are related to influencing yourself, as well as others, as fast as you can. You will find that through more experience and practice, and for seeing personal success, using a technique, you will find that it is easier to accept these techniques in your life.

The biggest distinction that comes with this is that once you reach this stage, it is going to show that you are to a new level of progress. You will know it has happened when you realize that you have gained some influence over others, and when you realize this, there isn't a level of guilt that comes with it.

To make sure that you are able to get the most out of this stage, it is important to begin to put it into practice, and to make sure that you track down the patterns that you see with your success. You may find that at this stage of your progress, you are going to benefit from keeping a journal so that you are able to keep track of the different routines that you do, and what happens to work well for your success. You stand the best chance of moving past this particular stage if you can learn how to identify the difference between those times when you are successful, and the times you are not. We can then move on to the level that is beyond casual competence. These are all going to involve a good mastery of Dark NLP, one that can take a long time to reach and succeed at. There are no longer so many levels that are distinct when it comes to progress as there are gradual degrees of improvement. Signs that someone has gotten to this stage of dark NLP is going to include many things such as the ability to read the power balance no matter what situation you are in, the ability to mirror the other person without even thinking about it, and even how to influence the other person with some deep and artificial rapport, without all the effort.

The mastery that you have of dark NLP is going to be reliant on how willing you are to absorb some of the concepts and techniques that are described in this guidebook. To make this happen, you need to be willing and able to take some big actions in your life to get the right influence with dark NLP. You also need to be willing to figure out what patterns are going to lead you to success, and then use this to reach the next level of your mastery in the shortest space of time as possible.

As you are looking through your feelings and your emotions, you will come to a part that your mind is going to automatically think in terms of the concepts that are important to dark NLP. Once this happens, you will be able to interact with someone in a way that is going to force some rapport with them before exploiting them for your own needs. This means that you have gotten to the ultimate goal that comes with dark NLP, which means that you are now a constant predator.

### **A personal SWOT**

The next thing that we need to take a look at here is known as a personal SWOT. This is an acronym that is going to talk about strengths, weaknesses, opportunities, and threats. This is a tool that a lot of different businesses like to work with to help them come up with marketing campaigns and to ensure that they are going to beat out the competition. But you can create one for

your own use that is going to provide insight into the different positive and negative aspects of a person.

So, how do you go through this and make it work for yourself? The first thing that you should ask yourself is to figure out what your main strengths are, and your main weaknesses. You may want to go through and jot down a list of the things that you see as strengths and weaknesses. The order doesn't matter here, you just want to make sure that it is as complete as possible.

After you have had some time to write down all of the different aspects that fit into these two categories that you can, you can then narrow them down.

This analysis is going to take way too long if you have to sort through twenty or more things for example. Pick out the top five things that you can begin to work on and then rank them. This gives you a look at the view of your major weaknesses and strengths and we can work from there.

After you take some time to find your strengths and weaknesses, which are basically the view that you have with your inner self at the time, then it is important to analyze the range of possible opportunities that are going to exist inside your life right now, and any threats that could cause a disruption to the current way of life that you have.

Now, one of the things that you need to remember about here is that your weaknesses are not something that should be seen in a negative light here.

Your weaknesses here are areas where there is a lot of chances for you to improve things. Let's say that three of the personal weaknesses that you want to focus on will include bad presentation skills, limited social life, and a low amount of confidence when you speak out in public. Instead of looking at these like weaknesses, you can look at them more like a puzzle that you need to spend some time-solving. Once you are able to solve the puzzle and get all of the pieces to work together, you will be able to solve those weaknesses and get them to work for you.

You are able to use the information that you get in the SWOT to work with several of the techniques of dark NLP, such as choosing your habits, influencing others, and envisioning your future.

### **Breaking the rapport**

Up to this point, we have spent a lot of time talking about the different ways that you can build up some rapport with the other person, making sure that they are soft to your influence. Now we need to take a moment to learn the best way to break this rapport, and then build it back up over a period of time.

To break the rapport with the other person, it is time to stop mirroring them. Stop using the markers for linguistics that you found earlier. Switch over to a brusque and negative tone of voice and do anything that is going to seem like you are trying to get away from the rapport. You will know that this is successful because the other person in the conversation is going to start acting like they are dejected or confused.

When you do break out of this deep rapport that you had done and worked so hard on earlier, there are going to be two effects that happen right away with them. First, the other person is going to feel like there was some kind of loss that happened because all of the good emotions that you sent their way will be gone. Second, you are going to trigger the natural inclination of the other person to chase after and seek your validation in order to fill up the void of your approval.

Of course, once you are successful at breaking the rapport with the other person, you do still allow them a chance to regain the rapport again. The timing of this is going to need to be strategic in the way that you are able to reward the desired behavior or statement of the other person before you give in. For example, if the other person is trying to regain the rapport with you and they touch you, and you want them to repeat this, you would then reconnect rapport with them at that time. They would make the link of good feelings of the rapport with this behavior and repeat it in the future.

You will find that breaking the rapport that you have built up with the other person can be a really powerful tool, and it is one that you should use in a sparing manner. It is often best to deploy it to make sure that there is sometimes the element of chase and tension in the interaction and to help with the emotional progress that you are building. It is possible to build and break the rapport a few times in the same communication but do be careful about overdoing it. The more that you do this, the harder it is going to be to rebuild that deep rapport and if you push it too much, then you are going to make it so that the person isn't even interested in you anymore.

# **The Most Effective Method To Influence**

The power of persuasion means nothing more than using mental abilities to form words and feelings used to convince other people to do things they may or may not want to do spontaneously. Some people are more capable to persuade than others and some people are easier to persuade than others. The ease of persuading other people is directly connected to their current mental or emotional state. Someone who is lonely or tired is easier to persuade, simply because their defense mechanism is lowered. Someone who is momentarily needy may be easier to persuade than someone who has a strong sense of self-worth. People who are at a low point in their lives are easy prey for others who might try to persuade them to do something they might not usually do.

The first step in persuasion involves the idea of reciprocating. If a person does something nice for someone else, then the receiving usually feels the need to do something good in return.

As an example, if someone helps their elderly neighbor carry in groceries from the car, that neighbor might feel obligated to bake homemade cookies for that person. A coworker who helps complete a project is more likely to receive assistance when it is needed. Many people do nice things for others all the time without expecting anything in return. The person who does nice things for people and then mentions some little favor that can be done in return may be someone to watch closely. He or she lacks in genuine purpose.

There are ways to improve the power of persuasion. Just like any other trait, it can be made stronger by following a few strategies and by regular practice.

Did you know that your body speaks more eloquently than words? Body language is at work constantly whether you are aware of it or not. When you want to master the art of persuasion, you need not only to understand (and read accurately) body language, but also learn to use it to drive your point home.

Body language is a mix of hand and facial gestures, posture and overall appearance. You can decide to use these to your advantage, and you will make people to do what you want without them realizing that you are actually controlling the outcome of the discussion.

## **Why people are persuasive**

What makes a person convincing? Why are they persuasive, and you aren't? There is no single, short answer to that question.

Confidence is the absolute most important aspect when it comes to persuasion.

There's no doubt it's been scientifically proven that it's easier to persuade people when you're confident, when you believe in yourself and trust the message you are passing to the other person. That's because through your attitude, people convince themselves you're an authority on the topic and they'll listen to you, because they have no knowledge or experience, but you seem to have both.

In this framework, it's also crucial to understand that humans are doubtful creatures. We're not very confident and we don't really believe in our own abilities or even experience, so when someone comes along and appears to be confident and to know more, we follow them like a herd of dim sheep.

Persuasion is just as much about the impression you leave upon people as it is about your actual skill. Like many other times in life, appearances are more "real" than actual reality, because that is all other people will ever know about you. It doesn't matter if deep inside, you're insecure or you don't really think you know what you're doing.

On the outside, you're this dazzling, confident creature that can persuade anyone into anything because you've mastered all the important contributing factors: confidence, eye contact, body language, manner of speaking, tone, facial expressions, as well as your general demeanor.

## **Confidence**

How do you think so many scammers make a living?

