

HOW TO
ANALYZE PEOPLE
WITH
**DARK
PSYCHOLOGY**

6 BOOKS IN 1

The Art of Persuasion, How to Influence People,
Hypnosis Techniques, NLP Secrets, Analyze Body
language, Behavioral Human, and Mind Control



JOSEPH GRIFFITH

ANALYZE PEOPLE WITH BODY LANGUAGE READING

1

DARK PSYCHOLOGY SECRET

2

BEHAVIORAL HUMAN PSYCHOLOGY

3

DARK MANIPULATION AND MIND CONTROL

4

THE DARK PSYCHOLOGY OF PERSUASION

5

HOW TO DEAL WITH TOXIC PEOPLE

6

How to Analyze People with Dark Psychology

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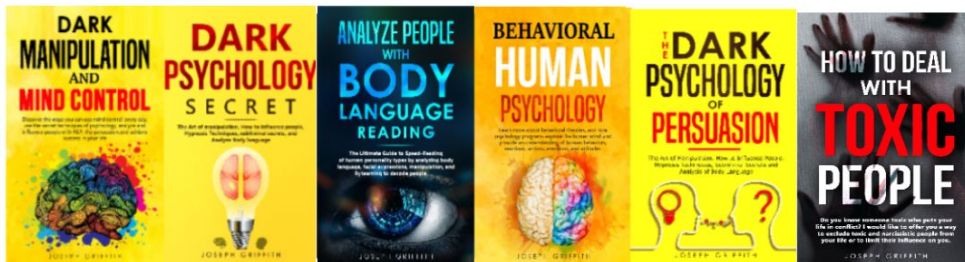


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Dark Psychology Secret

The Ultimate Guide to Learning the Art of Persuasion and Manipulation, Mind Control Techniques & Brainwashing. Discover the Art of Reading People and Influence Human Behavior

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Introduction

The mind is one of human nature's most complicated elements. The functioning of the brain is something that, as far as we know, has both perplexed and fascinated humanity. The mysteries of the mind have been studied by philosophers, psychologists, and researchers. It is usually believed that our conduct and actions are influenced by natural perceptions. Therefore, a bunch of studies have been carried out to understand the cognitive cycle of individual experiences, whether subtle or evil, before adopting the intervention.

Some efforts to study the human mind have focused on the brain. These trials examine the physical elements of the body with an emphasis on the collection, processing, interpretation, and storage of data. In essence, they aim to understand more in-depth how the body can influence the thinking of a person. These surveys have led to advances in the management of weakening circumstances such as Alzheimer's, perception problems, and even memory loss.

Psychology is the best-known element of research into the human mind.

We may have consulted a psychiatrist at some stage in our lives, or we have met someone who had to ask for help to conduct harder mental fights. There are many occasions in life that break us down in aspects that we are unable to repair ourselves. Sometimes disintegration comes as a consequence of some of our relatives' biological indicators. Emotions such as depression, anger, and dread are rendering it hard for our daily lives to flourish. We can defend ourselves from the shadows in a mixture of medicines and treatment.

But in others, ??? xxx what about the obscurity?

All ??? can do excellent work. We are capable of doing a single wrong as well. Underlying feelings like sorrow, anxiety, joy, and happiness are a deep-seated urge that can intentionally

damage others when those desires are not controlled. The lighter wishes come from more basic calls such as our plane ??? or fighting reaction, which fosters our existence. There is sometimes only one term that qualifies the response of the natural being to these hostile emotions.

Dark sociology is a research of the natural situation concerning animal psychology. Dark psychology investigates in a lay sense this part of the human nature that enables us to act intentionally and willingly to damage our peers. Bearing this in mind, the use of prey does not merely result in a person's physical harm, although there is a wholly devoted part of dark psychology.

We will comment shortly on these fields in the following segments to better understand the subject.

You may have found words or sentences in films or novels that refer to "blackness inside." This was also pointed out by some of the most famous philosophers. The holy book of Christians speaks of the "urgently evil core of God." We have all found persons we have defined as extremely calm or socially restricted only to see them perpetrate such a devious actions that it is hard to relate them to that specific person. Sometimes we are that person. It is not entirely shocking, however surprising it may seem.

These instances are only reactions to internal circumstances. The cup was so stirred, and the sad feelings under it cooled to the ground. Usually, when the command is exercised they get back. If the correct switches are pressed everyone has the latent inclination to be a little unwelcome or just be bad. On the other side, some people thoroughly regulate black feelings. They eat, nurture, and unleash them voluntarily at the cost of someone who provides their ends.

These feelings are sometimes groomed from a young age. The kid knows that the parents hurry to make an offer if they shout in a particular way. When parents do not feel the wrong way about the kid at an early stage, the kid grows up believing that people in their life can be handled to do their job. The weeping

would stop being a gun but proceed in manipulative forms. They use emotions to punish their victims when they do not use cries. Therefore, it becomes an obscure need to regulate what began with a harmless juvenile conduct.

The length of time this person controls would identify the strength of their behavior. Dark psychology is all about learning a person's way of thinking. It aims to know why these activities are based on the models shown before the actions.

What is Dark Psychology?



Traditionally considered a field of applied psychology, dark psychology begins with the study of the study of manipulation. Considering that dark personality types have existed as long as history can record, it comes as no surprise that those interested in understanding these dark types have been scattered across history as well. In particular, it is possible to find evidence of studies about manipulation and abuse in nearly every culture around the world. Humans have always victimized other humans as long as they have been able to. You can read in history about how people used to take slaves, destroy other towns and villages, and steal. Ultimately, until relatively recently in history, attempts to manipulate and control other people have been common even if not particularly controlled or recorded. It happened on a regular basis but without proper guidance and logging for it to be tracked. After all, even religious texts make reference to manipulation, such as referencing Eve being deceived by the snake. In proper psychology there have been studies to define how stimulations of any kind can change behaviors. These have studied aspects such as whether fear can be conditioned and learned, or whether adding certain situations or wording could convince people to act in certain ways. Perhaps one of the earliest records of controlling the behaviors of others comes in 1897 with Ivan Pavlov's study of dogs and their behavior. He learned that some of the behavior of dogs seems to be innate,

such as salivating in response to food. He also learned that innate behaviors could be linked to other stimuli. Instead of the dog salivating at food, for example, Pavlov conditioned the dogs to salivate to the sound of a bell which was eventually called classical conditioning. In classical conditioning you are able to take unconditioned responses and cause them with unconditioned stimuli. The food is the unconditioned stimulus, and in response to seeing it the dog will salivate. That unconditioned stimulus gets paired with a conditioned stimulus, and in response over time you will see that the unconditioned response occurs when exposed to the conditioned stimulus.

The concept of classical conditioning was strongly supported by psychologist John Watson, who declared that he believed that classical conditioning was involved in all aspects of human development and psychology. He pushed the point in 1920 in an experiment during which he conditioned a nine-month-old infant to fear anything white and fuzzy.

During this experiment, a child referred to as Little Albert was provided access to several white animals in a neutral setting. He was shown a rat, a rabbit, a monkey, and several other items. At first, Little Albert was not afraid of any of them. After a while the white rat was presented along with the sudden loud bang of a hammer on a steel bar just behind his head. While the rat itself was not disturbing to the child, the sound was, and he cried. From eleven months on he was exposed to the rat with the loud noise occurring once a week for seven weeks. Of course, the child cried each time. After the seven weeks all that researchers had to do to trigger the response was to show him the rat. Upon seeing it, even without the noise, he would cry in fear and attempt to flee.

That was not all—Little Albert became phobic of anything that was white and fuzzy. Whether a white dog, a piece of cotton wool, or even Santa Claus, the sight of something white and fuzzy was enough to send him into a panic. While this behavioral response faded over time without reinforcement, it

would still be readily triggered by repeating the creation of the loud sound that went along with the rat.

This becomes a foundation for many different forms of manipulation and influence. You will see this concept repeatedly arise when you look at neuro-linguistic programming, during which you will see what is called anchoring, a technique to trigger a certain behavior with a specific emotional response. It can also be relevant in emotional manipulation as well.

After the discovery and conceptualization of classical conditioning, the concept of operant conditioning arose as well. Particularly in 1936, B.F. Skinner came up with the concept, drawing heavily from Thorndike's 1898 Law of Effect, which postulated that anything with a positive consequence is likely to be repeated, while anything with a negative consequence is going to be avoided. For example, if a child is given a piece of candy after cleaning up his mess, the child is going to be more inclined to pick up the toys in the future, thanks to the positive effect. Conversely, if the child yells at someone and then gets a negative consequence, such as having to go to their room, they are not as likely to repeat it.

This concept was reiterated within Skinner's theory, and he added to it a new concept—reinforcement. Skinner asserted that if a behavior is reinforced, meaning that it is rewarded, it will be repeated or strengthened. The person is likely to repeat those behaviors that are reinforced because they had a good result. However, when reinforcement does not occur, that behavior is going to be weakened or extinguished.

In 1948, Skinner reiterated these concepts with experiments. He created what he called a "Skinner Box," which was a box in which an animal had access to a lever, a speaker, and two signal lights. There was also an electrical grid on the bottom that would generate a shock. The animals were shocked when they pressed the lever with one of the lights on, but when they used the lever with when the other light was on, they were rewarded with a piece of food.

Through this experiment, it was shown that there are three types of responses that will follow a behavior: Neutral operands, during which the environment neither encourages nor discourages the repetition of the behavior. Reinforcers, which drive the individual to repeat the behavior, and punishers which discourage the repetition.

You will see this concept when looking at techniques such as intermittent reinforcement, during which a manipulator will only sometimes give positive reinforcements. As you can see, much of behaviorism becomes incredibly relevant to the study of dark psychology.

The 1960s came with Albert Bandura, another prominent behaviorist, acknowledging and agreeing with classical and operant conditioning while also adding two distinct and important ideas. He asserted that there are processes between the stimuli exposed to and the responses, and that behavior is a learned concept that develops via observational learning.

In particular, Bandura presented an experiment known as the Bobo doll experiment in 1961. He argued that children in particular, will pay attention to the behaviors or their models—people that they are surrounded by—and they will imitate the behaviors that they are exposed to. Think of how a toddler may say something embarrassing in public, not realizing that it is embarrassing because he has heard it from his parents: This is the perfect example.

In Bandura's experiment, he exposed children between the ages of 3 and 6 to violent behaviors toward a doll. First, children were studied to see how aggressive they were as a baseline. Then they were sorted into groups of similar temperaments, in which some were shown an aggressive role model, some were shown a non-aggressive role model, and some were given no role model. The aggressive role model were aggressive toward a Bobo doll—they were given a hammer to beat the doll with and they threw the doll around while yelling, "Pow, boom!" The non-aggressive model ignored the doll and quietly played with another toy.

The children were then offered access to several other toys, which a researcher told them were the best toys of all. Their behaviors were then recorded. Children who had been exposed to the aggressive behaviors tended to behave aggressively toward the Bobo doll that they had access to. This showed that children learn behaviors through observation—social behavior is learned and influenced heavily based upon the model, becoming the basis for the Social Learning Theory.

This is further supported in several of the tactics used in dark psychology as well. People are more readily persuaded by people similar to them, much like how the children are more likely to mimic people similar to them. People are also more likely to mimic others in unfamiliar settings as well, which is displayed in tactics such as persuasion.

As you continue to read through this book, you will find that much of the concepts that are innately used by the manipulators studied involve many of the concepts of behaviorism. It becomes recurring, and in a way, it makes sense: Behaviorism is a study of how people act and how the environment influences behavior. Dark psychology seeks to control and change the behaviors of other people. As you continue to read, keep these key processes in mind as they will be quite relevant.

Dark Psychology at Present

Now that we've discussed a bit about the different types of dark psychology that exist in society, we will now demonstrate how prevalent these practices really are in modern-day society. Because our idea of the dark psychology practitioner cannot be limited to those obviously deviant or with a clear criminal intent, the array of situations in which potential victims live out their day-to-day lives expands to include even those areas which might not be the first considered. We can imagine the dark alleys or a crowded bar as great hunting grounds for the predator using dark psychology tactics, but often our first encounters with dark psychology occur a little closer to home—at home, to be exact.

What we experience in our childhood often has a profound effect on how we turn out as human beings—what our values and morals are, how that reflects whatever religious or spiritual practices we were brought up with, how we treat and respect others, and whether or not we were taught to be afraid of or dislike those who are different from us—the list goes on and on. Though, we do not always turn out exactly as our parents had intended. Sometimes, this is a disappointment; other times, people break out of the old-fashioned or immoral practices or ways of thinking of their parents to become better, more informed people. These experiences can be rather benign and might include things like realizing as a teenager that you do not share the religious values your parents have taught you or their political views. Perhaps your parents wanted you to go to school and follow in their footsteps in terms of a career, but you soon discovered you didn't enjoy their occupation.

Sometimes, however, people experience hurtful behavior, verbal abuse, or both, which, over time, distort their perception of how people should interact with one another. If, for example, a young boy was taught throughout his childhood that respect should be earned and trust should not be given to

just anybody, he may grow up to be very difficult to befriend and may have trouble trusting even those he cares about and has positive experiences with. Though it is not always the case, often, in unfortunate circumstances, young minds pick up on poor role model behaviors, which may follow them around for the rest of their lives or until someone points it out and teaches them to at least behave differently. People may either be receptive to this re-teaching, or they may dismiss it out of hand. This is a character trait that might equally be attributed to genetics and to upbringing. Let's look at a few examples.

If you enjoy documentaries or true crime, you have probably come across an interview or two where a professional who studies criminal behavior talks about things that happened in childhood that affected how a person's turns out as an adult. Childhood trauma, such as physical or sexual abuse, parents experiencing a messy divorce or fighting in front of the kids, alcohol or other substances abuses at home, and many other examples, can lead children to match such behavior not having other options. If nothing is done about the influence at home of these poor role models while a child grows up, it can be very easy for the child to fall into the same behavior, especially since such experiences are often accompanied by the development of chronic mood disorders like depression, anxiety, difficulties dealing with anger and personality disorders, the extreme of which have been cited previously, including sociopathic and narcissistic types.

Let us say a young boy named Johnny was sexually abused at age 10, and this abuse continued the next few years. Childhood and adolescent years are an integral time, not just for physical development but also for emotional and mental development. People who have experienced sexual abuse often grow into adults with a distorted perception of the world and emotional reactions tied up with sexual stimulation. Johnny has not developed normally and finds no interest in girls, and all his sexual stimulation, let's say, comes from an abusive male relative. He is too afraid to tell anyone, even his own family, as the perpetrator himself is a trusted member of the

family. And this is a tragic reality when it comes to child abuse; children are easier to manipulate and often do not come forward because the perpetrator has played one of a variety of mind games on the child. One of these tactics is to instill guilt and shame so that the child is too ashamed to come forward and instead they blame themselves for the abuse. Other children may be controlled by fear, being told that should they tell anyone else about what is going on, this abuser will hurt them more or hurt someone he loves, etc. There are plenty of harmful ways to control children, and this abuse is something that the child will likely carry with him or her for the rest of their lives, even if the abuse is brought to a stop and the perpetrator is brought to justice.

Going back to Johnny, as he develops sexually his perception and experience with sex alters his patterns of thought and behavior in a way that reflects that experience. He may develop an association between violence and sex and also end up focusing his sexual attention on other young boys. This pattern persists even as he grows older because he has been essentially sexually affected by this pattern of sexual and emotional abuse he suffered as a boy himself. All of these factors affect one and the other, which results in all sorts of adult deviant behavior and emotional reactions to sexual stimuli, many of which are completely inappropriate.

And, because the individual recognizes that his behavior is deviant, he must devise ways of getting what he wants through not-so-straightforward means, which leads to tactics of dark psychology. Johnny has learned from his own abuser how to condition and control others for sexual gratification, so he is likely to be more successful than he anticipated when he first puts these lessons into practice himself.

While the development of a personality that favors dark psychology is often cultivated in childhood, this is not always the case. Sometimes it is learned later in life, when an individual feels they have exhausted all other means, and then those dark psychology tactics are the only way they see to achieve a goal. This goal might be money, power, control,

fame, esteem, etc. We all tend to have desires along these lines, but most of us develop a corresponding framework of morality and values which would stop us, for example, from setting rumors all around the workplace in an effort to demean another coworker with whom we are in direct competition for a promotion, which brings me to the next area of society where dark psychology often runs rampant—the workplace.

Workplace politics are familiar to a lot of us through sitcoms, movies, social media, and real life. Most of us may giggle in commiseration when a friend tells us about a coworker who is annoying and peculiar and who gets on their nerves, etc. We understand that it is very unlikely that we will go through our whole lives without ever having to deal with a difficult coworker or boss. But we make decisions and prioritize the things we care about, in order to get past those things or people who are not so enjoyable to be around. And if a situation at work is just too much to handle, we often make the decision to report behaviors to a boss, or we simply find a new job out of necessity. These actions take place following overt behavior, which is harmful to the company or other coworkers. But how about those things which we do not readily recognize are happening? This is where the clever practitioner of dark psychology tactics takes center stage.

While many strategies use the manipulation of people's negative emotions, such as fear and anxiety or shame, like in our last example with child abuse, sometimes the strategies alternatively manipulate people's positive emotions in order to build up the practitioner on false pretenses. Skills, such as charisma and public speaking often go hand-in-hand with these topics, because they treat people together in a way that makes it easier to give the desired impression upon multiple people at once. A typical example is in a meeting at work or perhaps in a boardroom, where people might be more inclined to be followers of the outspoken, charismatic participant. These tactics might be used by a member of a team trying to take control, or by the leader of the group, or say the CEO in a meeting with his subordinates. The goal is to win the favor and

trust, and respect of those who will prop him up where he wants to be. He can do this through a clever combination of flattery, peer pressure, personality mirroring, and many other strategies which, if done well, will not even be detectable by the people being affected.

These strategies involve paying close attention to the target or targets and basically telling them what they want to hear. It is basic yet complex. Especially when dealing with multiple people and multiple personalities, it becomes important to make each individual feel both unique and important, but also to make them feel the pressure to adhere to the group, the rest of which is also in the process of being won over. People do not like to stick out or be different, especially in a work environment where often, success and prominence depend on things like popularity and how well the person gets along with both coworkers and managers.

As we have discussed, sometimes, dark psychology tactics arise out of necessity, when an individual has a goal in conjunction with a limited or very low personal standard regarding ethics, principles, morals, etc. When something you want is more important than how you treat others, dark psychology can be the most effective and efficient way to get things done and achieve personal goals. Let us move into the bigger arena of politics to take a look at how this might—and does—manifest.

Anyone in the business will tell you that the world of politics can be one of the most aggressive, two-faced, and personally challenging work environments on the planet. This is because not every politician has only the good of his people in mind as his goal. We know through research and social experimentation that power and wealth have a strong correlation with corruption. Having these things plays with our psychology in a way that reinforces the idea that power and money and fame mean you are just “better” than anyone else, more capable, more intelligent, etc. This means that what you want and how you want to get there is more important than all other considerations because you believe you know best. Of

course, I am not saying every politician out there is crooked, but politics is definitely a rich ground for pulling out and examining dark psychology tactics in action.

Take the speech, for example. We talked about individuals in the boardroom who may consciously or unconsciously be able to control others' thoughts and opinions through charisma, public speaking skills, and tactics related to flattery and winning over others for personal gain. In political speech, this can happen on a massive scale, as politicians speak to hundreds, thousands, or tens of thousands of people at once. How do they accomplish what they want to accomplish on this scale?

Obviously, it would be quite challenging to be able to speak a single speech and convince every single listener of the truth and validity of everything you have said, this can be quite effective if some key strategies are used. One strategy is a careful framing of information that paints your political agenda as much more correct, intelligent, and ethical than that of your opponents. In this strategy of persuasion, the speaker is appealing to the audience's sense of logic and reason. A statement is made; it sounds smart and follows logically. Therefore, the people in the audience begin nodding their heads in agreement. This must be done carefully, and it can't be a bald-faced lie that everyone in the audience knows is not true. But there is an artful finesse to picking and choosing details involved in the facts and events to frame the event the way you want it and how it will put you in a place that has an advantage over the opponent. The audience's emotions are not really evoked in this strategy, but those who are looking for a candidate they feel is smart and capable may be greatly affected through this tactic.

But politicians rarely use one strategy alone in this context. After all, they are trying to reach and persuade as many people as possible within their allotted 60 or 90-minute time slot. And one of the quickest paths to persuading a complete stranger is through their emotions.

Have you ever seen a speaker open up his speech by telling a story about how he was brought up and how this motivated them to take action and improve the world in a specific way because of their childhood or adolescent experiences? This is a tactic that uses the audience's emotions and sensibilities to gain their attention and sympathy. The audience is placed in that situation through a brief story, then brought emotionally to the conclusion that this individual is an honest person of great integrity who is trying to correct something that is wrong in the world, with which he has direct experience. If the story is told in a moving and authentic way, this tactic can be the quickest way to potential voters' hearts.

Our next arena, into which we will go in more detail a little later in this book, is the arena of dating and seduction. Dark psychology strategies run rampant in this area of human society and to a wide array of varying degrees, some of which are quite innocent, while others can be deadly. Let us set the scene.

You are a young woman sitting at a bar alone. You did not plan on being alone, but your friend is late getting out of work and you said you would wait for her if she wanted you to. That was about 15 minutes ago.

You are drinking by yourself and absently staring at the bar's TV when a man approaches you and asks if he can sit down. He is smiling, well-dressed, and doesn't sound pushy, so you so "okay."

Your conversation is very casual and friendly. He is not staring creepily at you and is not using any cheesy pickup lines, so you decide there is nothing to worry about and you enjoy your conversation with him. You start volunteering details that he did not ask for, but you feel comfortable enough to let him know why you are here and that you are waiting for a friend. He starts to share details about his life with you as well. You are impressed that he is willing to show a little vulnerability as he describes how he had a hard day at work and is considering leaving his job for something better. He is dressed pretty nice, you think, so he cannot be hurting too bad financially. He

compliments how you look and tells you that you seem smart, and he is enjoying his conversation with you. At this point, you start to notice the beginnings of an attraction, and you decide it cannot hurt to see where it might go. Your conversation turns a bit flirtatious, and by that time you have had another drink. You are feeling more and more loose and comfortable with this man. You have given him details about your life, but he has also given details about his, so you do not feel like you are being taken advantage of, in any way. The thought crosses your mind that you might actually rather spend some more time with this man than hang out with your friend, and you ask if he wants to go somewhere quiet to talk. One thing leads to another from there.

So, what are the nuances to what just happened with this interaction that led to a fun night together with an attractive stranger? There might have been a lot more going on than meets the eye. Granted, there are certainly men out there who are naturally gifted in conversation with women, but a lot of men need to coordinate and plan carefully in order to get where they want to be, especially if they aren't the most attractive man in the room. Luckily for them, women can often be won over with personality and charm rather than looks, as they are not so superficially inclined as a lot of men. This is where the dark psychology strategies come in.