Now, I'm not advocating that you try to trick people, but I am simply suggesting that we have to work on our confidence. You'll notice that every single person you find convincing has some sort of authoritative stance. It's like their presence demands attention and respect.

## **Eye contact**

Eye contact is a classic, natural display of dominance. It's a technique that's even present in the animal kingdom. Be extremely mindful when it comes to "using your eyes" since they are the first tool you can use during an encounter and the way you decide to use them can determine the outcome of

such a meeting. Eye contact can intimidate, eye contact can attract and push your imagination, create desire and interest, use them consciously and effectively.

### **Body language**

Do you know how often people underestimate body language, or just ignore it outright? Body language is an incredible tool for persuasion. People are always advised to display open body language, like facing your audience, making sure not to keep your arms crossed against your chest, keep your palms open, and all sorts of little tips that we'll discuss at length.

What you maybe haven't heard is that in order to be effectively persuasive, you also need to take note of and use the body language of the person you're talking to. You need to observe carefully your counterparty and by detecting his/her body language predict his/her attitude towards you in real time.

### **Manner of speaking**

Your choice of words is overwhelmingly important when attempting to convince someone, because it must be very deliberate. There's a clear strategy behind verbal persuasion, and it relies on appealing to the person's emotions.

The way you speak and what you say are both equally important, because even though your message may be perfect, if the delivery is lacking, it won't do much good. We've already established that speaking with authority is half the battle, but you also have to speak the right words, in order to win it. If your aim is to persuade, go to the meeting fully prepared about the topic and try some rehearsal before that, so you will have the possibility to observe the counterparty attitude and response while you are talking, in real time, and adjust your speech and body language.

### **Tone**

Continuing on the idea that the way you say things is vastly important, let's talk about tone and why it matters. In fact, I lied when I said tone and message are equally important: tone weighs much more on a person's impression.

If someone has a very somber voice, a serious, measured tone, and an equally severe facial expression, it almost doesn't matter what they're saying – you're going to assume it's grave and important; the actual words or what they mean matters less. A joke told with a serious tone is not perceived as

funny at all.

### **Facial expressions**

Facial expression goes hand in hand with body language and eye contact and is similarly important to tonality. Creating the impression that you mean what you say involves your face, because it will be the very first to betray you or, on the contrary, help you enforce your message.

### **How To Persuade People**

The ability to influence someone during a conversation and make them take a decision is necessary in order to become one of the most important people in the world today.

This ability is useful in business negotiations, and in everyday life.

In general, the impact on people is not so obvious. The basic idea is that people's behavior is often guided by their subconscious simple desires. And to achieve your goals, you need to understand the simple desires of people, and then make your interlocutor passionately wish for something.

It should be noted that in order to influence people you should NOT try to impose or force them to make a hasty decision, or to go for something they did not even consider.

The first step is to try to reach a mutually beneficial cooperation.

If you are willing to put yourself in the shoes of another person from whom you want to get something and understand his/her thoughts, then you do not have to worry about your relationship with the person.

The secret lies in the ability to help the self-affirmation of the interlocutor. What does this mean?

We have to make sure that your companion looks decent in his own eyes. He needs to feel at ease, you need to be able to establish a rapport whereby the person feels she/he can trust you. The person needs to feel she/he can trust you and establish a rapport, that he can open up himself to his interlocutor without feeling that the latter has a specific expectation on him.

Moreover, in order to have influence and control over another person, you must know their personality and behavioral traits. Most importantly, learn how to use this knowledge to master the specific methods and techniques of influence and control the behavior of the other, on the basis of his outlook, character, personality type and other important psychological features.

To help people to look beyond the limits of consciousness, professionals use



a variety of methods and techniques. One of the most effective of these is hypnosis.

This method can directly influence the psyche, whose essence consists of the introduction of human narrowed state of consciousness, makes it is easy to control someone else's suggestion and management.

The ability to manage people, primarily, is to combine the knowledge of human psychology and their personal characteristics. They help to change their own behavior so that this change will cause the desired reaction in others.

Try to be more observant while communicating; it will help you better understand the individual psychological characteristics of the interlocutor. Based on this knowledge, try using the following methods and techniques that will help you manage people correctly and efficiently.

# YOU WIN

You must have a winning mindset and really believe that you will win. Your mindset really drives your performance. You won't thrive and succeed with psychological warfare if you don't believe that you will win. So, believe in yourself. Also believe that you deserve to win. Doubt and insecurities will only hold you back and cut down your confidence.

Approach this war as if you are in the right. Whether you really are or not does not matter. Who is really judging? People are naturally defensive and will always think that they are in the right. Don't believe that anyone is right but you.

Part of having a winning mindset means that you must be ruthless. Have absolutely no remorse at all, ever. You are in this to win this. You won't stop until you win. Guilt and other such emotions are useless. They will simply hold you back from winning. Other people will be more than happy to run you over and beat you at a war, so don't worry about their feelings. Only value your own feelings in psychological war.

## **Keep Your Target In Sight**

Know who you are targeting and what your goal is. Never get muddled about that. There are a few things that you always want to target when you are attempting psychological warfare. The first is the mind. By messing with someone's mind, you can bend his will and make him into who you want him to be.

Peace is also something precious that people guard with all of their might. If you create stress and disturbance in someone's personal or professional life, you will be making him very uncomfortable. Scrambling up his mind and making him doubt himself will also create the mayhem necessary to utterly disturb his peace. You will probably make him want to back down, just so that he can restore peace again.

Reputation is very important. People are quite protective of their reputations.

If you damage someone's reputation, or at least threaten it, you put him in a vulnerable position. He doesn't want to look bad or lose his social contacts. Thus, you can beat him down by targeting his reputation.

Destroying or discrediting his idols and role models will also bring him to his knees. People love their idols. If you tear away someone's idol or ruin his idol in his eyes, then you remove part of his identity. You thus crush his spirit and make him doubt everything that he has believed in.

### **Black Mail**

Black mail is so powerful. Everyone has a secret. You just have to find it. When you reveal that you know the secret, you gain an incredible amount of power. Often, people will do anything to get you to keep their secrets for them.

Be careful with black mail, though. Some people will kill just to keep a secret.

### **Discredit Someone**

A man's reputation precedes him everywhere he goes. Therefore, a person will highly value what others think of him. Discrediting him and tearing down his reputation will destroy him. He won't be able to get the jobs, credibility, and friends that he was able to before.

There are many ways to effectively discredit someone. Ideally, you can find out a dirty secret and leak it to the world. A porn collection, wasting company hours, plagiarizing academic papers – these are all activities that you can use to discredit someone's reputation very easily.

But say you don't know a secret about someone. That's fine. You can still discredit him by making him look stupid in front of others. Tell embarrassing stories or jokes that make him look bad. Poke fun at him with other people, convincing them that he is silly. When you introduce him, you can point out less-than-stellar details to bring him down in others' eyes. Start a rumor about something shameful from his past.

### **Turn Everyone Against Someone**

You may remember this from high school. One of the best ways to hurt someone deeply is to turn everyone against him. Tell people that he said mean things about them, things that will really irk or hurt them. This trick is even better if he really did say those things. Make people think that he is a bad person in any way that you can. Maybe you can set him up so that he

cheats on his best friend or leak ugly things he said about the company he works at on his private social media account. Then, when everyone is angry with him, you strip away his friends and his defenses. He is hurt. You can launch another attack, or you can just sit back and grin as he must fight to get all of his friends and loved ones back.

### **Be Obvious**

Acting like you're doing nothing wrong and being obvious about what you are doing will actually set people at ease. If you are not busy sneaking around, then it will look like you have nothing to hide. Others will think that they can read you and that they can anticipate your actions. They will lower their guards. Meanwhile, you can be working out a great plan in secret.

### **Destroy What He Loves**

Sometimes, you don't need to attack your enemy directly. You can hurt him far more by attacking what he cherishes. You can do something very petty, like destroying his prized baseball card collection. Or you can take a step further and steal away the love of his life, break up his relationship, or cause trouble within his family. The closer something is to his heart, the worse it will destroy him when you attack it.

Sometimes, you don't have to go to great lengths to make a person miserable. Say he loves eating lunch in peace. Attack his peace by bugging him incessantly at lunch or telling people that his lunch hour is the best time to call him. He won't be able to enjoy lunch anymore. He will hate you for ruining this one small thing that he loves out of his trying workday.

Take away privileges if you can. This is what women are doing when they withhold sex from their partners after disagreements. This is also the basic premise of the silent treatment. Remove something someone loves or enjoys with you as punishment. You will likely break him down after a while.

### **Have Someone Else Fight Your Battles**

Tricking other people into working for you will often help you win a psychological battle. Get people to perform actions that may seem innocent. For instance, tell a co-worker to take someone a message. Say "I'm too busy to take this message from Rob to Sharon, so can you do it?" The message can be something horrible that may hurt his feelings.

Getting others to do your dirty work keeps you looking innocent. It also removes some of the effort from the task of bringing down your enemy. And

it might just accomplish turning everyone against him.

### **Distract Your Enemy**

A distracted enemy can't defend himself. The best way to distract him is by threatening him with fake threats, or feints. Using feints, you can use a trick that Sun Tzu referred to as "Create Something from Nothing." Basically, you want to perform a feint. Pretend to try to attack him in some small way that he can easily fend off. Then perform the same feint again. He will react to the first two feints. By the third feint, he thinks that you really can't hurt him and that you're just desperate. He will lower his guard. Then you strike with a totally different plan that devastates him because he wasn't expecting it. You have to lower your pride for this method to work. You may stand to look totally stupid, desperate, or silly if you keep trying the same lame tricks. You have to be patient and let go of ego to make this successful.

### **Attack When He's Weakest**

Sometimes, patience pays. You can wait until your enemy is weakened by a devastating life event, such as a death in the family or a house foreclosure. Then you can really hurt him.

It's also great to pretend to forgive someone and to be his friend. That way, when he really needs help, he will turn to you. You can then refuse to help him when he needs you most. Offer a smile and say, "Sorry but that's not my problem. You shouldn't have hurt me if you wanted my help."

### **Pretend To Be Someone's Friend**

Building on the last concept, you can gain a lot of power over someone if you earn his trust. Pretend to forgive him and try to be his friend. He may want to befriend you if he feels that he wronged you and you're some kind of forgiving saint. Keep him close and learn all that you can about him. Make him think that it is all water under the bridge so that he is not expecting you to attack him.

Then, when you see your opportunity, you can seize it. He will be laid out open for you. You can really hurt him when he thinks that you're his friend. Maybe sleep with his significant other or break something that means the world to him. Get access to his files at work or at his home office when you are hanging out with him so that you can spread malicious rumors about him or expose his embezzlement. These are just a few examples.

### **Use More Than One Attack**

Gather up your forces and launch your very best attack. Totally decimate him. You can use any method that you can to bring him to his knees. Then, gut him with a second, sneakier attack.

You might consider attacking his ego while he is already down. Insult him and attack the things that he is most proud of. Eliminate his friends while he is already down. Do whatever you can to add insult to injury.

### **Strip Away His Comfort**

People are creatures of comfort. They feel comfortable in their current positions. People are most vulnerable when you have them in an unknown or unfamiliar situation. For instance, your enemy might be tough around his buddies, but when you get him in a situation where none of his friends are present, you can rip into him with your best insults. He won't be able to defend himself and no one will be there to defend him. Therefore, he's weak and you get to exploit that.

You never want your enemy to have any source of strength or any advantage. Disable him by removing his sources of strength or support. Strip him of his leadership position or remove him from his comfort zone. When he is lonely, he is weak. When he is unstable, he is weak. When he doesn't know what to do, he is weak. Exploit that weakness. Make your attack when he is at his most vulnerable and uncertain.

# **How To Make Your Suggestions Accepted**

## **Use Speech to Your Advantage**

How you speak to others and how you speak to yourself has a major impact on how your message is received. There are dozens of ways to say the same exact thing. But some ways are more effective than others. Speaking to others using positive terms will make people want to give you your wishes more. Change others' behavior by telling them what to do in an assertive way. But be friendly about it. Avoid saying things like, "Don't do that!" Instead stick to the positive and say things like, "You will do this." The positive terms encourage people to take action. Negative terms tend to incite inaction and defensiveness in people, and they will more often than not do what you told them not to do.

So, if you are dating someone and you don't want him to cheat on you, you can't say, "Don't ever cheat on me." This is not a very effective message. He will promise you that he won't cheat and then he may do it if he is so inclined. You just put the idea of cheating on his mind. Reverse the outcome by saying something like, "Thank you for being faithful to me." Don't mention cheating and don't tell him what not to do. Just tell him how to be by using more positive phrases and projecting what you want onto him.

You can manipulate people using this concept. If you want someone to do something, you can challenge him by telling him not to do it. You both plant the idea in his mind and make him think that by disobeying your orders, he's preserving his freedom and getting what he wants. Little does he know that really, he is playing right into your hands.

## **Get Whatever You want**

One of the great things that NLP teaches is that you can achieve anything that you want. If you want a better memory, don't resign yourself to having a poor one. Instead, take the steps necessary to develop a good memory and believe in yourself. If you want to seduce someone who is out of your league, don't believe that someone is unattainable. Just go after him or her and have confidence. Believing in yourself and your abilities really opens the doors to anything. NLP grants you a wider range of choices than you thought possible.

Dark NLP encourages you to get whatever you want without shame or apology. There's no need to be modest or to hold back. Without conscience,

you should go after whatever it is that your heart desires. Dark NLP uses NLP techniques to show you how to get what you really want.

### **Present Yourself as a Trustworthy Person**

Trust is the crucial thing in every relationship. If your friend does not trust you, he will not commit salient details to you. One of the criteria to win the trust of your friend is to share a very private issue with him or her, and that will make him open his or her heart for you too.

With this gesture, you may win the confidence of your partner, as he is poised to confide in you.

### **Use Your Emotions to manipulate them**

The very first step to analyzing anyone is to analyze their body language. Body language is something that virtually every master manipulator has learned how to read, and it is essential that you learn how, too. Body language is a level of language that we use to communicate beyond the spoken word. You have likely heard about, and maybe even learned about body language in the past. Still, it is vital that you understand how to read body language from a manipulator's point of view if you want to effectively analyze a person.

### **Set a Baseline**

When you have a baseline about people, reading body language and other nonverbal clues becomes more accurate. Tune in to people completely to figure out their baseline or essential behavior. This will help you relate nonverbal clues more effectively.

How does someone react to different circumstances and situations? What is their inherent personality? How are their communication skills? How is their speech and choice of words? What about the voice? Are they essentially confident or anxious?

### **Look for a Group of Clues**

Read clues in clusters, which offer a more accurate analysis of what a person is thinking or feeling. Do not make quick and sporadic conclusions based on isolated nonverbal signals.

### **Spotting Lies and Deception**

While reading people for deception, it is crucial to keep their baseline behavior and the physical setting and culture/religion into context too.



Reading or analyzing people through body language is not an overnight process, but it keeps getting accurate with practice. Try deciphering what people are thinking or feeling by practicing people reading skills at the airport, in the train to work, at the doctor's clinic, or cafe. You'll learn to tune in to their actions and behavior accurately over a period of time.

### **General Body Language Signs**

If you are speaking and someone is leaning in your direction, he or she is clearly interested in what you are saying or keenly listening to you.

Likewise, crossed arms and legs are a huge sign of switching off or being completely closed to what you are trying to communicate.

The person does not really subscribe to your views or isn't confident about what you are saying. Sometimes, people offer wide smiles yet cross their arms while listening to you.

### **Smile**

This information can be extremely valuable considering smile is the single largest weapon people use to conceal their real thoughts, emotions, and feelings. It is a widely established conclusion among psychological experts that a smile is tough to fake. There has to be a genuine experience of joy or happiness for creating that specific expression. When you aren't really happy, the expressions will not settle into their place.