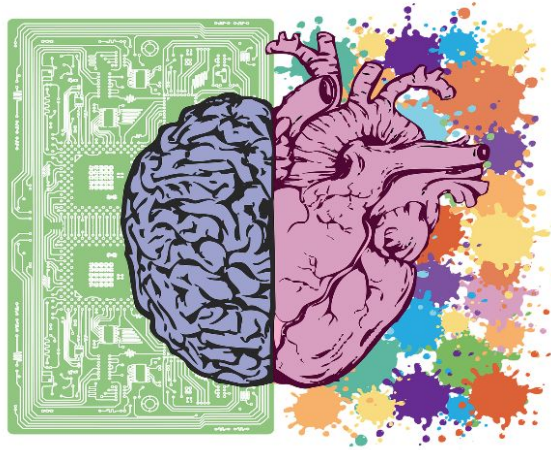
This man approached you in a casual, nonthreatening way. What you did not realize is that this man has spent a good amount of time just watching you. He did this before approaching you to make educated guesses as to how you were feeling, what your personality might be like as you engaged with other people and the bartender, and whether or not you looked open to engage in a conversation with a man. He decides that you looked slightly uncomfortable by yourself and guessed that you were probably waiting for someone who was running late to meet you. You probably were not there specifically to find a date. By approaching casually and at an angle instead of straight toward you, he sent the message that he was just looking for a conversation to pass the time without

any kind of agenda. He smiles and gestures in a friendly manner. Releasing personal information made you feel comfortable with letting your guard down a little, as he was not really coming on to you. As the conversation progressed, he was careful to share details about his life but also to listen to everything you had to say and get involved with you to make you feel important and worth listening to. He listened and remained engaged, sending the message that he was really interested in everything you were talking about. By the end of the night, you decided you were in control of this situation and made the first move, which was exactly what he had intended in the first place.

These examples we have discussed are just a few of the major areas where dark psychology is always at play in the modern world. Dating and seduction techniques extend to online platforms, as the use of social media makes it possible to groom from a distance and deceive on a whole new level. Young adults and teenagers are especially at risk of this type of predation because of their relative naïve natures and willingness to share information without detecting that someone might be trying to manipulate them.

As we move along, we will see more specific situations and put dark psychology into context as it appears all around us today.

Dark Psychology vs. Covert Emotional Manipulation



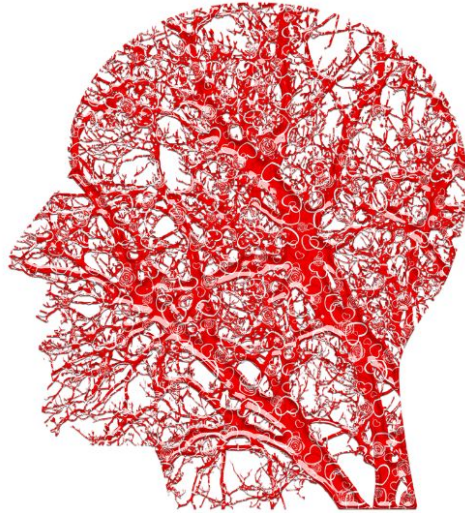
What is the difference between Dark Psychology and Occult Emotional Manipulation?

Dark Psychology can be defined as the process of mental influence that consists of making people do things against their self-interest. So, this lacks morality, precisely because its function is immoral.

Secret Emotional Manipulation is the process in which a person tries to influence another's decisions and feelings in a hidden way, not necessarily for immoral purposes. Basically, Secret Emotional Manipulation involves masking the real intentions of the manipulator. This type of person focuses on the emotional side of the individual because they know that a person's emotions are the key of their personality.

While secret manipulation focuses on an individual to achieve their ultimate goal, Dark Psychology can be used on a person, but it can also be used to influence an entire group or, sometimes a society to influence their thinking. This shows how frightening and dangerous dark persuasion can be because it can be used to change the minds of groups of people altogether.

The Effects of Dark Psychology.



Dark Psychology is at once a simple and quite complex topic. It encompasses the ways in which one person gets something from another person without them being aware of their tactics or the motivation behind those tactics. Many practitioners become quite skilled at hiding ulterior motives. They put on a mask that tell people that their feelings or intent are straightforward when, in fact, they are anything but that.

This is why we call the subject dark psychology. The victim of dark psychology is most likely in the dark about what is happening to them, and the victim may never find out, or they may only figure things out when it is too late, or the perpetrator has moved on. Now, it is important to note that not all forms of dark psychology are inherently malicious. As mentioned in the introduction to this book, dark psychology includes things like sleight of hand in a magic show, which is used to entertain an audience. However, a skilled pickpocket can also use sleight of hand when wandering through crowded tourist areas, stealing money and other easily accessible items. The key distinction is that the person on whom these practices are being applied does not know that this particular strategy is being used. As viewers, we may know that a magician is simply using a trick to convince us that something has

disappeared, but we do not necessarily know the mechanism of the trick, even when we realize that we have been fooled. Again, this is a lighthearted and entertaining application of dark psychology, but the kind we'll be discussing in this book is on the much darker and more malicious side of the spectrum.

Why is it important to learn about dark psychology? People decide to educate themselves on the strategies and tools of dark psychology for different reasons. Some may actually like to learn a few tricks of the trade in order to get ahead in some aspect of their lives, while others want to learn how to detect predators and stay clear of those who might seek to manipulate them. Whatever your reasons to read this book, you will indeed find that you will be better educated and prepared to manage the concepts of dark psychology once you have completed this reading.

The only way to constructively discuss the origins of dark psychology is to discuss each topic individually. This is because, as stated earlier, dark psychology covers a vast amount of territory. It is true that the most elementary and instinctive forms have existed in human society since organized society itself has existed. People rose to the top of the food chain and, over time, developed a system to recognize the leaders or alphas to whom others would submit. This primitive hierarchy is still followed today in many social circles. For example, the group of high school boys who like to hang out at the mall might have one person in their group who is the most good-looking, the most athletic, the most charismatic, or even all three at once. When the group notices an attractive young girl, there is often an unspoken understanding that it is the alpha, or leader, who makes the first move. This is because no one else in the group is willing or capable to fight the alpha about this. These things work almost without our active consciousness as a natural way to organize and make sense of ourselves as organizations of society. The same kind of thing happens at work, in school, in political office, etc.

Dark psychology comes into play in these areas of elementary social hierarchy when individuals use covert or manipulative behaviors in order to establish themselves higher up in that hierarchy. They may lie, cheat, or steal in order to establish their dominance and capability. Again, these behaviors are as old as human organized society itself, and their applications and variances are too many to count.

However, dark psychology has also integrated several different areas of specialization and research, which have been established and followed to understand human behavior, psychology, and, finally, criminality. We know that human beings do not always interact with each other in totally benevolent ways, and the deviant human beings in our society are the ones causing the most harm and damage. Some researchers come to the discipline out of sheer interest and fascination, while other entities, like law enforcement, are obsessed with figuring out exactly what makes someone like the narcissistic serial killer tick. If they can unlock what is going on in these criminals' minds and understand their tactics, it would give them a leg up on their investigations. The problem is, as the very nature of these tactics is that they are "dark," it is very difficult to detect the workings of a criminal narcissist or sociopath until the damage is done and the victims come forward or, in the worst cases, bodies are recovered.

And dark psychology does not solely exist in the realm of criminals. Especially in recent years, illegal and coercive interrogation tactics have come to light through major news outlets, documentaries, new evidence, and TV shows, which highlight the reality that sometimes, even the "good guys" will go to desperate measures to get what they want or maintain the reputations of their law enforcement organizations. False confessions leading to years or even life in prison is used in courts and sometimes are proven false after the real culprits are caught. But sometimes, the guilty get away with their crimes when the incorrect person is blamed and convicted. Unfortunately, many of these cases reflect flagrant racism and

laziness on the part of a few law enforcement officials. And, while there are thousands of skilled, honest officers and investigators working in modern society, extreme cases lead to grossly negative outcomes, which always make the front page.

The sensationalism and true crime popularity frenzy are partially to blame for a reignited interest in dark psychology by those who do not work in realms like law enforcement. Now, it feels increasingly important to be able to defend and rely on yourself in these situations where dark psychology is used maliciously. It may be statistically unlikely that you are going to come face to face with a manipulative serial killer or a sociopathic, gaslighting boyfriend, but you certainly would want to be prepared in case you hit on that narrow likelihood, wouldn't you?

This is why I cannot say that reporting, social media, a renewed interest in true crime, corruption in the law enforcement arena, and dark psychology are all unfortunate evolutions in the age of personal responsibility. As our cities get bigger and political and social unrest grow in intensity, the hunting grounds ripe with potential targets become larger and closer together. There is no downside to taking it upon yourself to become educated and more aware of the potential threats in modern society.

With that said, there is another facet to dark psychology that we will explore that has a lot more to do with active observation and positive psychology, and a lot less with serial killers.

Neuro-linguistic programming and other facets of psychology research focus on reprogramming your brain to perform better or differently, as a way to relieve negative disorders that affect people's lives, such as depression and anxiety. NLP, in particular, is used in many situations by people who seek to teach their brains to reinterpret those triggers which have always prompted negative feelings. These harmful mental experiences can often lead to lifelong struggles to become productive and fulfilled. And this may lead to isolation, loneliness, perceived failures, and often to a deepening of

those underlying mood disorders. NLP is one way to help a person retrain their brains in those moments when it really counts. This strategy, developed in the 70s, uses the brain's relationship to language and how it interprets language and information in everyday life. It teaches the brain through repetition and consistent application to replace those feelings of anxiety, fear, self-doubt, etc., with more positive and constructive emotional and behavioral reactions. The research and application of NLP have improved many people's lives, and, in particular, it has been useful in treating those mental states which arise from a particular trauma or past experience with an emotional manipulator.

The Dark Triad personalities date back much further and encompass the realm of the narcissist, the sociopath, and the Machiavellian types. While these personalities themselves have existed in human beings for probably as long as we have been organizing into societies, the actual focus on research and understanding in terms of psychology is much more recent. It was recognized that it is not just important to be able to identify these individuals in society. We also need to have some basis of understanding in order to combat and prevent the potential harm inflicted on these people's targets.

While many forms of dark psychology can be used on an organizational level, such as illegal interrogation tactics and organized crime, the tactics used on a personal, often one-on-one level are some of the most interesting and malicious examples of dark psychology in practice today. The reason the Dark Triad is so closely associated with dark psychology is that these strategies are very often integrated and applied in their lives, almost like a natural talent. Their skills arise out of necessity and drive to acquire what they want from other people, but they have to devise manipulative tactics because they do not have the capacity or willingness to acquire them in acceptable ways. While the different personalities differ in many ways, one of the common qualities is that they are all willing to hurt other people in order to get what they want with little or no empathy involved. Because of the very nature of

their willingness and coldness when it comes to other people, dark psychology tactics are a natural progression, as they often teach themselves as they identify their proclivities and natural talents.

But you do not have to be a narcissist to be tempted to utilize dark psychology methods on others, even loved ones. And sometimes, when personal motivations and desires are strong, we can all be susceptible to take action and say things that we later on regret. We have lied in order to make ourselves appear more attractive or more skilled, even if they were just “white” lies. This is a facet of dark psychology—you are leading someone to believe something that is not altogether true about you in order to achieve your desired result or impression. As I have said, the spectrum of use and application of dark psychology is a wide range and encompasses behaviors from the most benign white lie to the most sadistic mind games. It is important to realize this because people can fall back on dark psychology even without a history of malicious intent. When people become desperate or consumed by a desired outcome or goal, and none of the standard accepted ways of getting there are working, people can get a little devious in their methods. For example, in one of our chapters, we discuss seduction and the dark psychology that may be involved when a man tries to get a woman come home with him or similar scenario. When a man realizes that he lacks in one important area when it comes to social skills referred to women, he might employ dark psychology tactics simply because he sees no other feasible way to get what he wants. Some of these guys try their hand at lying to make themselves look good or flattery or some other tactic and fail miserably. Others learn to observe and learn about their targets before actually making their first moves. We will discuss in detail how the preparation phase of observation plays a key role in the successful outcome of dark psychology tactics as we move through this book.

Concept of Empathy



Another key psychological concept you will need to understand before looking into the mysteries of dark psychology is empathy. This is another one of those traits that is shared across most of humanity, although some people do struggle with it. It is one of those defining features that evolved over time to aid in survival. It is incredibly important to understand because, like emotions, it is highly motivating. This means that if you understand empathy, you may then be able to understand how to convince other people to do what you want, or to manipulate them with your own feelings, knowing that the empathy will pick up on them.

Have you ever had a moment in which you looked at another person and understood exactly what they were feeling, no matter how puzzling the phenomenon may have been? Perhaps you looked at a homeless beggar on a corner and suddenly felt an intense loneliness, pain, and shame just by looking at him. That is empathy.

What is Empathy?

Empathy allows people to understand the emotions of someone else. Through a glance, when you are an empathetic individual, you can tell exactly what someone else is feeling as though you, yourself, were feeling the same pain. You are able to put yourself in the shoes of the other person, intimately

understanding their feelings and recognizing exactly how it impacts them. You can, essentially, understand, recognize, and feel their mental state.

Empathy is a strange ability; it is usually done at a glance but can also be done by someone sitting in a room with strong emotions. Those who are empathetic are able to pick up on subtle cues, such as the tension in the room or the way people are holding and presenting themselves and recognize what needs to be done one way or the other. Typically, because they are so willingly able to feel what others are feeling, highly empathetic individuals go above and beyond to help those around them.

Types of Empathy

There are three major types of empathy that show up throughout life, and each serves a slightly different purpose. Ultimately, people are best served with a combination of the three empathies but being particularly empathetic in all three types is somewhat uncommon. These three types of empathy are emotional empathy, cognitive empathy, and compassionate empathy.

Emotional Empathy

Emotional empathy refers to your ability to feel what someone else is feeling. When you see someone exhibiting strong emotions, you are able to read the situation quickly and understand exactly what is being felt by the other person. You may be highly sensitive to the vibes in a room or recognize the tension. No matter how you are able to sense the tension, struggles, and emotions, you often are uncontrollably overwhelmed with the emotion of the other person as if you were in their shoes.

For example, if you are walking down the street and see a young child, scared and sobbing, with no adults around, you may feel your heart panging in fear and sorrow. You understand that the child is likely absolutely terrified and that the parent is also likely absolutely terrified as well, and you

feel that same fear. That is emotional empathy. You see and understand the emotions.

Cognitive Empathy

With cognitive empathy, on the other hand, you may be able to look at someone and understand their emotions at a glance, you do not feel them the same way the emotional empathy does. You can see the crying child and understand exactly why the child is crying, but you do not feel the same overwhelming feeling of your own fear in response. Instead, you are able to look, rationalize why the child is crying—in this case, because he is lost, and young children naturally crave to be with their parents—and being able to remain rational and levelheaded can be quite beneficial. You are able to predict what the child will do next—likely run away screaming or collapsing on the ground and continuing to sob uncontrollably—and in being able to predict, you can then make sure you are accordingly changing your own behavior. This particular branch of empathy is incredibly important when considering how to influence and persuade other people.

Compassionate Empathy

Separate from the other two empathies, compassionate empathy is a sort of combination of the two. Think of this as the most enlightened of the empathies—it allows for the individual to see someone else and understand intimately what that other person is going through. The compassionate empathy sees the pain of the other person and feels it. It adds the layer of cognitive empathy as well—the individual is able to also understand the thoughts of the other person and make predictions based on behaviors when attempting to understand what is happening. Those two empathies combine, and the individual is left feeling a strong desire to help others around him or her. The individual feels motivated in feeling the emotions and understanding the thoughts of the other person. This is the mark of a good leader—it is someone who can see and understand and genuinely want to aid those around him or her.

Purpose of Empathy

Similar to emotions, empathy has one major purpose. It is tasked with ensuring a better chance for the survival of the species. This is accomplished through three separate steps that are integral to empathy as a whole. These three key concepts are communication and bonding, regulation of one's own behaviors, and encouraging selflessness. Each of these three concepts aid in the survival of humanity in different ways.

Communication and Bonding

When you are able to recognize and feel the emotions of those around you, you are better equipped to communicate and bond. Think of it this way—if you understand that your neighbor is stressing out over trying to get a fence patched up before the rainstorm this weekend, you can see what your neighbor needs and offer to alleviate some stress. In understanding the other person's unconscious cues and seeing how you can alleviate the discomfort, you are then able to offer a solution, which encourages and facilitates bonding between the two of you. By recognizing when those around you need help and responding in kind, you are able to develop relationships that will serve you well.

Regulation of Own Behavior

When you can see how other people understand your own behavior, you get valuable insight that can be used to regulate yourself. If you see that someone is disinterested in what you are talking about, for example, you see a cue to change the subject to something else or to present what you are discussing in a way that will bring the other person back into the conversation. This can go one step further—if you see that someone is being hurt or upset by your words or actions when you empathize with the other person, you are far more likely to want to stop what you are doing. When you imagine how you would feel with roles reversed, you are more likely to want to stop simply because you understand how you would feel in the same position. Understanding and feeling the other's pain allows you to regulate your own behaviors.

Encouraging Selflessness

Lastly, empathy seeks to encourage selflessness. Through the two previous purposes, regulating yourself and communicating, you are more inclined to want to help others. Think about it this way—if you saw your best friend struggling and you had the means to alleviate that suffering, would you do it? Most people would say yes; they would—no one enjoys watching people they love suffer in misery all alone. This serves an extra purpose as well—when you help those around you, they are far more likely to want to return the favor when you need a hand. When people behave selflessly, the entire group is far more likely to survive. For example, if you give your neighbor some food because they are out, your neighbor is much more likely to stop and help you when they see that something has broken and needs patching in order to be functional again.

With these three fundamental purposes of empathy working together, people are more capable of living in relative peace when surrounded by each other. They will want to help each other survive, and in turn will want to continue to help each other survive when everyone is looking out for the best interest of everyone else.

The “Dark Triad”

The concept of the Dark Triad is relatively new to psychology and paramount to the understanding of Dark Psychology.

These three personalities have striking similarities and entail dark, socially destructive characteristics. Prominently negative behavioral tendencies like manipulation, emotional coldness and grandiosity are intricate part of these three dark personalities.

The most widely used taxonomy for personality traits is called the “Big Five”, which is based on common language descriptors, most frequently suggesting the use of five broad dimensions to describe the human psyche and personality. The Big Five personality traits are: Conscientiousness, Openness to Experience, Extraversion, Agreeableness and Neuroticism. The study conducted by Paulhus and Williams concluded that “Disagreeableness” was the only common Big Five traits of people with the three dark personalities. A variety of undesirable human behaviors like aggressiveness, sexual opportunism and impulsivity have an underlying Dark Triad personality. In 2010, psychologists Peter Jonason and Gregory Webster developed the “Dirty Dozen” scale, to identify the potentially troublesome personality traits, with a simple 12-item rating scale. They defined the Dark Triad as a “short-term, independent, exploitative social strategy”, which resonates the fundamentals of Dark Psychology, according to where individuals with aroused dark side display violent behavior to fulfil their desires.

The total score can range from 12 to 84 and each trait aligns with the specific item on the list as: Narcissism (3, 8, 11, 12); Psychopathy (2, 4, 6, 9); and Machiavellianism (1, 5, 7, 10). According to the study conducted by Webster and Jonason, a score of 45 or more represents a high propensity to the Dark Triad personality traits. Do not worry if you score higher than expected cause this scale does not capture the subtleties and nuances of a diagnosis, it is as said, a little dirty. The sole purpose of this scale is to provide a quick and easy test, to

serve as a warning, if you sense that someone you know might have the Dark Triad traits. We will now explore each of the three Dark Triad traits in details.

What is Narcissism?



The term Narcissism comes from ancient Greek and Roman mythological story, about a handsome hunter named Narcissus who was wandering the world to find someone to love. This story captured the basic idea of Narcissism, a mental condition marked by elevated and self-detrimental involvement, deep need for excessive attention and admiration and a lack of empathy. Narcissists believe themselves to be better looking, more important than anyone else around them and that they deserve special treatment.

Similar to the many characteristics of human psychological traits, Narcissism can be viewed as a spectrum. The two known forms of Narcissism that are also recognized as personality traits are: Grandiose Narcissism and Vulnerable Narcissism. While all Narcissists display an inflated sense of self, Grandiose Narcissists possess an extremely high sense of self-esteem, supreme confidence, and no trace of vulnerability. They grow up with an over-powering sense of entitlement and abandon situations when they think they are not receiving the respect and admiration that they deserve. Do you know someone who is in a relationship but still looks like they are always on the prowl and makes no effort in hiding their desires from their partner or the external world? Such emotionally cold men are referred to as “playboys” and are a classic case of Grandiose Narcissism. They are skilled at hiding their emotions and quickly become dominant and aggressive when

others try to meddle in their achievements. These individuals have no regards for thoughts and feelings of others and are ruthless when it comes to fulfilling their desires. According to research studies, individuals with Grandiose Narcissism display significantly positive connection with ideas related to emotional functioning, such as empathy and Emotional Intelligence, but the outcomes of these studies are highly unpredictable and require further verification. It is not surprising that numerous successful politicians and celebrities as well as people on top of their career tend to be Grandiose Narcissist.

On the other hand, Vulnerable Narcissists have very low self-esteem and a tendency towards developing a negative view of themselves. People with Vulnerable Narcissism grow up with little to no attention from their parents and are compensating for that neglect by developing an extremely fragile ego, using certain behaviors like self-absorption as a coping mechanism. These individuals develop deep seated fears of inadequacy and insecurity, with an overwhelming desire for attention and recognition in an attempt to fill that void within. To the Vulnerable Narcissist, the perception that their partner has of them is crucial, but they will still have numerous affairs and not broadcast them owing to their inherent introversion. They are likely to accuse their partners of infidelity and require constant reassurance of their faithfulness. Their need for constant validation, fear of rejection and hypersensitivity to criticism often leaves them feeling anxious and paranoid. They tend to employ childlike behaviors such as whining, crying and being overly dramatic to fulfil their demands. Acquiring knowledge and understanding of the type of Narcissist in your life, is the first step in dealing with them successfully.

Bona fide Narcissists or individuals with more extreme form of Narcissism have a mental condition which is marked by an elevated sense of self, deep need for excessive attention and admiration and lack of empathy, which are only serving as a mask for their underlying fragile self-esteem that can be easily shaken up by the slightest of the criticism. This psychological

condition is called Narcissistic Personality Disorder, affecting 1%-2% of the population and more commonly men. However, this disorder is surrounded by a whole lot of diagnostic confusion due to the high variability of the manifestation of the associated psychological traits. The underlying psychological symptoms are presented with a wide range of severity, from grandiose to self-loathing, extraversion to introversion and from being a model citizen to a criminal. This heterogeneity of the symptoms poses a challenge in determining common traits to justify a shared diagnosis. As with more mental disorders, the cause of narcissistic personality disorder is highly complex and remains unknown. It may be linked to our genetics (traits that are inherited), neurobiology (connection between the brain and human behavior) and the environment (excessive adoration or not enough, in the early childhood). Keep in mind, if someone takes too many selfies, it doesn't just make them a Narcissist and there's no clear evidence that social media causes Narcissism. Similarly, children and teens may appear self-centered, but this may simply be part of their development and doesn't always translate into narcissistic personality disorder.