## **Appeal To The Identity Of People**

You need to know a few things about a person before you can make him change. You need to learn what he likes about himself, what he hates about himself, what he wants, what he fears, and what he has doubts about. These are essentially the elements of his identity, but they are also weak points. When you target them, you can change them? You can hurt someone through his doubts, fears, and dislikes, or disable him by removing all of the things that he likes about himself and hopes for. You can also persuade or seduce him by playing on what he wants or scare him into action by provoking his fears. Do you understand now why these five things are so important to using Dark NLP?

Take some time to get to know your victim before you employ Dark NLP. Pay attention to what he does and says. The things that he talks about provide dead giveaways into what he really feels and who he is. He will avoid what he fears and get nervous about what he doubts. He will get excited and brag about his hopes and his sources of pride. You will find plenty of clues into his identity if you just open your ears and listen carefully.

You can also coax someone into sharing themselves with you by talking about yourself. Share your own hopes, fears, doubts, and self likes and dislikes. When you open up, you establish a trusting bond. You also make him want to reciprocate. Listen to how he responds to you and pay attention to what he chooses to share with you.

You can find out someone's insecurities and pride by complimenting him. He will preen himself if you mention something that he likes about himself. He will get rather shy and even hesitant to thank you when you compliment something that he is insecure about. This information is crucial to owning your victim.

### **Influence If Someone Agrees Or Disagrees**

Listen to how someone speaks. Does he say "I feel" a lot? Does he use primarily visual terms, like "I see"? Or is he more of an auditory person, saying "I hear you loud and clear"? How someone speaks can reveal a lot about his primary sensory mode.

If you want to influence whether or not someone agrees with you, use his primary sensory mode to your advantage. Use language that fits his preferred

sensory perception, or modal system, if you want him to understand and agree pleasantly. He will take better to communication that follows his sensory mode. But if you want him to disagree, use an opposite sensory modal system in your speech. He won't understand or agree as well.

You can also change how someone feels based on sensory perception. If someone is a strong visual person, paint an appealing picture of something or someone to get him to like that thing or person. Otherwise, paint a very ugly picture. Speak in his language to influence him more strongly. He will communicate better if you use his terms.

Say you want a friend to go to a restaurant of your choice, but he is feeling a different restaurant. You happen to know that he is a very olfactory guy, with a very sensitive nose. So, describe how great the food smells at the restaurant that you want to go. Soon, you will make him salivate and appeal to him more. You can also complain, "Haven't you noticed that the bathroom always stinks a lot at that place that you want to go to?" The olfactory sensation of an unpleasant bathroom odor will fill his imagination and ruin his appetite for that restaurant, even if he has never noticed a bad bathroom smell there in the past.

Also listen to common phrases that people use. Words that they often repeat will have special significance to them. Think of Barney from *How I Met Your Mother*, always saying, "Legendary!" in funny and creative ways. The word "legendary" holds significance to him. You want to use words that have significance for people. This makes them feel a bond with you.

### **Create Fake Bonds**

It's so easy to create a bond that feels deep to the other person, even if the bond is totally fake and possesses no real depth at all. Dark NLP allows you to make people feel close to you, even if you aren't really close. You can use this bond to gain trust. Then you can use and manipulate people as you see fit.

### **Use The Same Sensory Modal System**

Now you can use this to forge bonds and false closeness with people. So, if someone uses a lot of auditory terms and describes things in auditory terms, he will like you better if you also use lots of auditory terms. You two will have better communication and a sense of sharing something in common, even if he doesn't realize why he feels this way about you.

### **Match Breathing**

Breathe at the same rate as the person that you are speaking to. Even though he won't notice, he will quickly feel closer to you. This may be because people like to have things in common. He may sense that something is similar between you two and as a result, he will trust you and like you more.

### **Mirroring**

Mirroring involves copying the other person to create a sense of similarity. Mirroring creates a fake bond very quickly. People love spotting others with whom they have things in common. Therefore, if you imitate someone's gestures, posture, and facial expressions, you will create a sort of bond that is will feel very strong to the other person.

During conversation, subtly mimic someone's gestures. If he leans toward you, wait a few seconds and then lean toward him. If he crosses his arms, wait a brief moment, then cross your own arms. Smile at people when they smile at you, and frown when they frown. You get the idea.

### **Understanding**

Expressing understanding is a form of reflection. It makes other people feel heard, valued, and supported. They love when people understand them. So, if you act like you are sympathetic, empathetic, and understanding, then you will create bonds with people. People will feel that they can talk to you, and they will open up to you, giving you even more information that you can use for manipulation. They will trust you and turn to you, never guessing that you're really the enemy.

### **Confessing**

Confessing your own secrets can make others open up like clams. You can reveal real or false secrets. Protect your own interests. Just make sure that your confession seems realistic, genuine, and deeply personal. Your moment of sharing will encourage others to confess things to you. Then you have all sorts of information to use against them later on. You also get to forge a bond that isn't really there. You gain the person's trust.

### **Take Control Of Others**

You can start to take control of people by leading and pacing. This method allows you to subtly gain control over someone in small ways. The small

steps that you make at first with pacing and leading can lead to bigger and bigger steps. Once you gain even a small amount of control over someone, you have the potential to take way more control.

As you practice mirroring, you can start to test how deep your rapport with the other person is by making some small movements of your own. For instance, after a few minutes or even hours of mimicking the other person's gestures, flip over your right hand. Ideally, the other person will also flip over his right hand. When someone starts to follow your lead, you know that you have a bit of control. Start to use this control to begin planting ideas in others' minds and lead them into new ways of thinking. Just a small gesture sets the mode for everything.

You should use lots of language to elicit the emotional response that you want in someone. That way, you lead his thoughts in the direction that you want. You can do this by playing on his hopes, doubts, fears, likes, and dislikes. Bring up the things that will make him think positively or negatively about something. This is how you can ruin someone's mood. Or you can uplift someone. Or you can get someone to make a decision by causing him to feel a certain way about a choice.

Remember that people form strong memories and associations with their emotions. This means that while you are talking about a person, you can make someone form a negative association by also mentioning his fears in relation to the person you are both discussing. Take this example. A guy you know really likes this girl, but you don't want them to date for whatever reason. So, you can make him form a negative association with her by mentioning how much she loves men with money. You know that he doesn't have a lot of money and it is a deep insecurity that he holds. This can lead him to think that this girl wouldn't like him and to associate her with a sense of inadequacy. He won't be as likely to pursue her if he has this association. Pacing lets you set the pace for what someone does. Leading means that you lead someone to do what you want. The two combined create a powerful approach that enable you to sneakily and clandestinely take over someone's mind.

# **How To Change Or Weaken Beliefs?**

## **Accusing your rival of what he is blaming you for**

This is often referred to as the act of pointing to another person's wrongdoing. When enduring an onslaught and experiencing difficulty regarding safeguarding themselves, manipulators tend to reverse the situation. They blame their rival for committing the exact things that they are being blamed for. "You state that I don't love you! I think it is you who does not cherish me!"

## **Appealing to power**

Numerous individuals are in wonderment of those in power or authority, or those who have status. What's more intriguing is that there are various images to which individuals experience extraordinary dedication. Remember, those who are easily manipulated admire those who are in power. Moreover, those who are in power are aware of their ability to control others by never criticizing them. Instead, they use complex misleading tactics to maneuver their thoughts and alter their decision-making process.

## **Appealing to encounter**

Gifted manipulators and con artists, as well as politicians, would often state that they already have experienced or encountered certain situations in their life, which makes them someone who is in power. Nevertheless, this appeal to experience provides them with an image of someone who is capable; this may be used to attack their opponent's lack of experience, even though they themselves have experiences that are limited. You can easily identify this manipulation tactic at times when someone is trying to distort their capabilities about a particular subject.

## **Appealing to fear**

People have fears. The unscrupulous manipulators realize a reality that individuals will, in general, respond crudely when any of these feelings of dread are enacted. Subsequently, they speak to themselves as being able to ensure individuals against these dangers, even when they are not capable of doing so. This is the same for when we talked about giving the target a glimpse of how their most desired outcome is achievable, without providing it to them. Nonetheless, there are politicians and legislators who frequently utilize this methodology to ensure that individuals line up behind administrative experts and do what the legislature – that is, the thing that the

government officials – need.

### **Appealing to sympathy**

Manipulators can depict themselves and their circumstance to the public in a means to make them feel frustrated about their current situation.

Utilization of this ploy empowers the manipulator to occupy consideration from those individuals who may be going through the same thing.

Nevertheless, appealing to sympathy is a tactic that most politicians would use to redirect the attention of the public to matters that do not affect their demise.

### **Appealing to well-known interests**

Manipulators and tricksters are always mindful as to how they introduce themselves as persons who possess the right qualities and perspectives among the group of spectators, particularly, the sacred beliefs of the crowd.

Everybody has a few partialities, and a great many people feel contempt toward a person or thing.

### **Appealing to confidence**

This technique is firmly identified with the past points; yet, it stresses what appears to have breezed through the trial of time. Individuals are regularly oppressed by the social traditions and standards of their way of life, just as social conventions. What is conventional to most tend to appear as if it is the correct decision? You must note that manipulators infer how they regard sacred the ideologies and beliefs that the group of spectators is familiar with. These individuals suggest that their enemy aims to obliterate the customs, as well as social conventions. Moreover, they do not stress over whether or not these conventions hurt guiltless individuals. They make the presence of being autonomous in the crowd's perspectives; yet, it would typically be the exact opposite thing. There is a realization that individuals are generally suspicious of the individuals who conflict with present social standards and built up conventions. They realize enough to stay away from these. As a result, there is a kind of restriction on how social traditions are unwittingly and carelessly bound.

### **Creating a false dilemma**

A genuine problem happens when we are compelled to pick between two similarly unsuitable choices. A false dilemma happens when we are convinced that we have just two, similarly inadmissible decisions, when we

truly have multiple potential outcomes accessible to us. Think about the accompanying case: “Either we will lose the war on terrorism, or we should surrender a portion of our traditional freedoms and rights.”

Individuals are frequently prepared to acknowledge a false dilemma since few are agreeable with the complex qualifications. Clearing absolutes is a part of their manipulative tactics. There is a need to have clear and basic decisions.

### **Hedging what you state**

Manipulators frequently hole up behind words, declining to submit themselves or give straightforward replies or answers. This enables them to withdraw at times of need. Whenever they are found forgetting data significant to the current situation, they would think of some other reason for not being able to come up with said information. At the end of the day, when forced, they may be able to give in; however, to be an excellent manipulator, you should renege on your missteps, conceal your mistakes, and gate keep what you state at whatever point conceivable.

### **Oversimplifying the issue**

Since most people are uncomfortable at comprehending profound or unobtrusive contentions, there are those who are fond of oversimplifying the issue to further their potential benefit. “I couldn’t care less what the measurements inform us concerning the purported abuse of detainees; the main problem is whether we will be tough on crime. Spare your compassion toward the criminals’ victims, not for the actual criminals.” The reality being overlooked is that the maltreatment of criminals is a crime in itself.

Tragically, individuals with an over-simple mindset could not care less about criminal conduct that victimizes criminals.

### **Raising only complaints**

Your adversary is giving valid justifications to acknowledge a contention; however, the truth of the matter is that your mind is made up and nothing can change it. Gifted manipulators would react with objections after objections. As their rivals answer one protest after another, they would proceed again to object and object. The implicit mentality of the manipulator is that “regardless of what my rival says, I will continue to object because nothing else will convince me otherwise.”



### **Rewriting history**

The most noticeably awful acts and outrages tend to vanish from chronicled accounts while false dreams can be made to become facts. This phenomenon is often observed with Patriotic History. The composition of a contorted type of history is supported by the adoration of the nation and regularly defended by the charge of the antagonism. The truth of the matter is that our mind is persistently attempting to re-portray occasions of the past to absolve itself and denounce its spoilers. Chronicled composing frequently goes with the same pattern, particularly in the composition of reading material for schools. In this way, in recounting to an anecdote about what has happened, those who perform manipulative tactics do not hesitate to contort the past in the manners in which they accept they can pull off. As usual, the manipulator is prepared with self-justifying excuses.

### **Shifting the burden of proof**

This act alludes to when an individual has the obligation to demonstrate some of his declarations. A good example would be the instance that happened inside a court. The examiner possesses the obligation to prove guilt past distrust. Furthermore, the defense should not claim the responsibility of having to prove innocence. Those who are capable of manipulating others do not have the need to assume the weight of evidence for what they attest to. Along these lines, they harness the right tool in shifting the burden of proof to their rivals.

### **Talking in vague generalities and statements**

It is difficult to refute individuals when they cannot be bound. As opposed to concentrating on specifics, those who are capable of manipulating others tend to speak in the most unclear phrases that they can pull off. We have already talked about how certain statements and generalities can put another person in a daze, which makes it easier for them to be manipulated. This misrepresentation is well known with politicians. For instance, “Overlook what the cowardly liberals say. It’s the right time to be tough, to be hard on criminals, to punish terrorists, and be tough on those who disparage our nation.” Manipulators ensure they do not utilize particulars that may make individuals question what they are doing in the first place.

### **Telling enormous falsehoods and big lies**

Majority of the people are liars, even about the little things; yet, there is still a reluctance to say things other than the truth. In any case, these individuals realize that in the event that you insist on a lit long enough, numerous

individuals will trust you – particularly, on the off chance that you have the tools of mass media to broadcast a particular lie.

Every gifted manipulator is centered around what you can get individuals to accept, not on what is valid or false. They realize that the human personality does not normally look for reality; it looks for solace, security, individual affirmation, and personal stake.

Individuals regularly would prefer not to know the reality, particularly, certainties that are agonizing, that uncover their logical inconsistencies and irregularities, and that uncover what they hate about themselves or even their nation.

There are so many manipulators that are exceptionally gifted in telling huge lies and, in this manner, causing those lies to appear valid.

# How To Open People's Mind?

Think of the jaguar – effective and calculate, right? The biological ability of great timing gives their ancestral legacy of success and failure. The jaguar knows precisely when to strike, pounce or abort its chase altogether.

My point is, you need to know when to make your moves. From a young age, we have learned that timing is everything – you know when to ask your dad and mom for a gift they should get you on your birthday or Christmas. The most important thing is for you to maintain an awareness of these things and have your eyes out there seeking opportunities round the clock. When someone is preoccupied and tired, that might just be the time to ask them for certain favors. This way, they will put in the energy to refuse or disagree with you.

It is not facile to read people and especially quickly. But when you are surrounded by manipulative people all around and want to read them and take correct decisions, it becomes imperative for you to analyze, read and take decisions accordingly. Anyone can read people and has the ability to do it, but you should know what to look for first. The basic things to observe while analyzing people are their posture, movements, gestures, tone, expressions and eye contact.

It is not imperative to read minds. You just need to pay heed to these details to understand what is going in his mind. In fact, by noticing all this you can even assess a person when you meet him for the first time. Few people are like open books and easy to read but there are few which are very difficult to understand and read. But if you sharpen your skills and read the points below, I am sure you would become completely versed in analyzing and reading people in a speedy way.

**1) Create a baseline-** There are many people who would regularly clear their throat, look at the floor, scratch their head, put their hands-on mouth, etc. First, you need to establish a baseline about the person by seeing what his normal behavior is. It would be bad on your side if you feel that a person is getting nervous or lying if he is not maintaining eye contact. First, check his normal behavior if he normally as well does that, maybe it is the lack of confidence. So, you should not hurry while judging them, take some time and observe their regular behavior first.

**2) Observe body language signs-** The first thing that you should see is their appearance. See if they are wearing a shirt and shoes, a suit which shows that they are dressed formally and indicates ambition. If they are wearing jeans and shoes it shows that they like being comfortable and casual. Wearing any pendant of god might show they are spiritual. So, it is vital for you to first notice their physical appearance.

Secondly, check on their posture. You should check on the way they walk, they sit and talk. This would depict that they are confident enough or give a sign of low self-esteem. So, the time they enter check how they come and with what posture they sit.

Thirdly, see their physical movements. Observe if they are leaning too much, how they are sitting, lip biting or hiding hand or putting them in the pocket. This will show if they are nervous, confident or aggressive.