What is Machiavellianism?



By the end of 16th century, dark arts of deception and deceit and the notion that “the end always justifies the means” in diplomacy became popular as “Machiavellianism”. It wasn’t until the 1970’s that the social psychologists, Daniel Christie and Florence L. Geis, introduced Machiavellianism to modern Psychology and developed “the Machiavellianism Scale” or “The Mach-IV test”.

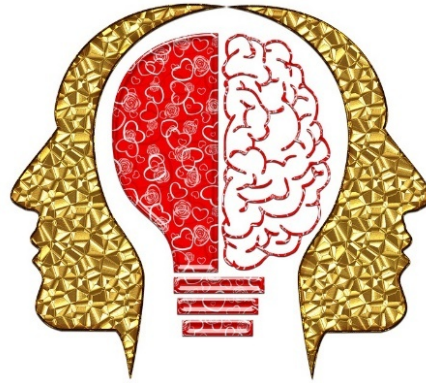
In Psychology, Machiavellianism refers to the predisposition of conniving and deceptive traits in individuals that are also inherently master manipulators. Machiavellians are highly strategic in achieving their goals by means of cunning and deceit with a cold heart. They pay little to no attention to emotional damage resulting from their behavior and will use others simply as a stepping-stone to reach their goals. This cold mentality of Machiavellians contributes to their aversive and problematic views towards others. The hallmark of this dark trait is constant focus on self-interest, keen understanding of the importance of image and perception with a tendency to ruthlessly exercise power over compassion and mercy.

For examples, the political career of Adolf Hitler is the best possible illustration of a Machiavellian leader. Hitler’s view that peace should be seen as a brief relief in a never-ending war draws striking resemblance with the views of Machiavelli. He is remembered as a relentless warrior ruler, who desired

total control over the entire world under his totalitarian “Third Reich”. Hitler was devoted to conquest and manipulated reality to see to his political gains. His false flag operation called “Reichstag Flag” was planned to aid in his predetermined anticommunist political agenda of examining and persecuting the Jews. Many parallels can be drawn between Machiavellian’s ideology of “ends justify means” and the actual leadership style practiced by Hitler. Being the master manipulator that he was, Hitler successfully manipulated the German political system as well as the hearts and minds of the people. Machiavelli stated- “It is better to be feared than loved, if you cannot have both.” It is believed that Hitler used to keep a copy of “The Prince” by his bedside. He was adept at triggering responses of love and fear in the German people that had translated into sheer devotion and even worship.

Machiavelli wrote that “A prince must always seem to be very moral, even if he is not”, suggesting that leaders ought to keep a moral appearance but not keep their promises, if their words did not support their best interest. Hitler often delivered exaggerated and hard to implement promises that never came to fruition. He maintained his appearance of a moral leader by creating a perception that he was striving hard to deliver his promises. Machiavelli also argued that making an example of a few offenders is kinder than being overly compassionate, thereby, allowing for chaos to develop in the community. Hitler systematically eliminated any political and social threat to his rise as Germany’s leader, by assassinating absolutely anyone who stood in his way and consolidated all the political power to himself.

What is Psychopathy?



The second element of the dark triad is psychopathy. In general terms, psychopathy is an absence of emotion. In particular, psychopaths are unable to feel empathy. This means that they are unable to gauge who others feel. This is why they are incapable of understanding that their actions hurt others. When you look at serial killers and other types of criminals, they genuinely believe they have done nothing wrong as they are unable to comprehend the pain and anguish, they have put others through. Think about white-collar criminals who embezzle pensioners out of their savings. They have no remorse over their actions as they could really care less about those affected.

In some instances, psychopathy is associated with physiological issues in the brain. When this occurs, neurochemical reactions may not take place. As a result, these individuals may be unable to process their emotions leading to a condition of flat reactions to emotion.

In other cases, it may be a purely psychological issue as the psychopaths tend to have a dissociative personality. Dissociative personality is usually the result of prolonged exposure to abuse and trauma in childhood. Regardless of the type of trauma, a child may develop a dissociation between their feelings and the situations around them. This leads them to cut out their feelings from the mental processes that they carry out. Consequently, a perfectly normal person can be

developed into a psychopath purely through an abusive and neglectful environment.

If you are in consort with a psychopath, you had better get a good idea of what they are capable of. These individuals may be capable of just about anything. They may not have any sinister motives. Whatever they do, is purely for their pleasure and nothing else... even if it means inflicting grievous harm on others

The Dark Triad in Action

Having just one of the dark triad traits fully developed is enough to create an evil individual. When all three come into consort, even to a lesser degree, the individual may have no morals, scruples or ethics. While they may not actually become serial killers they may engage in activities that harm people in the pursuit of their personal aims and pleasures. This may lead to unspeakable acts of horror, crafty business schemes or even a relentless pursuit of power in which people fall by the wayside.

There is not a real way to deal with such individuals. It takes a lot of courage and energy to stand up to them. That is why the most common course of action is to get away from them. For example, people who grow up with narcissistic parents often leave home at a young age as they are unable to put up with the behavior of their parents.

In other cases, children of Machiavellian parents tend to have their parents concoct clever ways to run their life well into adulthood. And if someone happens to grow up with a psychopathic parent, they may be in for a childhood filled with abuse.

At the end of the day, the dark triad is present in all of us. We all have some type of manifestation of these traits, though most of us will never exhibit them to the degree that is quite harmful to others. If you happen to recognize the predominance of these traits in your own life, it is worth doing some introspection so that you can determine if you really need to get a better handle on your feelings and thoughts. After all, letting any of these traits run wild may end up consuming you to the point of emotional and psychological exhaustion.

Lawyers

Lawyers, like used car salesmen, are textbook manipulators. Lawyers, in particular, test the boundaries of what is moral in society. When they are tasked to defend a suspect who is clearly guilty, they may resort to any necessary means to get their client free of charges. In many ways, lawyers are perceived to be unscrupulous and immoral. However, the truth is that lawyers are just representing a persona. Ultimately, it does not matter what they personally think. The only thing that matters is that they fulfill their client's wishes.

As for a lawyer's toolbox, they cannot openly lie as this would constitute a crime. So, they need to frame the truth in such a way that their client seems innocent. They also tend to mix half-truths to plant the seed of doubt in judges and jury. Please bear in mind that unless things are proven beyond a reasonable doubt, it is not possible to reach a verdict. This is why lawyers will try to confuse the facts and pick holes in stories. They are masters at rephrasing statements and taking witnesses out of context. Trial lawyers are especially adept at confusing witnesses so that they end up contradicting themselves.

But perhaps the most valuable skill that lawyers have is to use evidence to prove their point. This is where facts and evidence are used to paint the picture they want others to see. In a manner of speaking, it is a type of gaslighting as they are attempting to replace the truth with the version that is convenient to them and their client.

So, the next time you watch a television show or movie in which lawyers are depicted in action, pay close attention to the way they bend the truth, switch contexts, and make themselves out to be the bearers of reality. It is all a trick to get those involved doubt the accuracy of the facts just enough so that they can plant the seed of their own version of the facts.

Politicians

Politicians, unlike lawyers, have the liberty to lie. In a way, it is a manner of taking creative license with the truth. Less skilled political players tend to make up facts and throw unfounded accusations against their opponents. Depending on

their particular context the media might fact-check their claims. When there is no one to hold them accountable for their remarks, they are basically free to say whatever comes to their minds.

As mentioned earlier, lies need to be credible to a certain extent. Outrageous claims will simply alienate voters. This is why skilled politicians do their homework so that their accusations are real and justified. That way, they can hold up to closer scrutiny.

Politicians are also known for their deceit. In general, deceit comes in the form of false promises. They often say they will do one thing or another only to end up doing something completely different. Also, politicians are known to be corrupt, that is, using their elected office for their personal gain. In some countries, corruption is more prevalent than others.

Overall, politicians are seen as individuals with very loose morals. While some are respected for their genuine leadership abilities, the majority are seen as liars and cheaters. At least that tends to be public perception, especially when scandals break open.

Salespeople

Salespeople are also seen as manipulators. Generally speaking, salespeople will say whatever they have to in order to make a sale. This may include embellishing the features of a product or flat out lying about a product's quality or functionality.

The classic example of this is used car salespeople. But beyond that, salespeople will try to build rapport as quickly as possible so that they can get their potential clients to trust them. This, in turn, will lead to a sense of credibility.

Another common tactic employed by salespeople is the bait and switch. They may seem forthcoming and very approachable. But once they have earned their client's trust, they will revert to their true self and stick customers with a high price tag. Clever salespeople will recognize this and

make sure that they do not screw over their customers. That way they can ensure repeat business.

On the whole, the best salespeople are very outgoing and extroverted. In the worst of cases they are narcissists who are out to flaunt their talents and abilities. So, if you happen to be in the presence of such an individual be wary. It might be best for you to first shop around.

Sadism

Sadism may not be one of the aspects of the dark triad, but it is still something necessary to add to this. Modern researchers into psychology have proposed that the dark triad is in fact composed of four parts and that a sadistic personality disorder should be added to this. Sadism is sometimes the hardest personality trait to understand here because it is often the least relevant out of all of them.

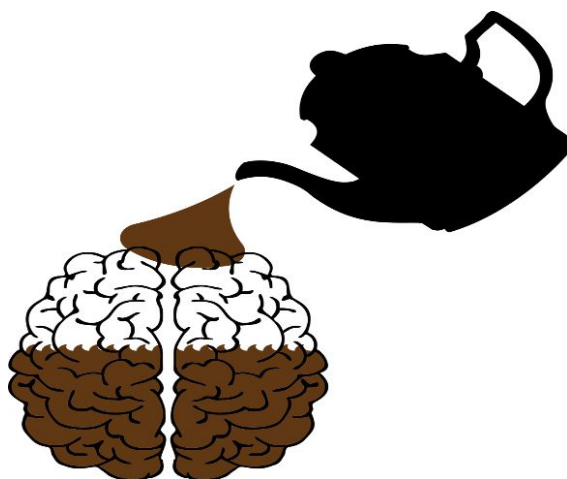
All of us can point out times in our lives when maybe our personality was a little bit narcissistic, psychopathic, or fit with Machiavellianism. But sadism is a kind of an alien thought, and most people find that this is something that is hard to rationally understand.

Sadism is when the person derives some sort of pleasure from the suffering of others. This could add in a new and worrying dimension to the preexisting traits that we have talked about above. If the Machiavellian leader wanted to cause others to suffer, they would not regret it. But if they were a sadist as well they would enjoy that suffering. They would actually get some sort of pleasure out of the brutal acts that occur.

The feature that is going to set sadism apart from some of the other aspects of dark psychology is the fact that it is all about cruelty. And this cruelty is just there to provide pleasure for the one using it. It is not there to serve a larger aim. It is not there for some control for the manipulator. Sadists just want to cause the suffering of others because it is entertaining for them and they enjoy watching it, and nothing else.

Often sadism is going to show up with some of the other forms of the dark triad that we discussed above. But it adds in another terrifying part to the mix that it can make it hard for the victim to gain control again. Recognizing the signs early on is one of the best ways to keep yourself safe and to ensure that you are not taken advantage of when someone is using the dark triad against you.

The Best Techniques of Dark Psychology and Mind Manipulation



In this chapter, we are going to center on some of the most common but effective methods out there. You will find that this discussion is rather detailed and aimed at providing deep insight into how these strategies are effective.

You will find that some of the methods we will get into are very common and rather overt, while others are rather subtle and go unnoticed. In fact, some of these tactics are so subtle that you do not even know they are there, but they are.

Deception through Lying

Regardless of the manipulator's final objective, lying is almost always their favorite go-to maneuver. In a manner of speaking, it is the foundation of their playbook. Manipulators will often resort to lies to gain any kind of advantage. Pathological liars are those who compulsively lie all the time, even if there is no need to. When the manipulator is deceptive, it is because they realize that the lies go much better than the facts.

There are several deceptions that the manipulator can use to help them achieve their ultimate goals. First there are flat-out lies. If the victim doesn't know any better, they will fall for them. The deception takes place as the target is simply misled by the false information. This is a pretty straightforward issue.

Things change when the manipulator seeks to cleverly disguise lies by wrapping them up in a context in which they may seem accurate but are truly false. The phenomenon known as “fake news” comes to mind. In fake news the manipulator will present fraudulent information, which is not known to be true but also not known to be untrue. So the target cannot distinguish fact from fiction. The manipulator does everything to persuade others that they are sincere, while the information presented seems to be credible. In the end, the victim has no choice but to go along unless they are willing to do their own research to determine if the manipulator is truly lying or being truthful.

What makes fake news even more powerful is when the source of information is credible. And while there is always the possibility that they could simply be wrong about the information they are presenting, manipulators always seek to build up as much credibility as they can. That way, victims will take them at face value. When this occurs, manipulators can become quite dangerous.

Manipulators who lie to their targets are usually good at it. Targets may also find it hard to tell when they are lied to. Generally, it is too late to do anything about the obvious lie by the time the subject figures it out. The only way to ensure the target eliminates their risk of being manipulated is to look after the different types of characters that are specialists at trickery and deception. The manipulator lies about anything to get through, and most of the time their targets will not know until it is too late to do anything about it.

Lying by Omission

This approach is similar to the previous one, with a few slight differences to the above-described method. The lie is a bit subtler because the manipulator will tell a few things about the truth but will reject some key issues. This may be called “faking out” in some instances. The manipulator may argue that they must borrow money to get gas or food, but they really need the money to buy drugs or alcohol. In this

example, they are telling the truth about needing the money. What they are leaving out is the real reason why they need it.

Half-truths are all about mixing lies with truths. This is why you need to think things through. If you just blurt out lies without actually thinking about them, then you are liable to make a mistake. If you do, then you will get caught and your cover will be blown.

In order for this technique to be effective, you need to mix lies in such a way that they make sense when contrasted with the truth. They need to be credible and presented in a manner that makes sense to those who will hear them. Often, manipulators add or omit details that are convenient to them. So, the information is true, on the whole, but the details of the truth are twisted to suit your benefit. As the saying goes, “the devil is in the details.”

A good means of implementing half-truths is through rumors. Nowadays, social media is a great way of spread rumors. In fact, it is so effective that you do not really need to get people to believe it; all you need is to plant a seed of doubt. As long as you can get people to doubt the accuracy of the information, or partially accept its validity, then you have done your job. By the time the affected parties seek to restore their reputations or set the record straight, it will have been too late. That is why you need to strike first and often. That way, the victim will have no choice but to go into crisis mode.

If you fear such an attack on yourself, then you need to hit the manipulator back where it will hurt them. You need to discredit them at all costs. That will plant the seed of doubt on the source of the information and give you a fighting chance to defend yourself.

Denial

Denial is a form of lying as it entails pretending that something happened when it did not or trying to hide the fact that something did not happen when it did. A simple form of denial is trying to avoid responsibility for an action. This is common when a person does something inappropriate but

wishes to avoid the punishment that is associated with their actions.

When the manipulator appears to be truly sincere in their defense, the confusion created in those around them can ultimately lead to planting of the seed of doubt. This is how skillful trial attorneys are able to convince jurors that their client is not guilty. Please note that we are not saying that the accused is innocent. What we are saying is that the accused is not guilty as the other party was unable to prove the suspect's culpability beyond a reasonable doubt.

Avoidance

This occurs when manipulators do not give straight answers or move the discussion into a different topic utilizing diversion tactics. In a dialog, avoidance occurs by wandering or otherwise talking endlessly in a meandering fashion. So, their ultimate game is to confuse the target, which makes them question the true version.

When a manipulator changes the topic, it can be gradual and not entirely obvious.

The manipulator takes advantage of the frustration of the other party. The best manipulators have a way of shifting attention away from their actions and on to what they really want to get. So, do not be surprised if you are dealing with a manipulator if they are constantly trying to avoid your questions or conversation.

Over time, the target can find it difficult to determine what is genuine or not since the manipulator can cause them to question all that they know, or think is valid.

Generalizations

These types of statements are very dangerous insofar as they are intended to be direct attacks on one particular person or group of people. Generalizations can be very unfair, especially when they are intended to characterize a group of people in a certain manner. For instance, when you say things such as "all

men are..." or "all women are..." you are misrepresenting people in a truly unfair manner. Yet, when attempting to confuse and deceive people, these statements can be quite effective at creating a negative atmosphere. Manipulators love nothing more than to create animosity among people. After all, one of the fundamental tenets of manipulators is "divide and conquer." Blanket statements are great at achieving that.

Playing the Victim

When we act like victims, we manipulate others. We have learned this since we were kids. If you wanted your parents to do something for you, you would lock yourself in your room crying and this behavior certainly attracted their attention; even today a little victimhood will help you achieve this result. Through victimhood you can make a person do something for you.

This is one of the reasons why many people go into depression and stay in it. The "feeling special in their problem" allows these individuals to attract the attention of others to feel important in their eyes. This is a sneaky way of manipulating others but equally present in many people.

Generate Fear

The news bulletins are a champion in this. The news tends to terrify us because the more scared we are the more vulnerable we will be and, therefore, more susceptible to manipulation. Through the use of fear, rulers have the opportunity to manage us better and keep us under control. One remedy we all have at our disposal to defend ourselves against this devious technique is not to watch the news every day. By watching the news, we satisfy what is called the need for "security."

The classic example we can say to understand this technique is when a mother educates her child. If she does not want her kid to do something, she tells him something on purpose to frighten him; for example: "if you touch the stove you will burn your hand and then we have to take you to the hospital." In this way, the child will never go near the kitchen!

It is not necessary to shout or make direct threats to intimidate. Manipulators are experts at planting fear, many times imperceptibly. It is a matter of announcing dangers in the face of certain behavior.

They manipulate you, for example, when they tell you that you “must” act in a certain way. Otherwise, you run the risk of a certain undesirable situation occurring. Apparently, they are appealing to reason but they are just trying to condition you through fear.

Create Insecurity

One of the most powerful techniques of mind control is to continuously question everything our interlocutor is telling us. For example, if you say to me: “you know that I was able to achieve this result,” I could reply saying “but are you sure that the result you have achieved is thanks to you?” That way, if we question what others are saying to us, and we do it repeatedly, eventually others will tend to question it!

There are situations where our weaknesses and convictions or self-love are highlighted and we take advantage of them.

Negative criticism of what we do or say is manipulative mechanisms based on insecurity. It also happens when they try to confuse us by making our mistakes more complex or by making us believe that we know ourselves better than we do.

The Door in the Face!

Directly from the experience of door-to-door salespeople I present the technique of the door... in the face! When we want to obtain a certain result from our interlocutor we should make a request that we consider too high and unreasonable: this request will undoubtedly be followed by a metaphorical door in the face, that is a refusal. At this point we should immediately follow with the real request that we had in mind: compared with the first, in fact, this new request will appear more modest and reasonable.

This technique bases its effectiveness on the natural tendency of our mind to make comparisons. If we provide the right term of comparison, no request will appear excessive.

This technique works because it arouses in the person a sense of guilt and an idea of concession. In other words, your renunciation will be perceived as a concession and then, it is a sneaky application of the “reciprocity rule”, which has been widely discussed in the second chapter.

Foot in the Door

This tactic is implemented in increments. This begins with the manipulator asking for small favors. Every time the victim complies the manipulator will ask for increasingly bigger favors until they get what they ultimately want, or they exhaust their victim. At that point the manipulator needs to move on to a fresh victim.

Consider This Example:

A manipulator wants a large sum of money. Yet, they know they will not get it if they just ask for it. So, they ask for a tiny sum. Then they pay it back. Next they ask for a bigger sum and then pay it back. They do this as they build up trust capital until one day they get what they want, never to be heard from again.

This example clarifies why this technique is called put your “foot in the door” and make room with your whole body...

A more rudimentary approach consists in asking multiple people for money with no intention of paying it back. Eventually they exhaust the people around them. So, they need to move on and find new victims.

“Yes-set” Technique

The technique of the “yes-set” consists of asking several questions to the interlocutor for which he can only agree and answer “yes.” This will create a light conditioning that will also make him answer yes to your real request. It is a short-

term freezing effect that causes the person to enter into a certain response perspective.

Four or five harmless questions in the preamble are enough. The mechanism behind this technique is based on the use of “rhetorical questions” or statements that are true, taken for granted, or otherwise verifiable in the direct experience of the person.

In these cases, the person “leading” the report prepares the ground with a series of questions to which the interlocutor will surely answer yes and that is why it is called “Yes-Set.”

And in all three cases, some truisms or true and/or verifiable statements are followed by an “unverifiable statement” which is an induction (or command) or a demand taken for granted.

Linguistic Presupposition

Some very insidious communicative maneuvers consist of asking the interlocutor questions to which it is not possible to answer simply with a “YES” or a “NO”, but that work in the subject of the actions as an answer to a command. For example, if I ask a person if he “can turn off the light there on his right?” apparently, I am asking if he can do it, but in practice, I will get the switch off which is actually what I wanted.

In other words, through the linguistic form of “embedded commands,” you can skillfully camouflage a command into a question, as in the following example: “Do you want to tell me know what’s bothering you or would you rather wait a while?”

With this sentence, I create in practice an alternative through the construction of more proposals, where I take for granted that in any case, the subject will reveal to me what worries him.

Linguistic-Presupposition is one of the most powerful and easy to use tools to give someone “apparently” a choice and at the same time “trap” them inside your idea, almost without any way out.

Bind is a hypnotic technique used to force a choice with words. It is also called the “illusion of alternative.”

Let's see some examples:

- “After you go to buy bread, could you come by the newsstand and buy me the paper?”
- “When are you going to take me to the movies?”
- “Have you decided which foreign country to take me to for our anniversary?”

Each of these questions already provides a choice, and the trick is to take for granted a fact that is slightly hidden.

Reverse Psychology

This technique consists in assuming a behavior opposite to the desired one, with the expectation that this “prohibition” will arouse curiosity and therefore induce the person to do what is really desired. For instance, when you tell a child not to do something, that is the first thing they do. This type of response persists throughout a person's life.

It is a way of getting things done giving the opposite of the command you want to give. If I say things like, “do not be offended,” “do not worry,” I get the opposite effect, I will make my interlocutor stiffen.

Some people are known to be like boomerangs because they refuse to go in the direction they are sent but take the opposite route. This type of behavior can be used by a dark persuader because it is a weakness that the victim has. Take an example of a friend who loves to eat junk food at any opportunity they get. The dark persuader knows this and therefore will suggest that they should eat healthy because it will be good for them, knowing that the friend will choose fast food anyway.

When individuals are told that they should not believe one thing or the other, they will pay closer attention to it.

Consider This Situation:

You are looking to force your employees to work overtime without questioning it. However, getting them to log the hours can be challenging as no one is keen on staying beyond their usual shift. So, you really cannot do much to convince them to work overtime.