**3) Facial Expressions-** Another substantial thing to see his facial expressions as you can easily read them. If someone has deep frown lines it means that the person is worried or thinking too much. If you see someone clenching their jaw or teeth it means that they are tensed. Also, if they press their fingers every now and then, that as well shows that they are nervous or anxious.

**4) Listen to your gut feeling-** It is something other than logic. Here you need to use your intuition and then judge the person. Intuition lets you see further than other things. Always listen to your gut feeling when you meet someone for the first time. Intuition is something which occurs when you meet someone for the first time, and you can trust it. Also, if you get goosebumps after meeting someone, it means that person has inspired you a lot and maybe is a positive sign.

Thus, these were few basic points which should be kept in mind when you are trying to read people and it would help you a lot as these are the basic points. It has been already proven that 55% of the information we can fetch a person by non-verbal communication only. These are a few signals which people send us without even knowing it and you have to get hold of those signals.

But furthermore, there are more things which you should know as they are the small points but can leave a big impact while observing them. I do not want you to miss even a single point by which you can get to know if a

person is nervous, happy, tensed, anxious, confident or low. Let us take a look at the points below.

**1) Biting a pen or pencil-** If you see someone doing this it means the person is either feeling low or depressed. In such cases, you should always try to make that person happy and try to cheer them up. Maybe they are worried about something, so you should ask them about it and try to provide a solution. Also, if the person is biting on the arms of their glasses it depicts one and the same thing.

**2) Closing their eyes-** Sometimes closing eyes means that you want to hide away from the world. If a person is closing his eyes while talking to you it means that they want to get rid of you. Closing eyes does not depict that they are scared of you or hiding from you but simply means that either they are not interested in talking to you or want to avoid you.

**3) Rubbing their chin-** This can be a sign when people are really confused and trying to come to a conclusion or make a decision. They do not even realize that people are looking at them or noticing them. Hence when you see someone rubbing their chin it means that they are in deep thinking, analyzing thoughts and trying to make a decision. You can even ask the person if they need any help or can provide any solution.

**4) Covering mouth with the hand-** It is usually said that people do that when they do not want to release anything from their mouth. Not only this, at times people while keeping their hands on their mouth pretend of coughing when they are not. So, when you see someone doing that, it means they are hiding something from you.

**5) Sitting with crossed arms-** Well, many people feel comfortable sitting or standing in this position, but mostly if people do this, it means they are not comfortable about something. Also, it means in few cases that they are not feeling secure and good about the place or person. Which means if while conversing with someone you observe someone sitting in crossed arms you can always ask if they are feeling comfortable or not.

**6) Leaning forward-** When a female leans forward while sitting, it means that she is showing interest in you. In this situation, the legs remain

motionless and the upper part of the body moves forward and that too intentionally. If you do not want to take things forward and do not feel the same, then you should always make it clear beforehand either verbally or by giving such signs.

**7) Fixing Appearance-** If someone is continuously fixing the appearance and looking in the mirror as they want to present themselves in the best possible manner, this means that they are showing interest in you. They might want to come and see you again and again, trying to appeal to you, and this means that they like you. So, as mentioned in the above point if you do not feel the same way, either ignore it or clear it out.

**8) Leaning Backward-** If someone is leaning backward while conversing with you, it means they are tired or bored talking about the same thing. It can also be a sign of disinterest or monotony. Thus, if you see that, then either you should change the topic or discuss it interestingly so that the other person gets involved such as include images or videos in the presentation, play quiz, etc. to make it more interesting.

**9) Rubbing of hands-** This is usually considered to be a positive sign. It means that a person is hopeful and has a positive feeling about something. It also means that they are happy and ready to start off with the decision. People also do this when they see profit coming from some deal or idea.

**10) Handshake with the palm facing floor-** It is a particularly good sign and indicates that you are ready to help the person or vice versa. Not many people know about it, but as you want to know everything about analyzing and reading people, this is also important to know. In fact, you can also use this if you want to non-verbally convey the message that you want to help them.

**11) Glove Handshake-** If someone takes your wrist with freehand, it means that they are trying to say you can trust them. These are very small signs but are necessary to learn as they can be beneficial in both personal and professional aspects.

**12) Shaking hands with the palm facing ceiling-** This is a sign of sympathy if someone puts the palm on top of the hand. It means they

understand the situation and really want to help you, but it is true only when the person does it immediately after or during the situation. There is one more meaning attached to it which is, if they have been holding your hands for some time and then put their palm on your hand, it also indicates that they want to tell you who is the boss there. So, when someone does this handshake to you analyze carefully and then judge accordingly.

**13) Handshake along with a touch-** Well, many people do this. But it means that the person lacks communication, or they need company.

**14) Placing feet on the desk-**Worst thing that someone can do. It represents disrespect, bad manners, dominance, that the person just cares about himself and wants to tell who the boss is. If anyone feels comfortable like this, they should sit like this at home, not in the office. This depicts a negative sign and shows arrogance too.

**15) Adjusting tie-** This sign also has two meanings to it. One is that the person is not feeling comfortable in that situation and wants to leave, or men also adjust tie when any good-looking female passes by and they like her.

# **From Monologues To Persuasive Conversations**

## **Listen Intently**

If you want to get someone to like you the best way is to let them talk about themselves. Adopt a relaxed posture and allow them to tell you all about themselves. Show genuine interest and ask pertinent questions as you listen. What is the common factor all these questions have?

“That is fascinating, how did you manage that?”

“Interesting, do you have any examples of what you mean?”

“Your knowledge about..... Is amazing, what do you think about...?”

They are all questions that elicit a response. This shows the speaker that you are not just listening, but you have a genuine interest in what they are saying. You are also allowing the speaker to expand the conversation, and this creates a bond between the two of you. They will see you as an ally and a person they can trust.

Persuasion and manipulation are both powerful forces that can be used to make your life better. Ethical communications help others and make them a part of your team.

## **What People Care About**

People have a list of things that they hold very dear. When these things are attacked, people tend to get very defensive. You can gain a lot of power over someone by finding out what he cares about so passionately.

Most people can only be pushed so far. Understanding someone's limits can be very helpful when you are trying to use dark psychology. You don't want to push someone too far or you will lose their cooperation. Of course, you can chip away at someone's self-esteem and lower their inhibitions over time. The more you gain trust or the lower you bring a person's confidence, the farther you can push them. But at the beginning, you want to respect their hard boundaries or else you risk pushing your victims away before you can accomplish anything with them.

Most people can easily be broken down when it comes to their self-esteem. Gradually chipping away at their sources of pride, making them doubt themselves, and criticizing them will take its toll over time. But most people have a core of self-esteem that you can't violate. It takes many years of mind games and emotional abuse to erode even that core. And some people are



resilient. They will preserve some part of that core of ego and they will eventually have enough and leave.

The goal here is not to break someone down to their core. You can control someone by attacking what they care about, but you can't ever obliterate someone's ego. Not only is doing so ethically wrong, but it will yield some less-than-desirable results. Usually, you will drive the person away. You may even shatter the person and trigger domestic violence. It is best to just use this type of control a small amount.

Most people care about their families. They also care about themselves, to some level. You can tell what someone cares about by how his eyes light up with passion. What he talks about the most is often something important to him, or what he doesn't talk about but gives clues about indicates something that is precious to his heart. For example, your boss might not mention his daughter to be professional, but he keeps photos of her everywhere and in his wallet and lights up when you talk about her. You can also tell what someone is passionate about and what defines his ego based on how elated he gets about it. Displayed trophies, photos holding up huge fish, and band memorabilia or guitars on the walls are all signs of what he is proud of.

What people are proud of is important to their identity. People are very protective of their identities. The things that they care about are integral parts of who they are, so they cling to these things and defend them fiercely.

Fortunately, you can use what someone cares about as a huge weapon. You can also use it as a bargaining tool to get what you want. On the other hand, you can also use it to find out people who are easy to manipulate. People who have low confidence, poor sense of identity, and little that they care about are often the easiest to control and manipulate because they won't stand up for themselves. They won't have a healthy sense of boundaries and won't be able to say no or tell you off.

You can spot a person with no confidence by his lack of conviction in what he says. He may harm himself by drinking a lot, using drugs, gambling, shopping beyond reasonable bounds, or speaking badly about himself. When you compliment him, he becomes uncomfortable and avoids eye contact.

Usually he is socially awkward or doesn't know what to do when people like him. He may not take care of himself or tend to his hygiene. When it comes to making friends or meeting people to date, he may struggle, or he may be extremely outgoing and promiscuous to make up for his internal sense of loneliness and isolation.

You can also tell a lot by one's posture and eyes. Someone with little confidence will have a more stooped, withdrawn posture. Someone with a lot of confidence will carry himself with a straight back, his head high and his back straight. The eyes suggest how confident he is. Confident people make bold eye contact and don't have eyes full of pain or doubt.

### **Meaningful Social Connections**

People are inherently social animals. We're basically herd animals. We follow trends and rely on the input of others to shape who we are. We also depend on others for affection and affirmation. Social connections mean a lot to people and social acceptance is key to most people's self-acceptance. People build their images off of what others reflect back to them and tell them. They also rely on the media to help form their ideas of who they are. Becoming an influential figure in someone's life is rather easy. If you tell someone something about himself, he will likely believe you. Your words will soak into his self-image, forming part of who he is. Words can stick. If you can get multiple people to tell someone something, the message will stick even more.

Approval from important people is also essential to people. If you can attain a position of authority, or if you are good at asserting yourself like an authority, then others will listen to you. You can shape their self-image by being an important social connection. This ties into the next topic, about authority.

### **Authority**

The Milgram Experiment is a disturbing experiment that proves how much people will go to great lengths to obey authority, even when it goes against their own interests. In this experiment, students were asked to administer shocks to a hidden subject whenever the subject got the answer on a test wrong. What the students didn't know is that the subject was not real and that no one was receiving any shocks. The shocks supposedly increased with each mistake. The students wanted to stop when the shocks became so strong that the hidden fake subject started screaming out in agony, but the proctor of the experiment encourage them to go on. Almost all of the students went against their own desires and obeyed the proctor.

Keep this inherent aspect of human nature in mind. You can be an authority and get people to do whatever you tell them to do if you so desire. You just have to act the part.

## **Deception**

It has been found that babies as young as six months can use fake hunger cries to get attention. This means that people naturally know how to lie from an early age. Dishonesty is a defense mechanism that people use to preserve their images and their relationships while keeping their personal freedom.

## **Subconscious Manifestations**

Everyone has a subconscious. This is where someone's basic thoughts, feelings, and instincts swirl around, unheard in the conscious mind. But this hardly means that the subconscious mind is hidden away from detection. The subconscious mind has a habit of rearing its head up and manifesting in a person's behavior patterns, gestures, word choices, facial expressions, dreams, and so on. You can glean a lot of clues about someone's subconscious state based on their physical and verbal manifestations. No one can keep their subconscious sealed off or private.

The subconscious mind influences how people act. It determines exactly what someone feels and how they respond. The patterns and conditioning that a person has learned over his lifetime all exist in the subconscious mind and rule behavior from the deep. They cause people to repeat the same old mistakes, to have the same insecurities, and to follow the same thought loops. Knowing what someone's habits are mentally gives insight into their subconscious mind. Being able to read someone's hidden thoughts and instincts, things that they may not even be aware of, is a great way to gain control over someone and possibly completely destroy them mentally in warfare.

Many people have a lot of repressed memories dwelling in their subconscious minds, as well. Repressed memories can manifest in a variety of emotional problems and outbursts, including depression and anxiety. But they can also become unveiled and cause havoc in someone's life. Unresolved issues and repressed memories are basically ticking time bombs. If you can unlock someone's repressed memories with triggers, you can cause some damage.

## **Subliminal Mind Tricks**

Subliminal advertising works. The human mind is far more observant and aware than it appears. You notice things that you are not aware of. That's why, when an image of the McDonald's golden arch briefly flashes on TV,

you might suddenly start craving a Big Mac. Companies have gotten in trouble for subliminal advertising in the past, but that doesn't mean that it doesn't still exist.

Subliminal advertising injects images and sounds and scents into your brain that trigger associations.

You can utilize this concept in mind control. Put ideas into people's minds. Make them think that something came into their minds randomly so that you appear innocent. You can very much influence people without anyone ever knowing.

It is entirely possible to plant false memories into someone's mind, as well. False memories are a problem in psychotherapy, where a therapist might suggest things to a trusting client. The client starts to assume that these things happen, and his mind manufactures corresponding memories that are false.

You can use the power of suggestion to plant ideas and memories into someone's mind. False memories can potentially rip apart someone's sense of identity and emotional well-being. It can serve you in a variety of dark ways.

# WINNING OBJECTIONS

Persuasion is used around us all of the time. If you have ever watched an advertisement on TV or online, or seen a billboard, you are used to a form of persuasion. But here, we are going to look at persuasion on a more local level rather than looking at the ways that big businesses are going to try and persuade you to look at their products and make a purchase. This is something that we all recognize, so it isn't a trick or dark manipulation.

## **Elements Of Persuasion**

Like other types of control, some components are to be observed when it comes to persuasion. These components assist to precisely identify which persuasion makes it clearer. The ability to convince others is one salient feature that distinguishes persuasion from all other themes of dark psychology. In most cases, the victim is allowed to make choices at will. Eventually, the persuasion tactics lead them to change their will to that of the persuader. The topic can choose the manner they want to believe, whether or not they want to buy a product, or whether they believe the proof behind the persuasion is powerful enough to alter their minds.

The first element of this theme is that persuasion is often symbolic. This means persuasion utilizes words, sounds, and images to get the message across to the target victim. The logic behind this is quite simple. For one individual to be able to persuade another into acting in a particular way, they will need to show them why they should act in a said way and not vice versa. This is best achieved by using word sounds or various images you can use sentences to start a debate or argument to prove your point. Pictures are a great way to show the evidence needed to persuade someone to go one way or the other. Some nonverbal signs are possible, but they are not as effective as using words and images

The second key is that persuasion will be used deliberately to affect how others act or think. This one is quite obvious; you don't use persuasion to get them to change if you don't deliberately try to affect others. To get the topic

to believe the same way they do, the persuader will attempt distinct strategies. This could be as easy as having a discussion with them or presenting proof supporting their point of perspective. On the other hand, to change the mind of the subject, it could involve much more and include more deceptive forms.

The distinctive thing about persuasion is that it enables some type of free will for the topic. In this way, the topic is permitted to create its own decision. For the most part, they don't have to go for it, no matter how hard somebody tries to persuade them of something. The subject might hear about the best car to buy a thousand commercials, but if they don't like that brand or don't need a new vehicle at that time, they won't go out and buy it.

Think about it for a moment - if the subject is against abortion, how many people will come out and say how great abortion is, it's not likely that the subject will change their minds. This enables much more freedom of choice than is found in the other types of mind control, which could explain why, when questioned, many individuals do not see this as a kind of mind control. Persuasion is a type of mind control that can take place in many respects.

### **Subliminal Persuasion**

The word "subliminal" means underneath our consciousness. Subliminal persuasion means an advertising message that is displayed below the threshold of awareness or consumer awareness to persuade, persuade, or help people change their minds without making them aware of what is going on. This is about affecting individuals with more than words. Some of the subliminal methods of persuasion impact our stimuli with smell, eyesight, sound, touch, and taste. There are mainly three subliminal methods of persuasion to affect anyone.

They include.

- Building a relationship-building relationship makes the other person feel comfortable. This will open up the other individual more. This can be accomplished through a healthy observation strength that matches their mood or state. This helps create confidence
- Power of discussion—the power of a powerful, convincing person is much connected to an advertiser's conversion. The correct words and inflections help you to be openly straightforward.
- Suggestive Power-Associating useful and desirable stuff in discussion or interaction enables an individual to become more open to fresh

thoughts.

### **The Power Of Suggestion**

In recent years the term “power of suggestion” has made the rounds in self-help circles and other nonsensical avenues to describe a supernatural power that can make things magically appear. The power of suggestion does not refer to this phenomenon, but to something else. Suggestion is merely what it sounds like: someone or something implanting a suggestion in your mind that you then use to make some connection, nothing more.