Then, you get an idea: Why not ban overtime? That is, anyone who wants to work overtime cannot do so. The justification behind it is that since no one wants to stay longer hours, then there will be no overtime. In fact, you could take it a step further and hire temp workers to fill in the extra hours. Now, your regular staff is concerned that others are intruding on their jobs. In the end you may get resistance from your usual staff who are now demanding to work overtime in order to get rid of the temp workers.

In the end you have successfully manipulated your staff to work overtime. You were able to play with their sense of security by banning overtime and then bringing other workers to cover the hours they wouldn't.

A convention playbook would have sought to incentivize workers so they would be more willing to stay longer hours. But this would have meant paying more or offering greater benefits. In the end, your manipulation attempts were successful without conceding any additional benefits.

Negative Hidden Commands

A negative hidden command is a specific linguistic model of reverse psychology in which instruction is formulated negatively so that it is perceived by the unconscious mind, bypassing the "critical guardian" of our interlocutor.

An interesting aspect of the unconscious mind is that, compared to the conscious one, it does not understand negation. This happens because our mind works by images and because there is no mental representation of the word "NOT." Therefore, the unconscious does not perceive it. In other words, our brain cannot deny experiences related to the senses without first visualizing them.

Generally, in the books of Guerrilla Marketing, NLP, the psychology of communication, and neuro-marketing, two examples are given below to explain this concept.

1. Read the following sentence and do what it says: “Do not think of a pink elephant.”

What were you thinking? Almost certainly a pink elephant even though you were asked not to.

2. Now I ask you not to think of a yellow lemon. Think about what you want, but do not think of a yellow lemon. Do not think of a big, juicy yellow lemon, its intense aroma, its sour taste. Do not think about cutting the yellow lemon in two, squeezing half of it in your mouth, and drinking its sour juice.

Did you do it? Most likely not, in fact maybe you even felt your salivation increase, swallowed, and felt some chills.

How did that happen? Simple: Our brain cannot deny sensory experiences without trying them first.

The second case is even stronger than the first because it contains many more details and ideosensory contents that activate with more energy the mental representation it intends to suggest.

This mechanism is very useful to us because we can use negative hidden commands while stimulating a positive response in the recipient of the message.

In order to use negative hidden commands, it is sufficient to say what we want to happen and to precede it with negation.

Some examples:

- “I am not asking you to go on vacation with me.”
- “I am not asking you to trust me.”
- “I am not here to list all the advantages of our proposal.”
- “You do not have to decide right away, take all the time you need.”

With negative hidden commands, we can prevent the conscious mind from blocking our messages—filtering them to check whether or not to accept them—because rationally it is not receiving them, unlike the unconscious mind.

Anchoring

Anchoring or “conditioning” is a psychological tool that is used to associate sounds, visuals, or other stimuli to certain feelings and sensations. It should be noted that these feelings and sensations can be both positive and negative.

Ivan Pavlov, a Nobel Prize-winning Russian scientist, has managed to demonstrate this mechanism by conducting experiments on dogs. He first began by feeding some dogs, always preceding the “lunch” by the sound of a bell, observing how the animals reacted to the sight of food with intense salivation, a symbol of a natural reflex of the dog, functional to digestion and associated with hunger.

After a certain period of training, Pavlov subjected the dogs to the sound of the bell without giving them any food; the animals reacted with the same salivation, which was a sign of an emotional expectation.

With conditioning, it is possible to connect certain emotional states and cognitive responses to external stimuli through forms of association. This type of stimulus-response behavior is at the basis of manipulation and is the tool used by manipulators.

Always remember the rule that decision-making is primarily based on emotions rather than logic.

Let’s consider a classic example of positive anchoring: what sound does the ice cream truck make? Can you recall the music? What thoughts come to mind when you hear that sound?

The same goes for songs, slogans, logos, scents, and so on. These stimuli are developed with the intent of associating a specific feeling in your mind. Able marketers are masters at exploiting these feelings in their audiences.

The easiest way to understand this is to focus on price anchoring, which is generally done with the whole \$9.99 deal. Another way to get you to think you're getting a great deal is to create a sense of belonging or an anchor of ownership. An example of this would-be Starbucks. They have overpriced and not so great coffee, but the barista writes your name on the cup, and automatically the product value increases in your mind. They have included you in the making of this product, and now the product itself seems like it is yours [20].

Dark persuaders use anchoring as an easy fix for most of the monetary sale they want to encourage.

By “anchor effect” (which is based on Anchoring Bias) we mean the tendency, when a decision has to be taken, to rely excessively on the first information that is offered to us (the anchor, precisely). In the moment in which this point of reference comes fixed, the judgment comes taken for difference from this last one.

As an example, in the process of purchase of a good the initial price gives the basic setting to all the negotiation, for which prices inferior to that one of anchor can seem reasonable even if they remain superior to the effective value of the good. Or, on the contrary, the price devaluation applied by competitors creates an anchor in the customer, which they consider unjustifiably higher prices for a product they consider similar. In this regard, Daniel Kahneman, Nobel Prize winner for his studies on cognitive psychology, said that it is completely wrong the very common theory that, in a negotiation, the second counterpart is in advantage; according to him, thanks to the anchoring effect, in negotiations there is an important advantage “of the first move” that allows to set the point of reference for the discussions, proposals and counter-proposals that will serve to reach agreement.

Blackmail

Blackmail is commonly known as having some type of information or knowledge that, if revealed, can be very damaging to the victim. Therefore, the victim doesn't have

much choice but to comply with the manipulator. The end result is a negative feedback loop in which the victim has no choice but to go along until they have a chance to escape the trap.

Blackmail is one of the first tools a manipulator would use. Blackmail is commonly seen on TV and in the movies. Manipulators use personal or sensitive information about a person to extort them. The result of extorting an individual is the gain of some kind of benefit from that person. In the movies, you commonly see manipulators threatening to reveal damaging personal information about a person unless they comply with their wishes. This is a form of coercion and doesn't necessarily need to be accompanied by threats of physical violence. If the victim is weak enough, they will cave and comply with the manipulator's requests. However, if the victim decides to confront the manipulator they may face the consequences of the information being revealed about them.

It should be noted that extortion is generally a threat of physical harm unless victims comply with the demands of the aggressor. Typical extortion does not involve any kind of personal information. Rather, it seeks to use physical violence to compel others to act in accordance with the manipulator's desires. This generally includes some kind of payment in exchange for "protection." The victims usually have one of two options, either face the extortionist and fight them or run away. Generally the latter is the best course of action.

In the workplace blackmail can be an incredibly damaging tool. However, it is not to be used often as blackmail uncovers the identity of the manipulator. While there may be anonymous blackmail threats, generally speaking, a manipulator will have to reveal their true identity in order for the victim to see them as a credible threat. Once the "cat is out of the bag," the manipulator will have to eventually move on to another victim once they have exhausted their current one.

Love Bombing

This statement is a simple strategy involving a brilliant, abrupt, and vigorous show of favorable feelings toward the victim. It is essential to remember that manipulators generally use this strategy at the beginning of their relationships. This strategy seems a little odd when you really dig deep into it. This is because an individual who intends to extract some type of gain from their victim initially says and does kind things for them. Yet, the manipulator may have very little regard for their victim. So, it is rather perplexing on the surface but makes perfect sense when viewed from the angle of their deception.

The concept behind love bombings is quite easy because its main aim is to generate a sense of love, confidence, and adherence for the manipulator within the intended target. The degree to which love bombing is used may depend on the target itself.

What Does This Imply?

Take a person who looks quite desperate, hopeless, and solitary, for example. The manipulator is more prone to choose this person as a target, as they are conscious of the fact that instead of more selective in their choice of partner, the target may essentially “take what they can get.” As a result, the target, out of desperation, may become a sitting duck for love bombing. Initially the target may not believe that they are the subject of such affection. However, at some point they may come crashing back down to reality.

It should be noted that manipulators’ modus operandi when it comes to love bombing is a combination of physical attraction and charming nature. The manipulator will go out of their way to seem physically attractive while also appearing to be a pleasant person to get along with. As such, they will seek out victims who are vulnerable. Vulnerability generally boils down to being in the right place at the right time. For instance, a manipulator will seek out a victim who has been through a tough breakup such as a divorce, and is extremely vulnerable emotionally. Also, manipulators seek out people with low self-esteem. This makes them especially prone to affection and attention. In some cases, targets may be so starved for

attention and affection that even when they are aware of the love-bombing they will go along with it for as long as it lasts.

In the end, love bombing is an effective technique when done right. However, it is hardly the best way to build a long-term relationship. Therefore, the manipulator needs to move on at some point from their target and seek out a new relationship. This can leave the victim absolutely devastated, in addition to what they lost to the manipulator in terms of material possessions.

Now, love bombing is not always intended to lead to a relationship. It can be something quite benign, such as flirting to get something from someone in a very brief interaction. This is commonly seen in a number of ways. For instance, an individual may flirt with receptionists or security guards in order to gain access to a location. Other times, the manipulator may flirt with co-workers and colleagues so that they can “help” the manipulator. The best manipulators lead others on without the actual intention of allowing them to get close. In fact, when the time comes to move the relationship forward they back away. This generally leaves the victim feeling deceived as they acted in good faith, believing the manipulator had a genuine interest in them.

This type of behavior is predicated on the liberal use of flattery. The use of flattery is intended to appeal to the target’s self-esteem or lack thereof. While it is clear that some individuals are far more susceptible to flattery, it should be noted that it will not necessarily work in every circumstance. That is why you generally see manipulators going around trying to see who is more susceptible to flattery. When they find such individuals, they will exploit this tendency as much as possible. In fact, flattery can open the door to love bombing at some point down the road.

One last point about love bombing: this maneuver is not necessarily related to romantic relationships. As a matter of fact, love bombing can be a manifestation of “kissing up” to someone. For instance, you see workers in a company “kiss up” to their boss. Bosses enjoy the adulation and will grant

special attention and favor to those who praise them. This is especially useful when an individual shows signs of having a narcissistic personality. Since narcissists crave constant attention, they are especially susceptible to adulation, flattery and, of course, love-bombing.

However, there is a catch to adulating someone. If they are clearly incompetent or inadequate, the adulation may seem like an obvious lie. And while the victim may “drink the Kool-Aid” so to speak, others around the manipulator will catch on to the maneuver. As such, the manipulator may have no choice but to back to off or risk being criticized by those around.

Positive Reinforcement

Positive reinforcement differs from love bombing as it is intended to “praise” or reward the type of behavior that is congruent with the manipulator’s wishes and desires. Consequently, the manipulator will use affection, flattery and “love-bombing” to reinforce this behavior. Now, it should be noted that positive reinforcement is a commonly used technique and it is perfectly normal.

But then again, there’s a moment when at some point the manipulator may overdo it. This is especially true when it is evident that the victim’s behavior is not particularly special or noteworthy. A great example of this can be seen in a company in which executives surround themselves with “yes” men. A “yes” man is typically a low-level employee who always agrees and praises their boss, hoping to at least keeping their job, or perhaps in the best of cases getting promoted.

In another sense, positive reinforcement can be used to get people to act in accordance with the desires of the manipulator. Positive reinforcement can be seen as the opposite of blackmail insofar as using positive outcomes as compared to coercion and fear. While it is true that fear is a much more powerful force, in the long run positive reinforcement tends to go well within a longer lasting relationship.

On the flip side, manipulators need to be careful not to lay it on too thick. By this, we mean that manipulators should be

careful to avoid making their praise too far-fetched lest they lose credibility. Unless the manipulator is dealing with a delusional tyrant, there is a limit to how far they can take positive reinforcement. That is why manipulators end up resorting to some sort of violence once the effect of positive reinforcement has run out. By then, the manipulator will be left with no choice but to find some other type of resource which can ensure that they maintain their control over the victim.

Gaslighting

This technique has a bit of an unusual name, but its overall effectiveness is remarkable. Its effect lies in getting people to question their own perception of reality. As such, gaslighting consists of manipulating the victim into believing what the manipulator wants them to believe, even when there is clear evidence against what the manipulator is saying.

It can be used, for example, in a discussion when one partner accuses the other of betrayal.

The “gaslighting” strategy is used to destabilize and make the other person doubt in order to make them believe that they are living in an imaginary reality. In these cases, one of the most used phrases is “It is all your imagination.”

Another classic example of gaslighting can be seen in cases of abuse. The abuser repeatedly tells the victim that there is no such abuse happening, even when it is clear that the victim has been abused in some manner. This type of denial forces the victim to question their own perception of the events that have taken place. When effective, the victim may not necessarily accept what the manipulator has said, but will rather question their own perception to the degree that they have no way of differentiating abusive from non-abusive situations.

Gaslighting is commonly used by politicians. This is why their first reaction is to deny everything when a scandal breaks. Nine times out of ten, politicians get away with initial denials. Unless the media decides to dig deeper and produce compelling evidence supporting claims, politicians will simply

stonewall everything. This is intended to get voters to question the media's accuracy. The intent is not to convince the public they have done no wrong; the intent is to generate enough confusion, so the public gives politicians the benefit of the doubt, even when they are clearly guilty.

Expert gaslighters are so charming and persuasive that they are generally given the benefit of the doubt. The fact of the matter is that this is all they need. So long as they are not indicated in the minds of others, they will feel content. To the degree in which the manipulator is able to plant the seed of doubt in the minds of others, they know they will always have the upper hand.

It should also be noted that there is a clear difference between simply denying facts and gaslighting. In order for gaslighting to be truly effective, there needs to be some credible explanation which can replace the real events. This takes place when manipulators are able to come up with clever explanations for things that happen. That often entails playing the blame game or evading personal responsibility by concocting schemes. Then, there is always the possibility of creating a "boogeyman." A boogeyman is a fictional character which is created as a means of having something to pin blame on. Now, the boogeyman does not need to be real. In fact, it doesn't even need to be a real person. The main function of the boogeyman is to have something which people can hate, fear, or blame for the things that happen around them. Expert manipulators can milk a boogeyman for a long time but will have to eventually move on to another one. In the end, it is nothing more than a fabrication.

The best antidote to gaslighting is to keep a close eye on details. Please do not forget that the devil is in the details. And as long as you can keep your eye on the details, you will be able to tell when you are been gaslit.

The Long Con

This is a slow method of persuasion. The long con is very useful when people resist giving into persuasion because they

feel like they are pressured or there is not any trust between the victim and the persuader. Therefore, the long con will overcome the problem as mentioned. The dark persuader will invest their time in trying to understand their victim, befriending them, and ensuring they develop a sense of trust and affinity. To do this the dark persuader builds an artificial rapport and uses other ways to make the victim feel comfortable. After the victim has been prepared psychologically, the dark persuader begins their attempts. They can start by trying to lead their victim into making choices that will be in the best interest of their manipulator. The purpose of beginning like this is first to get the victim used to be persuaded, and second so that the mind of the victim associates the relationship between them and the dark persuader as a positive one and one that they will benefit from. Once the victim trusts the persuader, the victim is vulnerable to the persuader's actions and does not stand a chance.

The long con is a long-term plan which generally entails at the end a great benefit. A good example of this is people who date and eventually marry their target. The target falls head over heels for the manipulator. The manipulator, in reality, is just interested in the victim's wealth, social status, or influence. Once the manipulator has exhausted the resources of the victim, they will be ready to discard the victim as they are no longer of use to them. This is the point in which a divorce comes, leaving the victim devastated and emotionally shattered. Ultimately, the manipulator gets away with their machinations unless something is done in the meantime to stop them.

In the worst of cases, the long con can go on for decades. Think about financial crimes and fraud in which conmen defraud their investors. These schemes usually take years to hatch and even longer to unravel. By the time investors catch wind of the monkey business going on, they stand very little chance to get their money back. All that is left is a painful lesson on trusting others without doing their due diligence.

Covert Deception

Masking true intentions of the dark persuader is another tactic a manipulator will use to get what they want. A dark persuader will disguise their true intentions from their victims and can use different approaches depending on their victims and the surrounding circumstances. One approach a dark persuader can use is using two requests consecutively because people find it hard to refuse two requests in a row. Take this example; a manipulator wants \$500 from their victim. The dark persuader will begin by explaining why they need \$1000 while stating what will happen if they are not able to come up with that amount. The victim may feel some form of guilt or compassion but will kindly explain to the manipulator that they cannot lend the amount because, quite frankly, it is more than they can afford. This is when the persuader will lessen the amount to \$500, which was what they wanted from the beginning. They will attach the amount with some emotional reason where the victim will be unable to refuse the second request. The dark persuader walks away with the original sum, and the victim is left confused about what took place.

Creating an Illusion

Skilled manipulators are able to replace reality with an alternate version of it. These manipulators are able to take what they have seen to be real and replace it with an alternative version which is more convenient to them. For instance, manipulators may go as far as fabricating a whole new persona for themselves. This may include changing their name, faking an accent, or even producing falsified documentation to accredit a different place of birth, nationality, or family name. These elaborate hoaxes can lead to high-level deception. When you think about this type of scheme, some of the most elaborate fraudsters in history come to mind.

On a lesser scale, illusions can be created through flat-out lying, that is providing false accounts of things that never even took place. These false accounts may simply frame events in a different light that is more suitable for the manipulator's

schemes. Moreover, manipulators can use embellishment to make events seem much larger than they really are [26].

Embellishment is often used to create grandiose accounts of a person's accomplishments. For instance, a job applicant may include that they were at the top of their class in college when, in reality, they were in the middle of the pack. Another type of embellishment is "name dropping." This is commonly used by manipulators to appear that they are connected despite having very loose connections, at best, with the people that are mentioned.

The most skilled manipulators are able to mix lies with the truth. This enables them to paint a more credible illusion as the kernels of truth embedded in the illusion gives those around them the impression that what they are saying is actually real. As a result, they may get away with their lies. However, please bear in mind that the devil is in the details. So, if you knit pick long enough, you may find that you are dealing with an impostor. That is why it is always a good idea to take everything you hear with a grain of salt. If you choose to take everything you hear at face value, you may become disappointed when you realize that you believed someone who was deliberately trying to fool you.

The Big Buildup

Manipulators do not always act in haste. In fact, there are manipulators who take their sweet time. They are not concerned with immediate gains. They are rather interested in long-term sustainable results. But to achieve this a gradual approach needs to be taken.

Think About Advertisers.

Brand positioning is not something that happens overnight. As a matter of fact positioning a brand is an endeavor that takes a long time, often years. But once the brand is positioned they become entrenched in the minds of consumers. And while there is nothing wrong with positioning a brand over time based on quality products and good service, the manipulative aspect of this type of advertising occurs when advertisers do

their best to persuade consumers of their brand. As such, there is no substantial quality of product behind the brand but just clever advertising. So, it is up to consumers to decide if a product is really worth all the hype. Nevertheless, most consumers fall to the hype surrounding the brand.

Putting the Other Person Down

The manipulator has other options available to help them reach their ultimate goal. One tactic that can be quite effective consists in putting their target down on a regular basis. However, this is not done through insults or threats. This covert technique is very useful because the manipulator uses it in a very subtle way. This can be seen in the abundant use of sarcasm or perhaps passive-aggressive attacks. For example, the manipulator may say, “don’t we look lovely today” when it is clear that the victim is not at their best. A passive-aggressive approach might be something like, “I’m just going to have to take you in for a good scrubbing and a haircut.” It might be said in a playful tone, but the subtext is far more sinister.

As for the target, they may not realize that they are the subject of manipulation. They may feel terrible as a result of the interaction but may not realize that they are being deliberately acted upon by the manipulator. Consequently, the target is left to wonder what might be the motives for being treated this way. Honestly, it does not really matter, at least not to the manipulator. What does matter is that the target is left feeling vulnerable and exposed. This is where the manipulator can make the most of their efforts. When a victim is left feeling defenseless, the manipulator is in a prime position to take advantage [\[27\]](#).

On the contrary, if a person feels safe and empowered, the likelihood of them being manipulated is quite low. That’s why manipulators prey upon people with low self-esteem. If a person has high self-esteem, then they will not be easily manipulated. If anything, put-downs, and insults will spark a defensive reaction. That would leave the manipulator with no choice but to move on to the next victim.

It should be noted that manipulators are always looking for easy targets. They avoid hard targets at all costs since manipulators have a proclivity for getting ahead as easily as possible. Hence, they will shy away from hard work in favor of embracing the easiest possible way out.

The same goes for cases in which you are dealing with a kind person and then you are suddenly confronted by an aggressive individual. When this happens, the shock in your mind may be enough to get you into a state of panic.

Depending on how mentally tough someone is, they may break down and hold out for a longer period of time. In some more extreme cases, interrogators may resort to torture tactics in order to extract information from a suspect. While this is illegal in a criminal case, it is commonly used in the underworld of espionage.

To play this game with people, all you need to do is keep them off balance. While this doesn't mean that you should be moody, it means that you should not be predictable. Otherwise people around you will know what pushes your buttons and then choose to use that against you. That is why you need to measure your reactions and use them to suit your goals. If you feel that being nice will get you ahead, then be nice. But if you feel that you need to make an example out of someone, then you may have no other choice.

Leading Questions

This involves the dark persuader questions that trigger some response from the victim. A persuader may ask a question like, "do you really think so-and-so is that mean?" This question implies that the person being referred to is bad in one way or another. An example of a non-leading question is, "what do you think about so-and-so?" When using leading questions, dark persuaders ensure that they are carefully worded. Dark persuaders know that once the victim feels like they are being led in order to trigger a certain response from them, they will become more resistant to being persuaded. When the manipulator gets a feeling that the victim appears to be

catching on, they will immediately change tactics and return to asking the leading questions only when the victim has dropped their guard. This is a tactic commonly used in interviews or during interrogation, such as when police is questioning a suspect.

Online Grooming

The last area of dark psychology tactics we'll discuss in this chapter pertains to online behaviors and interactions. Relative to other dark psychology realms and tactics, this arena is new and still being researched and explored, especially in relation to how people interact and form relationships online.

Grooming refers to a practice where a person talks to a target, usually young and naïve, in the most successful instances, and develops a relationship with them online. Tragic accounts relay the succession of events in detail, as will the following.

A young girl named Amanda is very active online with social media accounts, and she constantly posts things on Facebook, Instagram, Twitter, and other sites, which give her followers a pretty good idea of how she spends her time from day to day and who she likes to interact with. She enjoys taking selfies and making herself look as cool and pretty as possible. She also uses filters and such, which make her look more attractive, and she likes how sometimes she can make herself look older and more mature from the right angle.

An online predator will often look for signs like this as a way to pinpoint prospective victims, but it also has a lot to do with being in the wrong place at the wrong time. A predator attracted to an individual decides to move on his plan to groom her through flattery and constant attention. When this is shut down right away, the predator will simply move on. But if the grooming is successful, the predator will receive positive signals that their ploy is working when the attention is they are offering is acknowledged almost all the time, and there are positive responses. The online groomer will continue these interactions and slowly introduce suggestions that move the relationship further. At first just innocently flirting and

constantly bantering are the main interactions going on. But then, they will throw out a more sexually oriented comment to see if the young teenager takes the bait. If she does then he has a green light to keep going, as this child seems to be fooled. If the child is put off by the comment by not responding to the predator, he might hold back and slow things down until he can reform that sense of trust and comfort that was presented before. Some predators spend a great deal of time online talking to young women under the pretense of being someone they are not. They follow those leads which seem promising and abandon those that do not seem to be going anywhere.

The ultimate goal in a lot of these grooming instances is to get the child to agree to meet in person in a private place, like the predator's home. Agreeing to something like this suggests a very strong degree of trust and naivete about the possibility that someone is looking for something they shouldn't. In her mind, she is meeting with a cute, playful young guy who is attractive. Perhaps this will be her first boyfriend, and she is blinded by the excitement of it all. Some of these cases end in very tragic ways, and this reinforces the importance of getting the message through to young people that they cannot trust everyone they meet online, and that they should be very wary of this grooming tactic so that they recognize it if it happens to them. Many kids have interacted online with a predator who has moved on, and they never have any idea that this was what took place.

Financial Obligations

Often sects and cults create economic dependence in the followers or induce the donation of property, both real estate and money. Let's see what happens in some co-ops.

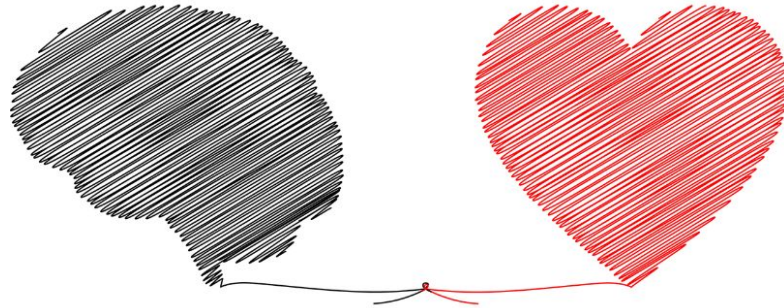
First phase. It is accepted by all employees to receive salaries late, two months become three, four, sometimes five and touch peaks of six months. Those who just cannot make a living ask the leader for advance payments that are weighed as "personal favors" (economic dependence) for which you are in debt and must show gratitude.

Second phase. Employees no longer receive salaries and are told that there is no money, so they have to embrace a new ideology. The ideology of financial obligations provides that employees must give up wages that have not yet been collected in order to acquire the new status of working partner.

This status costs at least six months' salary and is sold as a business opportunity. The new ideology becomes the object of Group Thinking and those who do not adapt are isolated. Isolation weakens the victim and makes them more vulnerable to mental attacks.

Now that we have explored these techniques, take the time to reflect on the relationships around you. You might find these tactics to be far more common than you could have ever imagined.

Dark Psychology and Seduction



Dark Psychology in the realm of seduction is our next topic, and one which has caused a large amount of heartbreak, trauma, and tragedy for countless men and women. But the application of dark psychology when it comes to seduction and the romantic world is, again, part of a spectrum of tactics, not all of which are overtly malicious.

A man who enters the dating world and presents only the best sides of himself is practicing a form of dark psychology in that he is presenting a sort of “white lie” as he hides the things about himself that he thinks a woman may not like or may prompt negative judge about him without first getting to know him. We are all guilty of making false, negative assumptions about people sometimes before we even talk to them, so a degree of this is totally understandable. But when the lie persists, and there is never a fully open two-way exchange of trust and respect, then there is fertile ground for turmoil and even abuse.

In this chapter, we will be discussing the more malicious applications of dark psychology within the realm of seduction.

One of the most dangerous things about the practice of dark psychology in romantic relationships is that not only can the effects be devastating and have long-lasting effects, but the perpetrator also often carries out these insidious strategies over

a long time, while distorting and playing with the target's emotions. When a person has successfully gained the trust of another individual, that person becomes very vulnerable in the realm of emotions because trusting someone means believing in positive motivations and good decision-making even when you do not have all the facts or do not have a front-row seat to what is going on.

For example, if a married woman finds out her husband is going on a work trip, she may or may not feel uneasy about the situation. If the relationship has a healthy amount of trust and respect without any prior events, then it is likely the woman will not feel too much anxiety about the prospect of her husband going away for a few days, much less the idea that he is going to cheat on her with a coworker. If the husband has that intention, then having established trust beforehand ensures that he is likely to get away with his intentions without worrying about his wife having the slightest suspicions. But chances are, a man who just wants to sleep around is not going to go through the trouble of establishing a stable marriage for years before enacting his plans. And it would be difficult for this man to convince his wife of a completely different persona for that period of time, and the effort would not be worth it unless there were additional hidden goals motivating those efforts. A man who goes through this much work to establish a different persona from his own for the sake of self-betterment and advantage ventures into the realm of the dark triad persona set, which we will get deeper into in the next chapter.

For the purposes of this chapter, we will focus on the seduction that takes place at the very beginning of a relationship. As mentioned previously, the use of dark psychology may not be a focused, conscious effort, but simply some advice a person got from a friend or something he read online on a dating forum. For whatever reason, the dark psychology practitioner in this scenario will begin with some careful observation and information gathering before making his first move. Just as in the prior example of an individual trying to take over a room and become an alpha-like presence

in the room, someone with a singular target whom he wishes to win over in just a few minutes will begin by making sure he has chosen the best target for his intentions. It is not enough to just pick out someone he finds attractive. He must also look out for additional signs that this woman is going to be open to an approach at all, let alone a friendly conversation. The setting itself could be just about anywhere that it would be appropriate to approach someone you do not know and introduce yourself. The environment may be a place like a party or a bar or some other public place where people hang out regularly. But we could also be talking about a quiet coffee shop, a park, or outside a bus stop. People meet acquaintances in all kinds of places, and, once the target is chosen, the place where the practitioner will want to make his first move must be a place where it is going to be comfortable and convenient to carry out a conversation. For example, he wouldn't want to meet his target while she is busy on her way to work or obviously trying to accomplish a task that demands her full attention. Rather, he wants to catch her somewhere where she is relaxed and just enjoying something without a lot of stress involved. People in this environment and state of mind will be more open to unplanned meetings and events, and he will want his target to be as comfortable and open as possible.

One of the most important decisions that the practitioner will make when using dark psychology in seduction is choosing the target. We often watch programs or news reports of someone being abducted or fooled into doing something a person did not want to do, and you might think, "I would never do that." Well, the truth is, most of us can be overconfident when it comes to making judgments and reading another person's character. Sometimes, we are correct, and other times, there is a very clever dark psychology user behind the scenes who only presents what he wants us to believe in on the outside.

The target will often be young and exude personality traits that are consistent with someone who is open and friendly and likely to engage with a stranger. In this example, we are looking at the dark psychology user who is planning to

approach a complete stranger in a public place with the hopes that he can develop some kind of connection that will open the door to more interactions. You might think that one of the key ingredients to a plan like this is that the practitioner has to be really attractive. But the truth is that men can impress and charm other people without necessarily being the most attractive man in the room. If he has the right preparations and knowledge, a man can be very charming without being devastatingly handsome, though this factor would certainly not hurt.

Different women are attracted to different types of personalities, and the practitioner who is aiming to charm a woman must pick up on these desired traits rather quickly into the interaction or personify them based on information he has gathered about her past and what type of men she likes. Keep in mind that the tables can easily be turned here where we are talking about a woman who is using dark psychology to seduce a man, though the tactics will work in a woman's favor as most men's immediate attraction is purely physical. A man looking to seduce a woman can be a little trickier, so this is why we are looking at the process from this angle.

First impressions involve what most people view as superficial aspects of a person. When the man approaches his target, he will be dressed in a way that conveys to the target what he wants her to see. Is he a busy professional who was stopped in his tracks and just had to say hello? If so, he might be wearing a business casual ensemble with some pricey-looking accessories. Perhaps he is a sporty type and is wearing something casual but made to move in. This could be the route he would take if he wanted to catch while she was out for a job or a long walk. Perhaps he wants to look younger and adopts more of a gently tussled, boho kind of style to mirror the target's style, etc. His appearance will play into this first encounter and the impression he makes on his target, but then he has to open his mouth.

His approach is careful to be non-threatening and casual. He doesn't want to scare her away by approaching her with an

obvious objective, say, of throwing off a pickup line and then asking for a phone number. The best approach will happen if it appears the man just happened to be in the same place at the same time and is intrigued by the appearance of this attractive woman. He does not want to steal away her time if she is not ready to giving it away, and the approach itself might have to wait until a better time if he does not get a positive response right away. If it looks like he is bothering her in any way, he will probably need to take a step back and try again some other time, or else move on to a different target.

But if he is successful and approaches in a way that does not alarm the target, she will send him a positive signal such as a smile or a greeting. The progression to seduction will depend a lot on how well the dark psychology practitioner reads the target and how well he responds in a way that is effective and positively reinforcing his selected persona. Those who are skilled in this area will be able to charm the woman rather quickly. He knows that women like to be listened to and feel like the person cares about what they are saying. To play into this, the practitioner may throw all kinds of wonderful compliments and questions and interest at her in order to show that not only he is listening but that he is very interested in everything she has to say. This will create a sense of camaraderie, and the longer this can be maintained, the more the target will feel comfortable talking, and eventually she might even release details about her life that will further work toward the practitioner's goals.

What the user will look for in this situation are the little subtle cues that the target is interested in. Often, we, as human beings, give signals subconsciously without our immediate awareness, and we all have certain reactions that go off automatically when we are entertained or interested in a conversation. The more positive signals the target gives off, the more these are taken by the dark psychology practitioner as a go-ahead to move forward with the interaction and to turn on the charm as much as possible.

The goal of this first interaction is to secure a second interaction. This could be explicit with an outright invitation to hang out again in the future or for a date, or it could be another “coincidental” meeting at which both of these individuals run into each other, perhaps during a similar activity or set of circumstances as this first interaction. Each time the practitioner interacts with his target, the goal will be to increase the attraction that may have started when the two of them first met. The progression will look a lot like a dating situation, but the dark psychology user is using tactics that are covering up the truth of the motivations and goals underneath.

In another scenario, the practitioner may have the goal to get a girl to come home with him the same night. One of the most commonly used tools in this scenario is alcohol, with the intent of getting a girl drunk enough that she begins to make poor decisions and become overly trusting of complete strangers. When this situation is created, the dark psychology practitioner can simply make a few suggestions, and the woman may be convinced that she is in safe hands and can trust this man for a fun night without any commitments afterward.

Women can protect themselves from predatory behavior by being aware of the common tactics and warning signs when engaging with strangers. Some of the advice you have heard for years seem obvious until a woman finds herself in a situation where her senses and thinking are clouded or distracted. It is also important to be on guard and aware of situations that may arise with close friends or family. Friends who attend a big party or go to a bar together should never abandon the group in favor of spending time with a man they have just met that night, especially if she is drinking. Her friends should not allow this to happen, even if she insists, as the man in question seems unbelievably charming. The old saying about things that seem too good to be true usually are, is told over and over for a reason. If you suspect that someone you care about is under the influence of a master manipulator, it is important to talk with them about the possibility that they

are being lied to as a means of getting something in return but not being straightforward. Do not be afraid to start that conversation if you believe there is a possibility that someone you care about is in danger. A lot of people may find the idea intimidating, or they hesitate because the friend might think they are overbearing or overstepping their bounds. It is always better to find yourself in disagreement with a friend than to find out that he or she has been abused or mistreated by someone they had thought they could trust or developed feelings for.

The truth is, when a practitioner of dark psychology is able to get past the seduction phase successfully, they will often continue the ruse because they enjoy playing with the control and trust they have won and enjoy basking in their prize. They may be using the individual as a way to make themselves look good, like a trophy, or they may be using this person as a means to some other end. The motivations behind such manipulation and abuse can vary widely, and the damage that can be done in the end should never be underestimated.

How to Use Dark Psychology to Succeed at Work



The main reason many people want to learn about dark psychology is because they want to do better in their careers. They aren't content working the job they already have, they want to prove themselves to be capable of more.

But somewhere along the way we figure out the truth: that getting ahead in our careers is not necessarily a matter of skill, but of manipulation and persuasion. As you know dark psychology is the best and most legitimate way to learn these skills, and now it is time to learn how to use them specifically in a work setting.

We have to think harder about how we interact with our co-workers. For instance, let's say we have a female early 20-something analyst in the midst of a post-graduation down-cycle who has encountered many challenges both professionally and personally since starting work a few years ago.

She frequently finds herself wanting to connect with people who are perceived to be more advanced in their careers or whose interests are different from her own. Being able to figure out why you are attracted to certain people is a valuable

skill for early career practitioners and likely contributes to her success as an analyst.

Personality is an especially crucial subject for the context of the workplace because it is an environment where you have to interact with many different kinds of people, many of whom—you will soon find out—you do not actually know that well as people.

Dark psychology is broader than neurolinguistics programming, but NLP is where all of our tools and techniques of deep communication and manipulation come from. NLP is where the three big steps of manipulation and mind control originate from: establish your own state control and perceptual sharpness, imitate the unconscious cues of communication of your subject so that they incorporate you into their mind, and use one of the techniques to get them to change their ideas or behavior.

People think constantly without even realizing it because most thought is unconscious. NLP is the way we take advantage of the unconscious nature of most thought to tell people's minds to change in the structure before they even know it.

The topic of NLP is important for discussing personalities in the workplace because NLP has five main categories for the kinds of personalities people have. In the jargon of NLP, these "personalities" are actually called metaprograms. You would do well to identify the important people at your workplace within these metaprograms. Take advantage of your perceptual sharpness to ascertain this information.

As we have told you before, getting information about the subject is everything. But it is also true that our brains need to sort all the information we get into categories to understand the world better. These metaprograms do that job for you.

Metaprograms are more useful than personalities because they are more objective. They also focus on the motivations people have and the way they use logic, rather than on their mannerisms or less important patterns of behavior.

Metaprograms do not simply describe how much you like

attention or how nervous or relaxed you are—you may notice some aspects of each metaprogram that overlap with these traits, but metaprograms are much more specific than these less useful terms.

These NLP-styled personalities are not only a way for you to get more information about your co-workers. Remember the second step of NLP mind-reading and manipulation: you have to imitate the cues of communications the subject shows you. When you do this, you make them unconsciously see you as being like themselves. That means if you take on the traits of your co-worker's metaprogram, you make it easier for you to succeed in this step.

The last thing for you to know about metaprograms, in general, is that they are sorted in dichotomies. A dichotomy is a contrast between two items that are different. But while you should choose just one from each dichotomy in each metaprogram, it is important that you remember that people are not as simple as being A or B. Any time we have a dichotomy—in any situation—picking one of the two is just a category you can use to simplify things and think of them differently. But you should not think of them as being always or exclusively one of the two. People are much more complex than this.

Our first metaprogram is between the dichotomy of options and procedures. People who are on the options metaprogram do not like being limited or being told what to do. They want as much freedom as possible, and they like to think about things from a general perspective rather than getting in the weeds. People on procedures, on the other hand, need to understand every small detail whenever they get into something new. Procedures people hate the feeling that there is something they are missing, and when a detail is skipped, they fear they are missing something important.

The second metaprogram is external and internal. This metaprogram is concerned with people's incentives. External people want to be told by others when they do good work, and they also want to be told when they do bad work. Internal

people do not want to get outside opinions about their work, though. They feel they know when their work is good or not, and hearing what other people think is just a bother.

The third dichotomy in metaprograms is proactive and reactive. These metaprograms describe how someone deals with the future. Reactive people look at a calendar and are always thinking about how the work they are doing now fits into the picture of all of their work. This can be a hindrance because they think so much about planning ahead that they lose sight of what they are trying to do right now. Proactive people, on the other hand, hate thinking about the future or planning ahead. They only care about the here and now.

Our second-to-last is toward and away. This metaprogram is about goals and deterrents. All of us have things we look forward to in the future, but forward people are chiefly concerned about their goals, and they do not look behind them at all. Away people are the exact opposite of forward people. They can have issues looking ahead because they spend so much time thinking about what is behind them.

Finally, we have sameness and difference. Sameness people have a love for familiarity: they spend their time around things they already know. Things they do not know make them fearful, so these people avoid them at all costs. Difference people, on the other hand, are always craving for new experiences to have, for new people to meet, new foods to eat, and so on. If there is something they haven't experience yet, difference people want to experience it.

These are the five big dichotomies in metaprograms. Whoever the co-worker is who you want to use our dark psychology tricks on, you will want to sort them into these metaprograms. Now, when you use the Aristotelian technique of envisioning the future you have a more objective stand-in for the person you will interact with.

You see, when we imagine someone in our heads, it is not always the way they really are. NLP's metaprograms are so

useful because they make us think carefully about the kind of person our subject is.

Metaprograms are particularly good for the work environment because they force us to think about the people we work with more objectively. When you do Step 1 and prepare to get into the co-worker's mind with Step 2, you can use these metaprograms to paint a fuller picture of who you are going to use dark psychology on.

Since these are often just people we interact with exclusively in work environments, we can be surprised by how little we might know about them from a metaprogram standpoint. If you are being honest with yourself as you sort them into these dichotomies, you might realize you do not know very much about them at all. When this turns out to be the case, don't just go along with the dark psychology technique anyway. There is no point in doing this when it will not work anyway—you cannot adapt to the social cues of a person you do not even know yet.

That's why from here you will have to do more intel-gathering on them first before you can even move on to Step 1. Step 1 cannot successfully happen until you know the person and how they fit into all the metaprograms. Until you do that you will not be able to properly imagine the interactions you have with them for Steps 2 and 3.

Having said that, after you get to know the co-workers' metaprograms let your senses do all the work in perceptual sharpness, use our exercises to prepare your state control, and imagine the interaction in your imagination, you are ready for Step 2.

Conclusion

Once you can successfully employ any of the above-mentioned techniques, it is important to consider whether you are using them ethically. Our ethics generally evolve from our own internal value system. Before choosing to influence another person in any way, it is usually a good idea to take a step back and ask yourself whether you would like to be in your subject's position. If the answer is 'No,' you should strongly reconsider whether continuing on your current trajectory is morally valid.

Within this book you were given a plethora of information necessary to understand the secrets of dark psychology and recognize the vast majority of ways that dark psychology can be used in both ethical and unethical manners.

Within this book, you were treated with a wide variety of topics, ranging from background information about emotions and empathy all the way to various ways people can use to manipulate others, along with everything in between. These pages have sought to provide you with all of the information you could possibly need in order to recognize and avoid manipulation for your own safety and sanity. Ultimately, most manipulators have absolutely no qualms about manipulating others and are glad to do so if it means that they get what they want. Their only real concern is in helping themselves and ensuring someone is meeting their needs.

As you read, you were given several pages of relevant information for you to master. Ultimately the most important pieces of information for you to take away from this entire book lie in understanding the value of ethics and how to treat others ethically, recognizing the nonverbal communication of others, and recognizing how to protect yourself from the manipulation of others.

As you continue forward on your journey through dark psychology learning to navigate through the darkness, you are now armed with several tools that will protect you. You will

see now how to ensure you are safe at all costs. You will see the signs that you or those around you are being manipulated, and you will have the skills to handle that manipulation with ease. From here, consider this book and the information in it a valuable guide. If you ever feel a need to brush up on the basics, come back here. This can be your grounding point as you continue to dig deeper into the arts of dark psychology. Remember to keep ethics at the forefront of your mind and that you do not have to fall into the darkness just because you have taken a look at what it has to offer. You can use the concepts of dark psychology without hurting anyone.

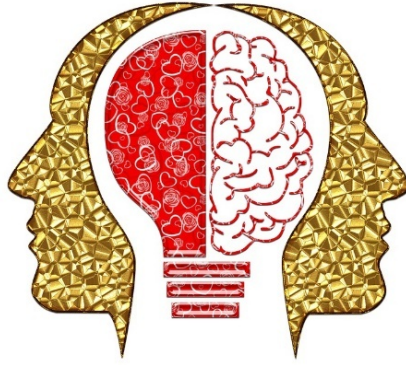
The fact that you were willing to read this book to the end shows your dedication and desire to gain knowledge on the subject of manipulation. If you have been keen, you have realized that dark psychology can affect any person. Whether you are young or old you must equip yourself with some knowledge on the subject of dark psychology.

At this point you have learned about several different types of manipulation and dark psychologies that exist. You have gotten to see into the mind of a narcissist. You have learned about several common forms of manipulation that are both compelling and effective. The tactics that are found in this book are some of the more common attempts to control you that you are likely to encounter. Many of the tidbits of advice that you received about fighting off manipulation should be effective in helping you to remain strong and able to resist the manipulation that you may eventually face.

From here, all that is left for you to do is to take some time to begin learning what you can do to help yourself. Use these tools for your good and make sure that you take the time to protect not just yourself, but also everyone around you. Make sure that you use the information that you got to work with those that you care about and to protect the unsuspecting. Ultimately, the tools that you have been provided in this book can be used for either good or bad purposes. You can choose to hurt or help. However, you have to be willing to deal with the consequences of what you decide to do. Don't let yourself

be taken advantage of and learn that you, too, can fight back, protect yourself, and ensure that you can maintain yourself and your integrity.

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Dark Manipulation and Mind Control

Discover ways you can use Mind Control every day, use the Secret Techniques of Psychology, Analyze and Influence People with NLP, with Persuasion, and Achieve Success in your Life

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Introduction

Every aspect of human life has two sides, positive and negative, but it depends on us how we use it for our own good as well as for others. You may think that manipulation is sort of dark psychology, used mostly for wrongdoings and harmful deeds. On the other hand, please take into account that it can be used positively as well. It is all in your hand how you want to use it. As far as persuasion is concerned, people use it in every field and in every aspect of their lives. For example, a salesperson will always try to persuade you to buy his or her recommended product even if you do not want to. Persuasion also has two aspects when it is being applied. If you try to persuade somebody to do something illegal or unethical, that is part of dark psychology. But if you persuade someone to get out or not do certain things that are not beneficial in any means, in an extreme case let's say suicide, then you are using it for the purpose of good. Everything you do or you perceive is all in your mind, and you are the controller of it. If you don't want to, no one can make you do things without your will and consent. Also, it is an essential part of living life to observe your surroundings and the people around you. If you do not notice the small things and interpret them wisely, then you are more likely to fall prey to something negative and hazardous. Facial expressions, body language, gestures, and the words and tone used, can predict a lot about people if observed closely. If you fail to recognize such signals that tend to negativity, then you will not be able to keep yourself safe from them. Dark psychology is considered to start from the point where you have no intent or motive to do things other than your self-satisfaction and pleasure, and in return, it is detrimental to other persons or even to the community. Every living person has this dark side, but not all of them let that side overcome them. Once you are exposed to that side, there is no coming back. So always watch yourself and your surroundings so that you can keep yourself off of any harm. Persuasion, manipulation, and other forms of influence are ubiquitous. You

can pick up on some obvious signs here and there, but there are also hidden secret ways that others control you, which you might never be able to fully realize.

To those who are not fully aware of the manipulation and what it is all about, it is hard to see that this process generally takes three steps. Most of us will just think of manipulation as one thing—there need to be two additional things to the act of manipulation, which will make sure that the manipulation is successful.

Perhaps you are trying to sell something, maybe yourself or your brand, and you need to figure out how to get people to be more persuaded by you to help you achieve the things that you want in life. No matter where you are or what you are trying to do, you have all the tools that you will ever need to be persuasive or influential.