Indirect control can be produced when the target comes to a conclusion from their own volition, or when they perform a certain task that the attacker was merely hinting at, but never directly making a command. Such instances are possible through the power of suggestive language, innuendo, and fallacious arguments.

State-sponsored propaganda makes use of all of these things. Just as common is the propaganda dished out in the media, by multinational corporations, and by political parties. The stuff is practically everywhere that you look. Since society has been built in hierarchical structures, this shouldn't be too much of a surprise. A posture that comes from power and control lends itself to the deployment of manipulative tactics.

Propaganda works because a person may adopt the same ideology, dogma, or social norms that the propaganda is hinting at. This is amplified by the larger societal structure that they live in, as well as the historical context.

Propaganda doesn't need to make sense. It only has to be convincing.

Appeals to emotion are commonly used, as are other fallacy-based appeals.

Once a common language has been adopted, either through mass media or propaganda, it tends to stick around. Communication is, therefore modulated by that same language. Everyone talks in more or less the same way in certain contexts, because to do so otherwise would be to ostracize from society. An example of this is the sexual innuendo.

Everyone learns from a young age what the “dirty words” are. And if through sex-ed they learn the more explicit details, a young person can put two and two together. Most likely, though, it will be a combination of mass media communications, social circle, and exposure to sex that will shape the understanding of sexual innuendo.

As adults, many of us visit beloved children movies and tv shows only to balk at the rather obvious adult jokes hidden behind cute characters. We ask

ourselves, “how did I not notice that joke as a kid?” and wonder how the producers got away with it. Over time we are conditioned to understand sexual innuendo because sex is a pivotal part of the human experience. It is also vastly prevalent in media and advertising.

The power of suggestion is quick, automatic, and endogenous to individual thinking it up. With sexual innuendo, we don’t say somebody else put the dirty image in our head. We put it there ourselves through a combination of sex conditioning and understanding of a common language of sex. Instead, we say that somebody has a dirty mind if they made the connection before us (regardless whether that connection already existed).

Notice though, that sexual innuendo is definitely provoked by other people. It has to be. While the connection happened in our heads, it was the other person who forced us to make that connection in the first place. There are two components to the trick. One is the preexisting knowledge of social and sexual conventions. That much is a given. The second component is exposure to the innuendo (an idea, image, or thing) that happened outside of the mind. The person who makes the innuendo is triggering a suggestion in your mind. And this indirectly is a form of undetected mind control, whether you realize it or not. The power of suggested in this form is limited to language and thoughts. Its true potential is unlocked if it can be successfully applied to behavior as well.

### **Suggestive Behavior**

Any type of communication is also a type of human action, and any human action is a type of human behavior. The power of suggestion as it pertains to language and thought is only the first step to affecting behavior through it. After all, it is the ultimate goal of many types of propaganda. It is one thing to get your nation unified with the same cause; it is another entirely to get them to enlist for the war.

Many times, language will naturally lend itself to action. Other times the idea has to be entertained for a while. Enough repetition of the language is necessary for it to stick. Sexual innuendo takes years to develop, during which sexual ideas can be encountered all the time (thanks, Hollywood!) This can be done on a grand scale, as it is being done by the media and for-profit organizations. But for them, the goal is to get you to buy, buy, buy. That catchy slogan for your favorite brand, restaurant, or product is acting on the power of suggestion. And while slogans and other types of advertising



may or may not be intentionally using dark psychology, the net effect is the same—a type of mental suggestion to buy.

Weaponizing the power of suggestion isn't always straightforward. It requires a pervasive presence of the common language that must always be fresh in the mind of the victim. At the same time, the attacker cannot be overly obvious, or their attempts to manipulate the other will no longer be covert.

A not so far-fetched scenario may be a situation where a problematic young man meets a teenager who goes to catholic school. Supposing that the girl has lived a pious life (relatively speaking) and that she has controlling parents and a stalwart belief in her faith, the young man is tasked with trying to sleep with her (as young men tend to do).

### **Reading People**

#### **Why learn to read people?**

One would be surprised at how much easier it becomes to manipulate people when you know how to read their nonverbal communication. If information is king in the game of manipulation, then reading people is the queen as it allows you to almost see their thoughts.

# CONCLUSION

While many will assume, they know the dark underbelly of humanity, they do not. They only learn what their own lives have conditioned them to see. They see what their individual histories may dictate they see. They often don't realize that they often see what others want them to see.

We all create an illusion about ourselves, our situations, maybe even our realities. We chose to live in them and portray them as true because it can often make life easier to bear. We do the things we do, not intending on hurting anyone around us. In most cases, you will find that there is usually little to no malice in the words of most people in a civilized society. They go about their business doing the best that they can. Unfortunately, not all of humanity operates like this.

There are people in history, and some living among us today, who seemed have had a natural proclivity for doing what seems unnatural. They operate in ways that seem to baffle the minds of the rest of the population. They can even do things that can turn the stomachs of many decent people.

In order to help dispel some of the mysteries behind the ways of these people, you were shown how they can be a part of our everyday lives as lawyers, leaders, salesmen, public speakers, celebrities, etc. The essence of their very techniques was gutted and presented to you as honestly as possible.

On top of everything you had already learned about dark psychology, you were shown some of the other tactics dark persuaders may use against you in some unexpected settings. This all happened while a clear division between people who use this on purpose and by mistake was maintained as to avoid creating unnecessary suspicion and paranoia, especially in more sensitive readers. The journey would only get darker from there.

While you dove into the personality traits of these kinds of people, you were given a lot of insight into what makes people who can be considered as having 'dark personalities' tick. Hopefully, you have gained valuable knowledge regarding how these people may operate. Perhaps you even

learned about the best ways to adopt some of these stratagems for your own benefit. How you use them is completely up to you.

One of the greatest tools in changing your own life for the better is learning to read people. Knowing the way other people communicate is a great way to improve one's own communication skills without saying a word. That is why it was imperative that you learn how you can read others because others are always reading you.

Manipulation was a necessary evil to learn about as it exists all around us. Learning about this was a natural extension of learning about reading people as the two go hand-in-hand. This is especially true because of all the things you may have found in this book, reading and manipulation are the only two everyone does as reflexively as they draw breath. There is no end to telling how vital this information can be if taken seriously, especially for those who want to have more of a say in the partners they end up with.

Seduction has so much information surrounding it that it could have become its own book. There is no end to the number of people who would like to change their luck with love. While there are many different ways to seduce people, especially depending on whether they are male or female, it is crucial to know that many of the seduction techniques overlap for both genders regardless of their sexuality. Although nuanced differences do exist, it is important to note that when it comes to love, most people want very similar things.

Hypnotism and NLP are techniques most don't know about despite their scientific grounding. There are countless studies that show the power of hypnosis to change peoples' lives for the better. One simply needs to know when they are in the presence of someone that might try to induce hypnosis against their own will. It is widely claimed to be impossible to use hypnosis to make someone do something they normally wouldn't. For the sake of objectivity, that will be left up to you to decide using the information now at your hands.

NLP is a different animal on its own. It has been creatively reinterpreted by many in spite of its roots being in science. Despite this, there is no counting the number of people across different sectors and industries who absolutely swear by it. However, that is not to say that it hasn't been used in dark ways by people who saw the potential benefit of wielding the power to reprogram people around them.

In order to try to give a slightly more rounded and multidimensional

perspective of this whole topic, the reader was provided with some case studies to give some real examples of the dark triad at its finest. This was to give a different way of looking at these dark personalities to try to further embed the understanding of some of the forms they may take. It may help some to help strategize against them where necessary or see how we can incorporate some of their weapons onto our own arsenal.

It has been stated repeatedly that there are dark elements to everyone's psychology. There is nothing inherently wrong with this. The problem comes in when we allow people who lean more heavily on these qualities to wreak havoc in our lives. An even bigger problem is when we allow these traits that exist within us all to express themselves when we are unconscious of them. How can one truly be a good person when they don't even realize that their dark side is walking about without their permission and eating away at some aspect of their lives and the innocent people that are involved?