There are a few things that you need to know to be introduced to this topic to get into the right mindset as you read through this text. First, understand that no two manipulators are alike. Nor two people are easily persuaded the same way either. Though it might seem like this sometimes, especially since you can influence a group all at once, you cannot let yourself fall into a thinking pattern where you place everyone in the same category.

Don't blame yourself for not being aware of the ways that you have been manipulated in the past. Regret is not going to do you any good in this journey, so it is best to leave behind those feelings of, "I wish I would have known this sooner.". All you can do now is move on, and we will help you every step of the way!

Manipulation and Mind Control



The term mind control has many definitions and interpretations, but the crucial thing to note is that it doesn't involve any sort of magic or supernatural ability; it just requires a rudimentary understanding of human emotions and behavior. Mind control can involve brainwashing a person, reeducating them, reshaping their thoughts, using coercive techniques to persuade them of certain things, or brain-sweeping. There are many forms of mind control, and we could fill an entire book discussing all those forms, but for our purposes we will look at the concept in general terms. Mind control means a person is trying to get others to feel, think, or behave in a certain way, or to react and make decisions following a certain pattern. It could vary from a girl trying to get her boyfriend to develop certain habits, to a cult leader trying to convince his or her followers that he or she is God.

Mind control is based on one thing: information. We have the thoughts and beliefs that we do because we have learned them.

When we are deliberately and consistently subject to new information, it is possible to modify our beliefs, thoughts, or even our memories. The brain is hardwired to survive, and to that end, it is very good at learning information that is crucial for our survival. When you consistently receive certain information, your brain will start to believe it even if you

know it is not true. For example, even if you are the most rational person out there, if you go online and watch 100 videos about a certain conspiracy theory, you will start to believe it to some extent. That explains why people who seem smart can end up getting indoctrinated into cults or even into terrorist groups.

Mind control also works more effectively when one is dependent on the person who is trying to control your mind. Even in forced relationships, the victim could start buying the perpetrator's world view, if they have been dependent on the perpetrator for a long time. That explains the so-called Stockholm syndrome (where people who are kidnapped or held hostage start to be friendly towards their captors and to empathize with their causes). The worst thing you can do is assume that you are too smart for mind control to work on you. Under the right circumstances, anyone can be persuaded to abandon their world view and adopt someone else's. Mind games are covert tricks that are deliberately crafted in order to manipulate someone. Think of them as "handcrafted" psychological manipulation techniques. While other techniques are applied broadly, mind games are created to target very specific people. They work best when the victim trusts the perpetrator, and the perpetrator understands the victim's personality and behavior. Most of the psychological manipulation techniques work well when a person who understands you tells you certain things or behave in certain ways trying that you react in a certain way. It almost always involves feigning certain emotions.

People who play mind games use innocent sounding communications to elicit calculated reactions from you. Psychologists refer to such mind games as "conscious one-upmanship," and they occur in all areas of life. Mind games take place in office politics, personal relationships, and even in international diplomacy. At work, someone could try to make you feel like you are not up to the task so that they can steal an opportunity from you. In a marriage, your partner could make certain seemingly innocent remarks against you so that you

feel like you have something to prove, and that as a result you take a certain course of action. In dating, there are “pickup artists” who use different kinds of tricks to get you to lower your guard and let them in. Mind control is not the whole of the vague information you hear in gossips, accompanied by conspiracy theories. It is the product of secret experiments with systematic studies dating back to World War II, perhaps older. Of course, the 20th-century totalitarian regimes, who wanted to robotize their subjects, also played a major role in this. Therefore, the first thing to note is that developing technology facilitates the mind-control efforts of the oppressors every year. Like the telegram scourge that happens today... But mind control is something that can be done without technology, with the support of psychology and the orator. The most striking recent example of this in history is the work carried out by Goebbels, the Nazi Minister of Propaganda. He succeeded in engraving his name in gold letters on this lane, which was a disgrace for humanity.

Mind control: It is the name given to all the unethical activities of some power centers to manage people in line with their goals, to shape their ideas and to control their lifestyles. While technological opportunities can be utilized in mind control, human psychology, propaganda knowledge, and social engineering are essential. Also, mind control, applied in a highly systematic, insidious way by people who have done as much research as required by a master or doctor. In other words, it is essential that people don't realize the engineering applied to them, so they can be hypnotized. Therefore, it is challenging to recognize and resist. Also, not every political and intellectual propaganda is mind control. Mind control, as described before, is a different matter.

Effects of Mind Control on Humans

The effects of using mind control on humans are seen in different ways. Some of them are as follows:

- Memory loss and behavior disorders
- Change in direction, intensity and content of the sounds heard
- Speech deterioration
- Severe heart palpitations
- Forcing shoulders and arms accidents during laborious work
- Jogging of the elbows and difficulty to work while doing something
- Pain and unnecessary movement of the legs, right and left swing and excessive stiffness
- Itching and blushing in hard-to-reach areas
- Contractions of large muscles in the back
- Checking hand gestures
- Reading thoughts or transmitting thoughts from outside
- Seeing imaginary moving images
- Keeping eyelids constantly open
- Continuous tinnitus
- Jaw and teeth shivering for no reason

Is Manipulation Always Wrong?



To manipulate has two definitions: to handle or to control, typically in a skillful manner, and to control others in an unscrupulous, clever, or unfair way. Let us focus on the first definition, handle or control, typically in a skillful manner. There is no ethical judgment, it is just the act of taking control and being skillful, whether it is with a tool, or with another person. Every interaction, when done to get people to act or take action in the way you want, no matter how scrupulous it may be, has a scent of manipulation to it. But, if you can appreciate that having an intervention is a form of manipulation, as much as getting ripped off into giving away your money, then the ethics of manipulation begin to change.

It is important to understand manipulation, because deciding when and where it is right to use it is one of the biggest problems you might face with all these newfound techniques. Unless you start to be seen as someone who manipulates others to do what you want them to do. There are a lot of people that when they discover these techniques that you are about to learn, they withdraw from using them for the simple reason that they do not want to feel like they are actually manipulating anyone. No matter how rightful the cause, no matter how much it could help someone, the word

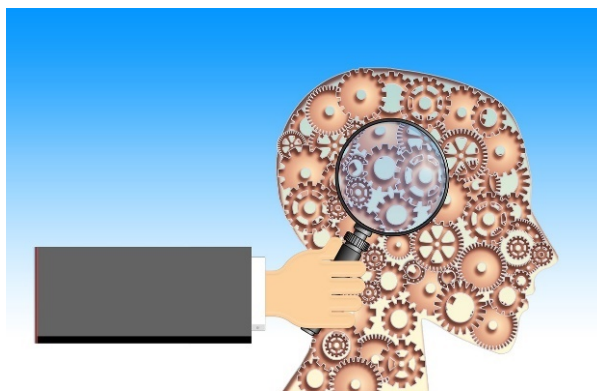
manipulation has become so tarnished and has become so wrong, that people will choose inaction over helpful action.

This is why this chapter is so important. There is a difference between a con artist and a psychologist and yet both can often use techniques to get people to take actions they might not take otherwise. There is a difference between a cult leader and a cult deprogrammer, and yet they oftentimes use the same techniques to transform the way a person thinks. The fact that you have the skills of masterful manipulation does not mean you become a monster by using them. It means that you can understand how other people might try to use them, but, more importantly, you can find ethical and correct ways to use them to help people get the breakthrough they want.

Of course, even ethical manipulation can sometimes go too far, but knowing the line to draw is oftentimes going to be a personal choice and left up to you. The key thing for you to remember is that only you will know what you will be truly comfortable with, but, at the same time you want to make sure you are not just holding yourself back from being the best possible version of yourself. You deserve to live a good life and to help other people live an amazing life as well. And knowing the secrets you are about to learn will transform everything you ever understood about communication and truly set a path for you to help people transform and become the best possible version of themselves.

On the unethical manipulation. Your ability to spot it, recognize it, and counteract it, will give you comfort in engaging with people, and understanding where you stand with them far better than you ever have before. You will be able to spot some of the common manipulations instantly, and when you do you will have a choice to make on whether these people will fit in your life. Choose wisely.

Seven Powerful Covert Emotional Manipulation Techniques



Emotional manipulation can happen at various levels. We have already discussed how fear is a very powerful emotion. But it is not the only one.

How about greed? That works just as good as fear. People who are driven by ambition can be easily had with statements such as “think of all the money you could make.” Such a statement would drive a greedy person over the edge.

By the same token, if you’re dealing with someone who is overly frugal, a statement such as “think of all the money you could save” would hit their sweet spot. The point here is that you need to know the person you are dealing with in order to make your manipulation attempts ring true.

So, let’s take a look at some emotional manipulation tactics which you could use in a given situation.

Emotional Blackmail

While blackmail is very common as far as holding damning information on someone, emotional blackmail can be just as damaging. This occurs when the manipulator has some type of control over the victim and then uses this control to extort them.

Consider this situation:

The manipulator knows that the victim is very insecure about their past. The victim was once an addict and had a stint, or two, in rehab. The manipulator knows that the victim is very concerned about turning over a new leaf and wants to put that past behind them. However, the manipulator threatens to bring up the victim's past every time he or she wants, to get something out of them.

Now, you might be thinking, "why doesn't the victim just get away from the manipulator?" That is a fair assessment in the vast majority of cases. However, the manipulator that is able to latch on to their victim does so because the victim is in a vulnerable position.

That is the main takeaway here. When the manipulator is able to recognize that the victim is in a vulnerable position, they are able to use that against them. So, it is important that you recognize if you happen to find yourself in such a position. That way, you can guard against unwelcome attempts.

The manipulator may try to inspire empathy and remorse for themselves as a part of this strategy. Both of these feelings are the most effective people can feel and often are enough to motivate the victim to behave in the manner the manipulator needs. The manipulator will use this to get what they want; they will make use of the empathy and remorse that they generate on others to go along with or support them. Using this form of manipulation is about relying more on the subject's emotions than on their logic. The object constantly faces a risk, primarily in the form of emotional pain and suffering. The manipulator may resort to any maneuvers to trigger feelings powerful enough to compel their target to follow suit. Although the target may assume that they support the manipulator out of their own free will, in reality they are acting as a response to the manipulator's scheme.

Intimidation

Intimidation is effective insofar as the target is vulnerable enough to fear the possibility of aggression from the manipulator. Thus, intimidation is nothing more than a threat.

The manipulator doesn't necessarily have to act on it, but they do have to be as convincing as possible.

Manipulators generally find out what the victim fears most, and proceeds to attack from that angle. Whenever the victim reveals their fears, the manipulator is able to latch on and take advantage of such a situation.

For example, it is common to see siblings bother each other with items they fear. Let's say that one sibling is afraid of spiders. So, another sibling will use this information to get their sibling to do the dishes when it is not their turn.

While this may seem childish, it can be a very powerful tool when used correctly. However, there is a catch to it. The manipulator will have to eventually make good on their threats. Otherwise, the victim will soon realize that the manipulator is just talk and no action. In this case, the jig may be up, and the victim by themselves will get rid of the manipulator.

This is why intimidating others can backfire. When victims are able to stand up for themselves, the manipulator may be in for a rough time. By the same token, if the victim is powerless to do anything, the manipulator may have an easy go at things.

It should be noted that intimidation is based on fear. As such, manipulators need to exploit the inherent fear in their targets. This can be achieved by making overt physical threats or by utilizing psychological tactics, such as blackmail, to exert their influence over their targets.

Bait and Switch

In this tactic, the manipulator knows they have something that others want. It doesn't really matter what it is. What counts is that they have something that others seek. So, the manipulator is perfectly willing to dangle it in front of others and then take it away. When this occurs, the manipulator lays down a set of rules and conditions that the victim must meet if they want to have access to what they have. As long as the victim complies, everything is swell. However, the real kicker is that the

manipulator will never actually let the victim get what they want. They only string them along until the victim is eventually exhausted and gives up. Less sophisticated manipulators will give their victims a “taste” of what they want in the hopes of enticing them to continue complying with their wishes.

This type of technique is used to prey on the emotional needs of a person, and is not limited to romantic relationships. This can also occur when a manipulator senses that someone is desperate to make money. The manipulator then uses this need to manipulate the victim with the promise of easy money or a steady income. The victim goes along only to be cheated at some point.

This technique is based on a person that pretends to be someone they are not until they get what they want. For example, a person who is interested in gaining something from another may pretend to be romantically interested in this person. The victim, who is desperate for love and affection, will go along with the hopes of entering into a meaningful relationship. The manipulator then gets close enough to their target until they extract the benefit they seek. Once the manipulator gets what they want, they pull the bait and switch; that is, they revert to their true self.

The Blame Game

Guilt is one of the most powerful manipulation techniques known to humankind. Guilt can be used to manipulate people by making them feel inferior for the help and support they have received at some point, or it can also be used to get others to feel inadequate due to a condition they have. Think of all those times you hear people say, “things would be different if you weren’t sick.” That is one of the most rudimentary means of making someone feel guilty, yet it is highly powerful. Also, you may hear others say things like, “remember when you needed my help? Now, I need yours.” This is a clear attempt at coaxing someone to go along with the manipulator’s intentions.

This is very common in the workplace. There are folks who are experts at pinning everything on someone else. For instance, when something goes wrong, the manipulator will find a way to shift the blame to someone else. The ablest manipulators are able to produce compelling evidence against others, thereby clearing their name of any responsibility.

Manipulators can play the “guilt card” or can play the “shame card” by using morals.

They may even go as far as condemning others for their actions in a preemptive attempt to confuse them. For instance, the supervisor on the production line of a company makes a mistake. This costs the company money. When questioned by upper management, the supervisor pins the blame on the employees by claiming a moral high ground. Statements like, “I am an expert in what I do” seeking to create this high ground. This automatically shifts the blame to line workers who may not be considered “experts” in that particular field. To take that one step further, the supervisor may choose to shame and blame his or her employees. Statements such as “you guys let me down after everything I’ve done for you” are rather overt attempts to make others take the blame for something they may not be responsible for. The blame game can happen in relationships, business dealings, and politics. Politicians who find someone else to blame for the problems happening in their country often present themselves as saviors and heroes for their people. They are the ones who have a solution for everything, yet when you drill down on their track record, they really don’t achieve much of anything.

Insinuation

Another devious technique used to exert undetected mental influence is referred to as insinuation. The “innocent” manipulator allows what is a deliberately crafted, insinuating statement to elicit an awkward emotional response. If you take offense, they will inform you that it is not what they said. The comment is generally presented as a “compliment,” but not a very encouraging one. But it is enough veiled to underestimate you. The trainer understands what will annoy you, and he or

she will be happy to launch such a grenade and see how the fault lies. Their comments are intended to have various possible interpretations that will cause a lot of hurt and doubt. You may sound plummy or left without a meaningful response if you hear it at first because it has so many possible interpretations. As an example, your partner smiles and says, "What do you know? As a prostitute, you could make a lot of money!" If you question him, he will tell you he intended it to be a joke. But you will keep asking yourself for a long time to come what he meant with this comment. You might ask why, when your friend is speaking with you about prostitutes, and he cares so much about prostitution, why then he feels this way about you, and how much you ought to bring in the bill you are inclined to give. And you'll also wonder whether he would praise you, like he said, on how good a lover he feels you are. Such remarks will operate on you and will intensify anger, potential disagreements, and partnership instability. It is convenient for the manipulator to make it appear like a mistake, but therein is the clue: The manipulator insists that he or she intended it just as an unintentional compliment, joke. So, the idea is that, typically, a compliment will not hurt your emotions, nor will make you wonder for years to come what was its true meaning.

Triangulation

Another technique often used by controlling people is that of triangulation. This is an effective tactic in a manipulator's arsenal, in which a partnership is formed between the manipulator, you, and a third party. The main purpose of this is to give the victim a feeling of confusion about how the partnership works, causing the victim to have an intense love for the manipulator, but at the same time thinking about the old lover the manipulator had (the third party), or simply bringing up this third party as someone unexpectedly found, for example at the gym. It is much worse if you create vague, negative correlations between yourself and the third party. Their targets are concerned primarily about fear. When you confront them and inform you that your real problem is your

depression and your low self-worth, they will deny involvement with the third party. What is that you were listening before? It is also no exception for the manipulator when using this scheme in a strategic way, to view the third party as their next target.

The Law of State Transference

In this context, the state is a term referring to a person's general mood. An example of a strong congruent state is when a person's thoughts, words, and acts are aligned. The Law of State Transference refers to the ability to transfer an emotional state from one person to another. The person with the balance of power in any particular situation can shift their emotional state to the individual they are communicating with. When used by a dark persuader, this is a powerful concept.

If somebody tries to persuade people and understands the law of state transference, they may use a strategy to manipulate their level of control over their target. At the start, the influencer pressures their own state to suit the natural state of their subject. The influencer will then force their state where the subject is for instance feeling sad and talking slower than usual in the same format. Therefore, they establish a connection with their subject at a deep, subconscious level. This is another means of establishing rapport.

After a "state match" is done, the influencer begins to subtly change their own state to measure their victims' compliance. For example, the persuader can slightly intensify their tone of voice to see if their target is at the same pace as them. If the victim is showing signs of conformity, it clearly shows that the influencer has reached a hook point. Once a hook point is reached, the influencer is going to change the state of the subject to the state that they want. This could either be nice and positive, or angry and negative depending on the situation that best suits the purposes of the influencer. This approach illustrates the effect of subconscious cues on the success or failure in the process of persuasion.

What is NLP?



Neuro-linguistic programming, often shortened to just NLP, is a technique that was designed to create a way for ordinary people without any experience in psychology to begin tapping into their minds. It granted them the ability to influence and control the way that they engage with themselves. This is in hopes of being able to then influence and control how they engage with everyone else as well. To do this effectively, you must learn to look at the unconscious mind of the individual you are interested in understanding. Whether using NLP for yourself or to influence other people, this tool is highly valuable and it is one you should make sure that you use in your everyday life.

On this chapter we are going to look at four key factors: what NLP is, how it works, how it can be used as a form of manipulation, and how rapport matters. Each point will give you a general understanding of what to expect, how to expect it, and how to ensure that at the end of the day you can use it. NLP is a highly powerful tool that bases itself on the fact that we don't usually pay attention to the unconscious mind. We rarely acknowledge the truth that you can alter your behavior, and the behavior of those around you, in one very simple way. All you have to do is make it a point to interact with them in a certain way.

NLP is the acknowledgment that, while you don't control much in this world, you do control the thought processes that

you have at any point in time. You cannot necessarily control how you get through life, and you cannot always influence what will happen next to you, but you can make sure that you can control how it hurts you. You can learn how you can improve yourself through learning, to take control of the thoughts that you have at any point in time.

Actually, the idea is that you cannot control your experiences, but you can control your perceptions. This works strongly in your favor for one very real reason: Thoughts influence behavior and those behaviors influence your feelings. Assume you experience something in your life. You then have your thoughts about what you have experienced. You must now be able to identify those thoughts, and then work on them. You need to be able to change the way you interact with your thoughts, and as a result you can stop yourself from feeling bad.

Let's take a closer look at this for a moment. Imagine that you are deathly terrified by birds. Now, most people may think that it is a little bit strange, but you remember that when you were a kid a bird stole your ice cream cone when you were walking on the beach. Your fear started when this happened. You might not realize that that is the origin of your phobia, but it is there, weighing on you and keeping you down unless you can think of some way to overcome it. The truth is you have a simple way to do it: rewrite your perception.

Now, this doesn't mean that you are going to tell yourself that this never happened. Instead of that, you are going to reframe your thoughts. You will often find that manipulators do this well. They will make it a point to change up how you experienced something in hopes of that a new perception either confuses you or convinces you that they are right. When they put their perception into your mind, you end up engaging with the world from that new viewpoint. It changes your feelings and then your behavior. This is fundamentally rooted in NLP.

Back to our point now. If you look at your fear of birds, you know that in reality, it comes from one traumatic, and

admittedly pretty comical event that as a child it framed your whole life. Now, as an adult, you cannot be around chickens. You refuse to eat turkey dinner for Thanksgiving and instead you take the time to avoid any family that is not willing to prepare ham instead. You are simply terrified of birds, living or dead, and that can be pretty overwhelming in a world where chicken and turkey are both very common protein sources, and where birds fly around everywhere you go.

You know that the event happened, and you perceived it as a trauma. You know that you are now afraid of birds because of that trauma. You feel afraid every time that you see one. As a result, you avoid any situations that may involve birds for fear of being stuck with, or near one. Those actions that you take to avoid birds make your problem worse. When you are constantly trying to get away from the birds around you, you just reaffirm that fear of them in the first place. You continue to be afraid of them, and the cycle goes on.

With NLP, however, you can interrupt that. More specifically, you can change your perception. You see, the one thing in this world that you can control is your mindset. You are in complete control of your thoughts, even if that control is something that you have given over to someone else. This means, then, that there you have an easy solution. All you have to do to fix the problem is, in the first place, to assure yourself that you are taking the time to change up how you engage with your fear.

If you change the way you see birds, instead of remembering the battle you had with the seagull over your ice cream cone, you can change it all. You can instead tell yourself that things were not as bad as you are making them out to be. You can tell yourself that you are wrong, that you are silly or overreacting, and as a direct result, you will end up feeling differently about the situation. You would instead tell yourself that the great ice cream catastrophe was actually a funny episode. After all, how many kids can say that their ice cream was stolen by a bird? And, even better, probably you got an even bigger ice cream cone after your first one was stolen by the bird.

When instead you start to put yourself through these other thoughts, you remind and convince yourself that the truth is, you don't have to be afraid at all. Over time, you might start to associate birds with humor, rather than with fear, because of the funny situation you had, and then you will stop feeling like you have been feeling so far, reacting so strongly to the birds whenever they are around you.

When you do this for some time, what you are doing in fact is just rewriting your thought processes. You hijack those thoughts that you had that used to influence the way you acted, and you ensure that from now on everything that follows will also get a different reaction. When you do this enough, you get to effectively reset your thoughts so that you can maintain a complete control over yourself.

NLP Techniques and Their Implications

Anchoring

NLP anchoring is a good way to discuss the first type of NLP. It is the process of associating an internal response with an external or internal trigger. A good example would be the case of “anchoring” an old song which you know. Have you ever been sitting in a car and heard a song that you haven’t heard in a long time? Did this song trigger in you some feelings from the past? The first time you heard that song you went through it, and your unconscious mind became attached to it. The song would then become the anchor of these feelings. Now, every time you hear this specific song, your brain will trigger these feelings again.

Flash

The flash technique is used to extinguish conditioned response and to change thoughts and feelings in the subject’s unconscious mind. It can be a good way to help people who feel or are subject to chronic stress. In this process, the hypnotist will change the subject’s feelings, rather than a particular act that brings pleasure. That act will begin to bring pain or will bring relaxation to the subject rather than a particular act that brings stress. It brings relaxation to the subject rather than a certain stressful act. For example, when you consume a substance like cigarettes or alcohol, you will find a sense of pleasure and happiness. Using the NLP Flash technique, these feelings may get changed so that they cause discomfort or pain in the subject when the substance is consumed, helping them to cope more effectively with their addiction.

Reframe

It works well to help people change the way they behave. This technique is truly powerful. To do this, a trained hypnotist would revise each of the behaviors a person performs for a positive result. The result of the behavior is important as this is

first and foremost why the subject is active. Although the outcome is important, the behavior chosen to achieve the outcome is not so important. The hypnotist's works with the unconscious mind of the subject during the reframing process to negotiate and to reason. The aim is to ensure that the subject can substitute for certain new behavior that is available and effective to achievement a necessary secondary gain, whereas this secondary gain required is available and effective. While all this happens in the subconscious, the new behavior in their conscious mind is better acceptable to the subject. For instance, the hypnotist will take this procedure to teach the unconscious to perform another activity. If for instance the subject has the habit of eating when sad, only to feel better, the act of eating may be replaced by a nice book or by a workout, which helps the person lose weight, feel better, and be throughout healthier.

Using NLP to Manipulate

As you can see, NLP is highly potent. You can use it to influence yourself to believe new thoughts that can change up your behavior. However, in the wrong hands, someone can do this to people around them. Manipulators can use these techniques with ease to not just influence your thoughts but also to control you. When you face this, you discover that ultimately the problem lies not with the methods themselves but rather with the user. Manipulation itself and being able to influence and alter how other people see and think is not inherently dangerous or wrong. It is not inherently a problem for you to be able to influence your mind, or even the minds of others. However, the intentions do matter.

Yes, with NLP you could break someone down. You could work to break their very self-esteem and confidence that make them be who they are. You could create new thoughts for them that become the way they now use to address everything. You could make it a point to engage with other people in ways that are hurtful or harmful, or you could engage with them to make them better. Think about it. How often do you see professionals intentionally altering the thoughts of other people? They approach people differently. Think about therapists for a moment, or even NLP practitioners. NLP was designed so that people could alter thoughts but in a therapeutic process. It was designed to create those alterations, and because of that it is highly potent and highly effective. Ultimately, the best way to ensure that you can do better is to make sure that you know better. Make sure that you are aware of what you are doing so that you can prevent this from hurting other people. If you are going to use NLP, be mindful of the power that you have. If you are worried about other people manipulating you, be aware of the power NLP has. With that knowledge, check often whether the reason why you are doing something is that you want to do so, or if you are just engaging in it because you feel like you have to. When

you are better at understanding the nuances between the two, you will be able to defend yourself better. You will even be able to use NLP on your own to influence yourself as well, and there would be no problems with you doing that.

Rapport

Ultimately, NLP is built upon rapport, the ability to relate to others in a way that creates trust and understanding. To have rapport with someone is to have a connection with them. It is a sort of camaraderie that you see between friends that makes our minds even more connected than we are probably aware of. Have you ever been to a restaurant and decide to watch people? If you have never done it before, try it. Look for a couple that looks like they have been together for a long while. What do you notice about how they move? Most of the time, as our relationships build, we create rapport with each other. We create this ability to understand each other, see the other's point of view and get them to understand yours. It is usually shown by taking a look at how we move around other people. People who have a solid rapport with each other usually tend to move at the same time. They mirror each other. This process shows that they are closely connected. You will usually breathe, walk, eat, and drink at the same pace as your friend, if you are together. You will naturally synchronize your steps together. You will stand in the same poses. You will probably also do other things together at the same time. This is because, when you like someone else, your mind sort of synchronizes with them. It is a part of our nonverbal communication. We see our friend doing something, and unconsciously we shift to do the same thing. This is natural; we do it because we want to make sure that we are constantly in the same positions as those around us. We crave to be liked; we crave to be connected to people, and ultimately, the way that we achieve that likeness, that sense of belonging, is to mimic each other.

Rapport is also the key to NLP. If you don't have a good rapport with someone, you probably won't be able to connect clearly with them. You probably will not be able to ensure that

you are working well with them or altering their mind. You need to somehow create that connection. This is done primarily through mirroring, a process that will involve you effectively tricking the creation of that rapport. You force the point by first mimicking the other person. When you can do that, essentially you would just fool their minds into doing the same back to you. You teach them that they should be mirroring you back, so they do, and as a result, you end up creating that confidence between each other.

With the rapport built through mirroring, you can then begin to tap into the other person's subconscious mind with your movements and actions. You can make it a point to change up how you move and act so that you can take control. This is done quite simply. All things considered; it just takes four simple steps:

Listen Actively

Start by giving the other person your full attention. Look at them in the eyes, listen to them and nod as you do; three times is the perfect number of times. When you use the triple nod, as it is often called, you are telling them that you are listening, understanding, and agreeing with them. Keep your body language open at this time and make it a point to engage carefully and openly with them. Feel that you have that connection and believe in it. Belief is what helps.

Mimic Them

Next comes shifting over to starting to mimic or mirror the other person. You do this carefully. If you are not careful, however, you can just tip them off that you are doing it, and that can cause new problems. Instead of letting them think that you are following along and overtly copying them, use something else instead. It is often recommended that you try to match your voice to theirs. Make sure that you copy their pitch, their speed, and their emotion. If you can do this, you will start to follow them, and your mind will go along as well.

Unconsciously, they will sense that you are following along and they will begin building up that rapport.

Find Their Signature

Every person has a signature when they talk. It is something they do to put emphasis on the conversation. Some people have something physical. They may move in a certain way. Others may have something verbal, such as saying something that shows that they have made their point, kind of like a catchphrase. Figure out what the other person does so that you can make good use of it. You need to know what theirs is so that you can take full advantage of the ability to create that rapport for yourself. When you have identified it, watch to see when you think that they are getting ready to use it, and then beat them using it. They will be thrilled that you seem to be on the same page as they are and you will start that rapport.

Test It

Finally, the last thing for you to do is to test the situation. The best way to test it is to make some small, innocuous motion and see if the other person follows along. If they do, you were probably successful. If not, you might want to try again.

Strategies to Reading Body Language

By virtue of the fact that you are reading this book, it can be assumed that you have at least some genuine curiosity and interest in your fellow human beings. This is critical in learning how to analyze people effectively. When starting to analyze people, you will need to do so with a positive, inquisitive, and objective mind. You will need to listen closely, observe, compare appearance and behavior, and then carefully analyze everything that you are hearing and seeing in order to recognize a personality pattern.

There are four rules you will need to follow in order to reliably analyze people:

- Read body language, voice, and general appearance

- Pay attention to context
- Stay objective
- Keep an eye out for consistent patterns

A very easy mistake to make, and a very common when starting to analyze somebody is taking a single, isolated piece of information and extrapolating that one thing to the whole personality. For example, if an insurance salesman is talking to you and scratches their head, it would be a colossal mistake to assume that the head scratch meant that the salesman was lying. A head scratch, after all, can have a multitude of meanings. For instance, maybe the salesman is forgetful, maybe he has lice, maybe it is uncomfortably hot outside and he is sweating, maybe the salesman is not quite certain about the answer to a question, maybe the salesman has dandruff or fleas, or perhaps your initial suspicion is correct, and the salesman is lying. The point is that one isolated indicator does not give you nearly enough information to get an accurate read on someone.

It is helpful to think of learning human analysis as learning another language. People are constantly exchanging nonverbal signals.

Like any other language, the language of nonverbal communication has punctuation, words, and sentences. Every gesture, inflection, and piece of clothing should be seen as a word in a sentence, and any word can have various meanings.

For example, if I were to ask you to define the word ‘set,’ for me, what would your response be? ‘Set’ has over four-hundred possible meanings in the English language depending on the context, so you would probably need more information before offering any kind of reliable definition. Words need to be put into sentences so that they can be related to other words if you want to get any sort of reliable meaning out of them.

Similarly, nonverbal information also gets communicated in a type of sentences that we will call ‘clusters.’ Just as you need at least three words to form a sentence in English, and thereby reliably interpret any word therein, you generally should try

not to analyze someone until you have gathered at least three pieces of information, namely, you should look at what the person's body language is telling you, what the person's voice tells you, and what the person's general appearance is telling you. Once you have these three elements of your 'sentence,' you can then match the nonverbal cluster up against the actual words that the person has spoken, to be able to draw a reliable conclusion.

Pay Attention to Context

All communication needs to be interpreted in the environment, or the context, in which it has taken place to ensure any kind of accuracy. Think of points on a scatter plot.

If the scatter plot only had a single dot, you would not be able to determine which way the drawing was moving because you would not have enough information. This principle applies to human beings as well.

For example, imagine someone sitting down with their arms tightly folded across their chest and their chin down.

Imagine also that the person is shaking one leg up and down very rapidly, speaking in an inconsistent tone and rhythm, and avoiding eye contact.

If this person were being interrogated by the police, one could safely deduce that the person is lying. However, if the person is waiting at a bus stop in the middle of the winter, more likely this person is just cold.

And if sitting in the waiting room of a hospital, this same person probably is not lying or cold but it is most likely nervous or ill. Similarly, if you told me that a man in his mid-twenties had a tattoo, I would not be able to tell you what that means without more information. If the man was in the armed forces, the tattoo may reflect that the person is just following a tradition of where he comes from. If the person is an office manager he could be of the rebellious type. If he plays in some

kind of band, maybe he's trendy. If he's at a carnival with his children the tattoo may be temporary.

The point is that context is fundamental when trying to determine the meaning of a person's nonverbal communication.

Every aspect of an individual's vocal qualities, words, personal appearance and body language has a multitude of interpretations, so you will need to interpret each in light of the circumstances under which they occur. If you fail to take context into account when developing your analysis, you are not in fact engaging in analysis but just doing guesswork.

Stay Objective

You cannot analyze people accurately unless you do so objectively. Ironically, the more significant a conclusion is, the more difficult it is to stay objective as a result of the emotionality involved.

Furthermore, people generally come to conclusions based on what will be beneficial or detrimental to them in the immediate future, rather than based on a rational consideration of the available evidence. To avoid detrimental experiences, the human mind tends to remain blind to truths that are seen as threatening.

The first thing to do to remain objective would then be to bypass the tendency to avoid facts you dislike. You can do this simply by recognizing the things that may upset you and why. By understanding your triggers this way, you will be far better prepared should those things you dislike crop up.

There are four mental states that often lead to reduce your objectivity. We tend to lose our objectivity when we are being emotional.

When you meet someone for the very first time, take note of three or four features that are most obvious, such as their clothing, quality of speech, voice, size, or mannerisms. This analysis will give you a first impression of the person. Keep in

mind, however, that first impressions are just initial impressions you got by looking at the person. You should constantly be gathering additional information to your first impression by watching for developing patterns, paying special attention to new information that were inconsistent with your first impression. Any inconsistencies may lead you to a different conclusion than the one you initially had.

Exaggerated Traits

The importance of any particular trait is directly related to how subtle, big, small, or intense it is.

The importance of a trait is then a matter of extremes. However, you will generally not be able to accurately gauge the significance of any particular trait until after you have learned enough about a person to see a developing pattern. When you are on the lookout for a pattern, pay particular attention to other characteristics or traits that are consistent with those that are the most dramatic. For example, you may see an obese man and automatically assume that he is self-conscious about his weight. But if upon speaking with him you find that his body language is open, that he has a large booming voice, and that he makes self-deprecating jokes, you may have to revise your first impression.

Look for Inconsistencies

Any unusual trait or characteristic is significant when analyzing people. There are two classes of deviations.

The first class of deviation consists of traits that conflict with others. We will call these deviations ‘rebel traits.’

The second class of deviation is behavior that is out of the person’s usual routine or habit. We will call these deviations ‘rebel actions.’

When you come across a rebel trait, it needs to be analyzed.

Once in a while the rebel trait offers a glimpse into the person's real nature when that person has successfully hidden other clues to that reality.

Most often, though, these outlying traits allow you to gain some insight into the complexities of a personality rather than to its authenticity. For example, a successful businessman that is particularly conservative, organized and well-dressed would indicate a pattern of confidence and professionalism. If this person also wears a bracelet that was made by his children, then that bracelet would be a rebel trait.

This trait might indicate that in addition to the poise and professionalism that are this person's habits, probably his family is also extremely important to him.

More revealing than rebel traits, however, are rebel actions. We are all creatures of routine and habits. We will ordinarily stick to our usual routines unless something out of the ordinary happens which forces us to break with that routine. If your neighbor is usually a chatterbox but suddenly starts ignoring you, you will know something is going on.

If your spouse usually calls to let you know that they are working late and suddenly those calls stop, it would be worth asking about. Do not get paranoid, though. A single deviation from an ordinary routine should not rock the whole foundation of the pattern you have observed, although you should pay attention to it. Regardless of the reason behind, rebel actions will more than likely help you gain a better rounded understanding of someone's personality.

Temporary State or Permanent Trait?

When you are trying to analyze a pattern, it is important to distinguish occasional emotions or behavior from more permanent characteristics. Remember that every saint has a past, and even the devil can quote scripture if it helps to serve his own ends. That is to say, sometimes good people do bad things, and bad people sometimes do good. As with every

other aspect of analyzing people, single, isolated incidents are generally not an indication of a person's permanent nature. So, as you are on the lookout for a person's pattern, it is important to ask yourself if the information you are trying to analyze is an isolated incident, or if it is only a piece of a larger pattern.

Voluntary or Involuntary

Physical traits are either voluntary or involuntary.

Voluntary traits are traits that can be controlled, such as accessories, makeup, tattoos, hairstyle, and clothing. These traits often express who a person wants to be, or how a person wants other people to perceive them.

Involuntary traits are those that cannot be controlled, including complexion, height, body proportion, race, coloring, voice (more or less), physical handicaps, and facial features.

Involuntary traits that severely affect an individual's life experience would also generally tell a great deal about that person's behavior, manner of thinking, and character. For this reason, involuntary traits a person was born with may be especially significant.

Involuntary Traits

Traits that have been with someone since birth, mainly those associated with physical conditions, or that make it difficult to function in social settings, usually have permanent and deep-seated effects on someone's behavior and personality. Then, you should rely on these traits when searching for indications of a person's nature.

For example, someone born with a condition that puts them in a wheelchair for their entire life may be compensating for the fact that they cannot perform certain tasks as well as those who are not in a wheelchair.

These persons have probably been made fun of or pitied and have had difficulty with what would be considered the simplest of tasks, such as entering buildings, using bathrooms or driving a car. Given that, this handicap may take a central

role in that person's life. This analysis can hold true for those suffering from any other physical handicap, debilitating illness or the emotionally or mentally impaired.

When analyzing someone with a life-altering involuntary trait, begin by concentrating on what aspects of their lives have been affected, and what that person has done to try to alleviate those effects.

Are they independent or dependent? Optimistic or pessimistic? Confident or shy? Bitter and resentful or happy and content? Do they make eye contact and keep it, or do they avert their eyes? There are people who will face their involuntary challenges with resolve and in good spirit, while others will try to run away from their challenges and are therefore resentful, defeatist, and bitter. Usually, though, people place themselves somewhere between these two extremes.

Most involuntary traits, though, are far less dramatic. If the involuntary trait is not exceptionally odd, like being slightly overweight or being a little taller or shorter than most, it is a waste of time to spend too much time analyzing it, unless of course, the person has spent money, energy and time into permanently changing some physical aspect of their appearance. This, too, is a matter of extremes. Whatever a particular trait would signify under normal circumstances should be doubled if a person actively desired that trait be taken out. For example, persons having facelifts are usually uneasy with aging, just as a woman with breast implants will likely be somewhat vain and conscious of what other people are thinking.

Keep also in mind that not all involuntary traits are physical characteristics. For example, the financial status of an individual is a non-physical involuntary trait, because people are generally unable to decide how much money they are going to make during the day.

As with innate physical handicaps, people of limited financial means will somehow try to compensate. For this reason, you should pay attention to how people tend to spend their money,

as that will provide you with a tremendous amount of information regarding their values and beliefs. An insecure person that is also impractical will spend whatever limited money they have on expensive clothes or in an expensive car. However, if a person financially well off buys the same things, it could mean that person is frugal, secure, confident, and responsible. Remember, any particular aspect is meaningless without supporting evidence.

Voluntary Traits

When you are trying to parcel out patterns, it is important to remember that voluntary traits often change, since people can alter them on a whim. If you analyze a person based on an isolated voluntary trait, you are very likely to get an inaccurate picture of their personality. For example, an analysis of someone's grocery shopping in their pajamas on a Saturday would be quite different if you saw them at work in a suit on Monday. Because they can so easily change, it is wise not to place too much importance on a person's voluntary traits. Also, keep in mind that our voluntary traits change as we age. A nineteen-year-old who gets their tongue pierced as an act of rebellion most likely will not give this a second thought by the time that person is forty. However, if that person is forty and is still sporting a tongue ring, that could be considered an extreme trait and analyzed accordingly.

Prioritize the Traits that are Highly Predictive

Each person you analyze will have thousands of features, so which one should you focus on?

The answer is that, if you wish to reach a reliable assumption regarding a person's beliefs or personality, you will need to concentrate on those traits that most likely will predict how that person generally behaves and thinks. The characteristics that most likely will be influential on a person's behavior and beliefs are known as 'predictive traits,' and they should

receive most of your attention. As previously stated, no single characteristic or trait will mean exactly the same thing for all people in all situations. There are, however, three critical characteristics that may provide the basis of a reliable analysis of practically everyone. These are:

- Empathy
- Socio-economic history
- Life satisfaction

Concentrating your analysis on these three traits is a useful guide, because they are not affected by age, sexual orientation, race, gender, and any other trait that usually forms the basis of biases and stereotypes. So, when you are analyzing someone, pay attention to any information that will help you answer these questions: Does this person feel as though life has treated them fairly? How was their childhood? How is their empathy?

Empathy

There is a wide spectrum of how much empathy a person may have. On one extreme you have a person who is detached, unfeeling, and callous.

On the other side you have a person who is compassionate, caring, and sympathetic. Then everybody is in between. When you begin analyzing someone, start by finding a place for them on that range. How empathetic someone is will speak volumes about how they most likely behave and think.

More empathetic people are generally affectionate, fair, gentle, sincere, generous, compassionate, understanding, friendly, family-oriented, and forgiving. They will usually see the best in people and have more patience and general curiosity than someone on the other end of the spectrum. An empathetic person will place great value in doing the right thing, and will avoid dishonesty and it may therefore take them more time to come to a decision than those with less empathy.

People who are less empathetic are generally more cynical, unforgiving, vindictive, punitive, egotistical, intolerant,

critical, judgmental, and brash. These people tend to be more pedantic and analytical, and they will also make decisions much quicker than those with more empathy. This means that this type of person is also hotheaded, often acting before they have all the relevant information.

Socio-Economic History

As the name implies, socio-economic history considers both social and economic factors. Family income, the love and encouragement a person gets as a child, their childhood environment, childhood friendships, and a million other factors are relevant to a person's socio-economic history.

The socio-economic history of a person is important because our view of life is significantly affected by how our physical, psychological, and emotional needs have been met. While parents who are financially secure tend to be able to fulfill the needs of their children better than parents who struggle financially, the amount of money a family takes in is not the only factor to consider when determining the level of fulfillment of an individual's childhood.

Individuals who have had to fight tooth-and-nail for everything, whether emotionally, financially, psychologically, or physically, may have developed the attitude of a conqueror which they will likely carry with them to the grave. These people may become callous and have little-to-no self-confidence. They may be miserly, defensive, detached, opportunistic, intolerant, closed-off, impatient, and unkind. Because of their constant struggling, there is a tendency among these people to have a heightened awareness of their surroundings, and are likely to believe that means do not matter as long as the ends are justified. The silver lining here is that these people also tend to be attentive, diligent, and goal oriented.

Conversely, those who were fortunate enough to always have their needs satisfied have a tendency to be more open, generous, kind, easy-going, sympathetic, forgiving, relaxed,

confident, tolerant, and secure. However, these people can be lethargic, selfish, and materialistic if they grew up in an environment where everything was simply given to them.

Keep in mind also that our life experiences during childhood carry over into adulthood. For example, a heavily criticized child will likely become a judgmental and impatient adult.

A child that is met with love and sympathy will likely grow into a compassionate adult. A child who has had to bow and scrape for everything that they have will more than likely become a somewhat selfish and miserly adult. These principles hold true regardless of the person's age, sex, race, or ethnicity, which is why determining a person's socio-economic history is so important when trying to determine what makes that person tick.

Life Satisfaction

People want to be successful. People consider themselves successful when they achieve their goals in life. This all seems obvious. The waters get murky when we consider the fact that everybody's goals are different, which means that what success means to one person will not necessarily be the same to another.

A simple way to gauge someone's satisfaction in life is by asking some basic questions like "When you were a kid, what did you want to be when you grew up?" "Do you enjoy your work?" Or "If you could start your life over again, what would you do differently?" Answers to questions like these will generally tell you fairly quickly how satisfied that person is with their current situation and will consequently tell you a great deal about their personality and how they are likely to behave.

A Note About Bias

Before you begin to analyze someone, you need to clear your head of any biases or stereotypes that could obscure your objective, and give careful consideration of the facts in front of you. “A full cup cannot have more added to it.”

In the same way, you have to start with a clean page to accurately analyze people without the influence of preconceived notions telling you in advance what your conclusion should be.

As mentioned above, no single trait can be relied upon to draw your conclusions about a person, and there is no single trait that is more important than any other. It is, therefore, a mistake to use any biases or prejudices you may have about people with any specific characteristic, as a foundation on which to build your analysis. You need to force yourself out of stubborn intellectual laziness and look for empirical facts.

‘Shortcut thinking’ is one such form of intellectual laziness.

‘Shortcut thinking’ describes taking the most expedient path to a certain conclusion.

For example, we all assume that teenagers are reckless and irresponsible, that an expansive vocabulary means that a person is well educated, or that a small vocabulary means that a person is not educated.

These assumptions are not necessarily true. A teenager can be mature and responsible. A person using an extensive vocabulary may prove to be an idiot, just as someone else can use only a few words to explain rather profound concepts. Remember we deal here with individuals, not statistics. That being the case, it is a mistake to draw conclusions based on a single characteristic, because there is a good chance that any conclusion drawn that way may be wrong.

How NLP Is Used in Relationships

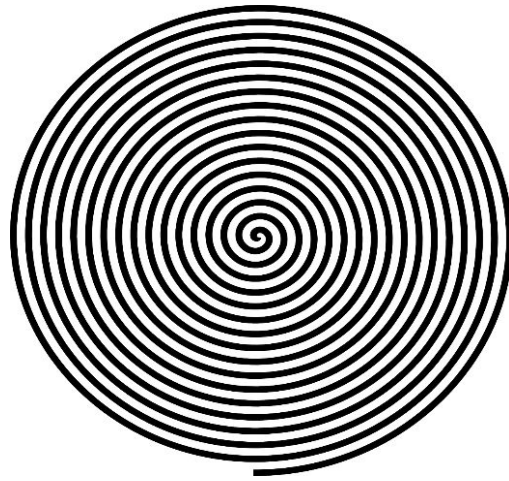
Now that we understand what NLP involves, let us see how this can be used in relationships. The first way to improve

your connection with this subject is by allowing you to be a good listener. NLP allows you to show a sincere interest in what may happen in other people's lives. Another way NLP improves relationships is by putting you in someone else's shoes. Being in the other person's situation gets you to listen freely. In other words, you listen and you listen. This can take some practice as most people tend to listen only partially while they prepare what they are going to answer. NLP enables you not to concentrate on the wrong but on the good side of individuals. All the traits are there, and you have decided to focus more on their fine points or imperfections. The more you discover a person's fine points and focus on them, the more you look at them.

NLP also enables you to be more empathic than compassionate. Empathy implies understanding. Being sorry, feeling sympathy may be disrespectful and could demonstrate that you feel they have no resources to address their own issues alone. NLP promotes relationships as they push someone to maintain contact with their loved ones. Even if you were together a few hours ago, maybe for breakfast, how about a one-minute phone call, asking how is your day? Or a single-line email or text message. Keep contact when at a distance, too. Long-distance relationships can last for centuries if nurtured. The link is preserved and maintained through an occasional letter, card, telephone, or email. NLP facilitates one's acceptance of the faults of others. Identify and tolerate a person's weaknesses. After all, 'weaknesses' based on your perspective of the globe, are just subjective assessments. And remember that there are no ideal people. Most of us work every now and then to reduce our imperfections; this is a lifelong project. This wide subject allows you to respect and accept the views of others. Recognize that we may see things differently. We all have a separate world view. This outlook or model of reality is based on our prior life experience. There is no 'right' or 'false' worldview. It is a matter of opinion, and so your views may occasionally change. You may learn to enrich or expand the world by taking a moment to learn about the ever-changing perspective of the globe. NLP will lastly make

you accept somebody without the desire to change who you are. This is particularly common in life partnerships. Remember that you did not choose the individual because of their ability to be the person you wished to be. You met because you liked each other and only focused on the first wave of love looking at the things you knew about them. So now that we embark on living together or we marry, why instead of start crowding the lists of 'good points' become instead obsessed listing and mentioning stuff that we don't like about them?

Hypnosis



Hypnosis is another term that comes with a lot of connotation straight from science fiction movies. When people are hypnotized in movies or TV shows, they are often completely catatonic and under complete control of the hypnotist. This is certainly not true, there is much misunderstanding about the nature and intention of hypnosis.

Hypnosis is often used in the context of treatment for people who are suffering from memory impairment as a symptom of a bigger problem. It can also be used as a form of therapy to treat traumatic experiences and encourage the healing of emotional processing, like grief.

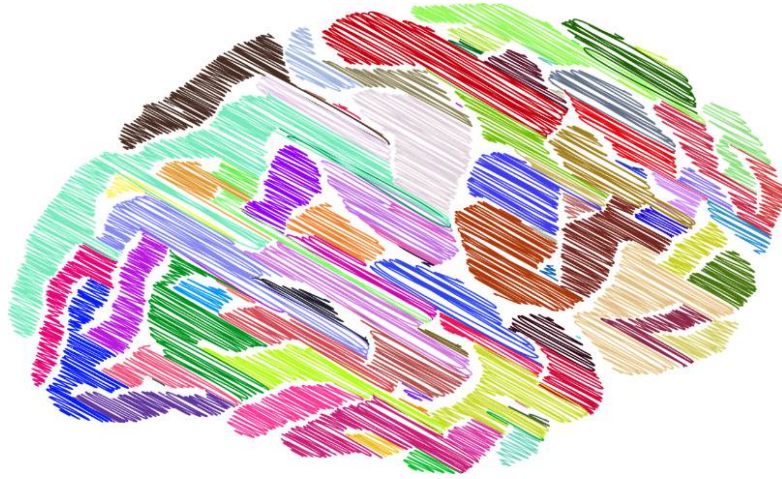
The hypnosis therapist is not someone with special power over people's brains. Their practice rather comes with different means to a full engagement, openness and empathy directed toward the patient. The essential ingredient to a successful hypnosis therapy is an established trust and respect between therapist and patient. The patient goes into the process with an understanding that their part in the process is not just to sit back and let things happen. Patients have a responsibility to open up to the process and allow them to become vulnerable and impressionable. They go willingly and follow the therapist, and the therapist leads. So, in this way, there is a partnership going on, instead of the popular notion that the

therapist puts people under a “spell.” In fact, there are plenty of people who are simply less receptive and so less open to the process of hypnosis, and therefore there would be not much benefit from an attempt.

In a hypnotic session that aims to reach back and pull memories from a patient’s mind, which has put up a barrier to protect them from painful experiences, the therapist gently guides the patient, over time, close to the origin of those memories that are trying to be retrieved. The patient must let go and be willing to follow the instructions and suggestions, almost like someone leading them by the hand as they walk through a memory lane. In this way, the patient may be able to trip upon memories of repressed experiences that are working to hold them back and are hurting them emotionally, seemingly out of their control. Once these repressed memories can be addressed, the patient can work past the pain through therapy and refresh their mind to come to a place where they can be fully functional and able to process and develop new memories and new emotions.

Hypnosis is also used to treat patients who suffer from PTSD engaging with and working through repressed experiences that haunt the patient day and night. Each process is different, as well as the individual results. Hypnosis has become quite misunderstood, and many people look at the process with a skeptical view, but there are others who praise the process, claiming it as responsible for great recoveries through consistent practice.

Brainwashing



Brainwashing has already been briefly mentioned in the chapter about mind control, but it is so important and relevant to dark psychology and manipulation, that it deserves its own section of the book. When you think of someone who has been brainwashed, oftentimes the result is someone who is mindlessly obedient, oftentimes out of fear. They may have been kept prisoner for so long that they became obedient just to survive, or maybe they were beaten into submission. No matter what the cause of the obedience, the results of brainwashing are absolutely undeniable—they create someone who is effectively under someone else’s control.

Originally used in the 1950s by Edward Hunter, the term brainwashing was used to refer to American soldiers that were Chinese war prisoners. Upon release, many American soldiers declared they were against Western culture and that they were converting to a communist belief system, which of course made everyone that the Chinese had actually developed some form of mind control. In fact, however, those techniques far predated the Chinese and their usage of it in the ‘50s.

Brainwashing refers to thought reform—it involves several different techniques that, over time, make a person change their very thoughts, feelings, behavior, and core beliefs. They change so much that basically they have lost their ability to

make free choices—they become obedient. The techniques that cause the change can vary greatly, but as a general rule, when brainwashing has occurred it is typically combined with some sort of danger and threat, generally involving the use of force.

How Brainwashing Occurs

Brainwashing has several different steps, despite being a somewhat simple concept. To brainwash someone, at least in the way that it was done to these soldiers who were closely and extensively studied, there are twelve different steps. Each of these ends up creating a different person.

- Assault on the individual's identity: This challenges the person's identity. People are frequently beaten when answering questions about their own identities and immediately contradicted afterwards. For example, if asked their name, they may get beaten when they answer, and then told a new name. They quickly develop doubts about who they really are.
- Guilt: The person being brainwashed is then exposed to massive amounts of guilt, being forced to believe that they deserve the treatment being given. It is incredibly important here to make the person feel as if everything is their fault, or that if something does not work out just right it is on them, and they must feel guilty.
- Self-betrayal: This stage involves the brainwashed being systematically forced to denounce everything they held dear. Friends, family, religion, culture, and anything else. It essentially culminates in destroying the identity of the person being brainwashed.
- Breaking the individual: Eventually the person being brainwashed considers there is no escape. Without the hope of escaping and going back to a previous life, the individual is consumed by fear and by the fear of being destroyed,

rendering them unable to reason and oftentimes desiring death as quickly as possible.

- Leniency: At this stage, when the prisoner or brainwashed individual is certain they will break, someone offers a tiny beacon of kindness. The tiniest of leniencies here creates a new hope. This is paired with the manipulator insisting that if the person does as requested, then everything can be put behind, and the person is willing to do that to escape destruction.

- Compelling to confess: At this point, the person most likely feels the need to confess all sorts of perceived crimes—the point is to cleanse the sense of self in order to allow for progression. The captor, of course, encourages this.

- Channeling guilt: The persons then begin to feel guilty for their very sense of self rather than for the crimes. Everything, involving their beliefs, family, and everything they like becomes a cause for guilt. As they are accepting the viewpoint of their captors, they become guiltier over themselves.

- Re-education: At this point, the past identity and everything that went with it is discarded. They are open to reeducation, learning to live with the captor's desires and expectations.

- Progress: The more they begin to accept the captors' perspectives and beliefs, the more they are welcomed into society and treated as humans, encouraging them to continue on their path.

- Final confession: At this point, they are allowed to give one last confession—they are speaking as their new selves that were created by the process, and are given the chance to clean themselves of their past identity.

- Rebirth: Now, they are recognized as humans once again. They are rewarded for good behavior, while punished if they do anything reminiscent of their past lives.

- Release: With the process complete, they are released into the real world, where they are given their rights as humans, but constantly faced with scrutiny for their new identity, or for their old identity.

Effects of Brainwashing

Ultimately, the effects of brainwashing can be quite dramatic—an entirely new person can be created over a relatively short period of time. This personality is taken as a defense mechanism, happening solely to cling to any form of survival possible to be sure the individual continues to live. By protecting themselves, and out of necessity, victims of brainwashing became exactly what those around them desired them to be. They knew that the only way out would be through pretending to be someone they were not, even if doing so they fundamentally deny and reject who they were as people.

People now are entirely new entities, much to the shock of those around them, but ultimately, this can be changed. Brainwashing is relatively simple to correct—As soon as people are out of danger the effects of the brainwashing start to let up little by little. While, of course, there will be plenty of necessary intervention, therapy, and other treatments, the process can be undone.

Deception



Deception, alongside subterfuge, confusion, misleading, and beguilement is the situation used to spread emotions in a subject about things that are not true. Deception can consolidate a collection of things, for example, disguise, and dissimulation. A person makes the decision to control the subject's brain taking advantage of the trust that the subject has in them. The subject will form their reality based on the things the expert has been letting them know.

To avoid the off chance that subject the deception, the person doing the deception must be gifted at the technique and exceptional at doing it if they want to proceed with their subject.

Typically, deception may come up with sentiments of vulnerability and unfaithfulness between the two partners in the relationship. This is considering the way that deception hurts the rules of most relationships. A considerable number of people, if they have discovered that their partner is deceiving them, they would need to understand why and get the explanation they need. The trust may be gone from the relationship, making it difficult to develop the relationship back to where it had once been. The subject could start checking the things done on them, thinking about whether the stories they were told were authentic, or something made up. Because of this new vulnerability, most affiliations will end

once the subject finds a couple of arrangements concerning the deception of the partner.

Sorts of Deception

Deception is a sort of correspondence that depends upon oversights and lies so as to persuade the subject of the world that best fits the deceiver. Since there is correspondence required, there are a few specific sorts of deception that could be happening. As appeared by the Interpersonal Deception Theory, there are five undeniable sorts of deceptions. These five basic sorts of deception include:

Deceptions

This is the situation when the overseer makes up data or gives data that by no means correspond to reality. They will present this data as the truth and the subject will consider it to be a reality. This can be risky since the subject may not grasp they are being presented with sham data; if the subject finds out the data was false, they would not likely accept them and no deception would take place.

Avoidances

This is the place the chief makes crude or untrue clarifications. This is done to lead the subject to get disoriented and to not get a handle on what is happening. It can help the chief to disguise any disappointments if the subject returns later and tries to complain for the phony data.

Mask

This is one of the most crude sorts of deception used. Masks take place when the manager deliberately disregards data that is material or essential to the specific condition, or when they try to cover data that is fitting to the subject. They could say they have not misdirected the subject; but they will have ensured that the basic data required never make it to the subject.

Bending

This is when the director exaggerates reality or distorts a bit to turn the story the way they may require. While the authority may not be truly deceptive, they cause the case to appear different than it truly is, or they may change reality a bit with the intention that the subject will do what they want.

Under-Depictions

An under depiction of the truth is when the subject is told that an occasion is not that important, when in truth it could be the occasion for the subject to get colossal progress. The director has the choice to return later and say they didn't perceive how important the case was, leaving the subject to search in every way what really mattered.

These are a couple of sorts of deception that may be discovered. The star of deception will use any procedure that open to them to locate a useful objective, much like what happens in other sorts of mind control. If they can appear before their objective using another methodology, they will do it so the rundown above isn't the littlest piece specific??. The chairman of deception can be staggeringly perilous because the subject won't have the choice to admit all with what is and what a demonstration of deception is; the star will be so talented at what they do that it will be essentially difficult to comprehend what is reality and what isn't.

Signs of Deception

Some of the signs of deception are as follows:

The Lack of Self-Reference

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

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

Answering a Question with a Question

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

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

Listening to More Than You Speak

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

You Should Be Aware of The Following:

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

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

noticed any of the mentioned actions, you should proceed with caution.

Pay Attention to How a Person Says, 'No'

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

Watch for the Changes in Behavior

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

Always Ask to Be Told the Story Backwards

If a person is indeed truthful, each time they repeat the story they may add some details, and will remember something more what happened. A liar will start by memorizing the story, and then they will stick to that one narrative. If they add some details, by taking a close look at them you will notice that they do not add up. If you suspect someone is deceptive, ask them to recall the event backwards, rather than issuing the narrative from beginning to end. You can ask them to talk more about what happened right before a certain point. A person who is telling the truth will usually recall additional details. A liar will simplify the story, and they will also contradict themselves.

Beware of People's Compliments

Although compliments are good, they are only good if genuinely issued. You should always be on the lookout for a person who is trying to make a good impression. If somebody

agrees with all the opinions being issued and also laughs at all the jokes, it is an indicator that person may be insincere.

Asking a Follow-Up Question

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

Deceptive Tactics

There are many different deceptive tactics that the manipulator is able to use at their disposal. Remember that this deception is the process of hiding information from the victim in order to reach their overall goals. There are four categories of tactics that fall into deception, and any given deception is likely to involve a mix of each of them, which can make it even harder for the victim to figure out what is going on.

The first deceptive tactic that can be used is plainly lying. This is the first technique that the manipulator is going to choose as soon as they know that the victim is susceptible to lies and has trouble figuring out the truth. This is often because the victim is someone who trusts others. Or the manipulator may have worked on this victim for some time so that they lower their guard. The manipulator is also able to find ways to hide the lies and then explain the discrepancies if the victim starts to notice.

Any deception that occurs with plain lies is likely to occur in a way that is very subtle and is thought out ahead of time. A deceiver may embed their lie into some truthful information. For example the manipulator would start out with a story that is about ninety percent true and ten percent false. Because it sounds legitimate and most of the story can be proven as true, the victim will think the whole story is true.

Implying is another form of deception. Implying is when the manipulator is going to suggest something false is true rather than boldly saying it. If the manipulator wants to deceive a

victim about how much money they have, then they could either lie or rather imply it. A lie would be something like “Oh I’m a successful guy. I’ve made a lot of money,” even though the manipulator knows this information is not true. But when they imply they are rich, they may say something like “It is so stressful to handle things with my accountant. Trying to get my tax bill down takes a lot of time.” The manipulator has acted and spoken in a way that makes the other person think they are wealthy, but they had never said it.

An omission is another option for the deceiver. This is a failure to mention something, usually a true fact that is pretty important. Omission doesn’t use falsehood in order to cover the truth like the other two options. Instead, this one is going to ignore something that is true or just leaving it out. Often this piece of information is important for the victim to know about in order to make an informed decision. The manipulator would leave this out to protect themselves and ensure that the victim did not have all the information.

One way that the deceiver can use omission is to create their own emotional fence with that situation. This is a tactic where the manipulator implies that a particular period of their life, or some particular topic, is painful or uncomfortable for them to discuss. The victim, feeling bad and wanting to be considerate, will avoid bringing up this topic. This gives the manipulator a chance to avoid the truth while still making the victim feel guilty when they try to bring up that painful topic.

And the final form of deception is going to be the most elaborate, and often criminal, form. This is known as fraud. Instead of the deceiver simply lying about something from the past, this kind of deceit is going to have false stories, documents, and some other evidence in order to back up whatever their lie says. The deceiver is going to use these things in a subtle way. They would never say something like “I’m a doctor; take a look at my certificate!”

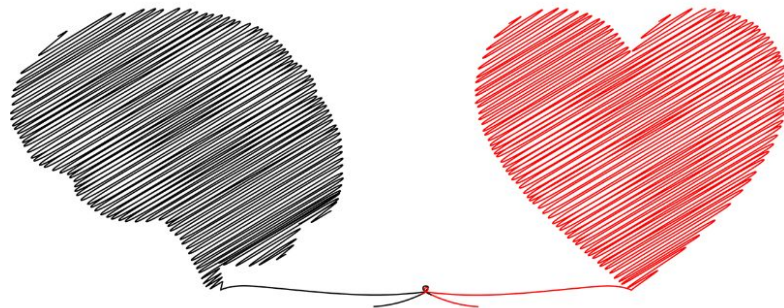
Instead, they will use some subtle displays to show off to the victim. They will try to steer away from being too pushy with their fraudulent claims because they know that doing this will

make the victim feel that something is wrong with the situation.

Fraud is becoming more common than ever because of the Internet. Deceivers can often work with some professional software in order to make documents that look pretty realistic, no matter what type of document they need. This can make it really hard to tell whether you are working with someone who is telling you the truth or if they are just deceiving you.

When this dark deception starts to enter the realm of fraudulence, it can be a bad sign. It shows that the deceiver is dangerous, and they are committed to sticking with that dark psychology. They are risking serious criminal charges to do this kind of manipulation, and they are confident that they will be able to do this without anyone really noticing it at all.

Using Mind Control in Relationships



Mind control is often used in relationships and you can use it too to get what you want from the relationship, but bear in mind that you do need to be genuine when you use it as it is not a good idea to use pretense. It is always uncovered. For instance, you want to establish a routine with your girlfriend or wife whereby you can have the guys over to the house for a football or a card game on a regular basis. You may even have in mind the get out your PlayStation and just have boy fun, but somehow your relationship is taking you away from the kind of fun you want. You know what you want. If you complain about not being able to invite your friends over, it will cause friction between you and your girlfriend. If, however, you use mind control, you are much more likely to get what you want.

First of all, think of all the activities that your girl used to do with her friends but keep your plans quiet for now. This is the observation stage. While watching TV with her, be prompted by TV ads. You could say something like “Didn’t you used to go to dance classes?” or something similar bringing up things that you know your girlfriend really misses in her life. She makes sacrifices too for the relationship and you need to see what these are. She wants to feel loved and she also wants to feel appreciated. If you give her the impression that you are willing to make sacrifices so that she can do whatever it is that she is missing – which incidentally coincides with what you want to do – you are taking the initiative.

As soon as she agrees that it is a really cool idea that she gets to do what she wants to do, you do not jump in immediately with your plans. You wait it out. She will feel guilty because she is enjoying herself while you are at home working. Even have paperwork out on the desk so that she can see it. Help build up the drama and help build up the scene because inevitably, unless she is extremely selfish, her response will be that it doesn't seem fair that you are always left at home.

POW! Introduce the idea that you may have friends over and she can hardly complain and she may even think that it was her suggestion it and she would gladly feel she did suggest it because her mind now feels that you are doing something great that equals the pleasure she gets from her dance classes or whatever it was that she chose to do.

The thing with mind control is knowing what you are doing and being able to look at the whole situation from all angles, such as it is done in Neuro Linguistic programming and also on the Environmental Control models described in the last chapter. With that approach, you see the bigger picture and are more in control of it. You manipulate the situation so that at the end of the day you get what you want and even make your girlfriend very happy for you that you did it. She will also take credit for thinking of it. It can work very well in relationships in many ways. I remember wanting my partner to agree to install a deck in the garden, but I knew my partner's views on having a deck. I looked through magazines which showed decks in a whole new way that I knew fitted with my partner's philosophy and thoughts what a garden should be. I left these around to be read at random. Don't be too obvious when you do this. I even left one in the bathroom to be digested while doing what nature demands. It was a genius plan because I controlled the way my partner saw decks and believed on the original plan that worked with the garden, and I got my deck.

Sometimes you need to use reverse psychology as I did in a situation with my parents who wanted to put me into isolation as a punishment. I actually loved the isolation, but by letting my parents think that it was a punishment I kept that exclusive

bedroom for myself for many years and that's what mind control is all about. It is about being in control of any situation and even from being a small child, I remember having this power. Everyone has it inside of them, but not everyone uses it because they have not yet learned how.

In relationships, think about what it is that you want to achieve. Have a clear picture of it. Think of how people around you and your close relationships may react to what you want to do. Then think of a way to make it viable and also be what they want. It isn't what they want now, so you need to work the scenario so that it is just like I did with my partner about the deck.

It works great in one-on-one relationships because you know what your partner is likely to be thinking about a given situation. Manipulate the situation and turn the way that she/he thinks, and you win the day by controlling the thought processes that may have made your ambition difficult. That is what advertisers do. They change people's allegiances and get them to jump from one product to another by very clever advertising methods.

Everyone wants white teeth. Make your product think that the purchase of a set product will get whiter teeth. You fill the ambition people have to fit into society's mold. Similarly, other product advertisements work on the premise that you are conscious about how you look and that this helps how you feel. When you control the mindset, you control the mind. A close friend wanted a power shower but knew that his wife wasn't that keen on the idea. It was expensive and he knew that she had seen them as totally butch and something sports people used rather than people at home. He soon changed her mind-set by showing her ways in which women were gaining from power showers to help with keeping their skin soft. She fell for it, hook line and sinker, and they now have a superpower shower that she spends a great deal of time enjoying.

The whole point is that whatever mind control you use, you should remember the greater good. For example, if you are

happier because your girl allows you to have boy's nights, everyone wins. You get what you want, she gets what she wants, and the outcome is happy for everyone. If, however, you knew that your partner was very emotionally unhappy because of something that had happened, and you wanted to control her mind and help the situation, you need to analyze what's making her unhappy before you approach her with anything but empathy.

Come up with solutions and plant the seeds so that your partner actually finds the solutions him/herself. Why should you do that and what are the advantages? The advantages are always going to be that the person whose mind you are controlling may not be open to new ideas. However, when planting the seeds, you allow them the joy of discovery and though you may not have done anything but plant that seed, you get to reap the benefits of the results. Thus, your mission is accomplished without having to be too intrusive.

The seeds of an idea can be subtle. They don't have to shout for attention. For example, if you want a better laptop than the one you have and your partner thinks it is a waste of money, play some music on the old one. After a while, it gets rather grating to listen to because the sound quality is so bad. Then take them into a shop where new laptops are playing songs and your partner may even come out with a statement like "I think you need one of these. The sound is superb."

Each of the seeds that you sow help you get what you want out of life, but the seeds that you use depend largely on your knowing the person you are trying to control. If you don't you may be sowing seeds for carrots when they hate carrots. Get to know your subject first and then sow the seeds. This is helpful for interviews. If you know your interviewers and know a little about their characters, you can aim all your answers in such a way that you actually control whether you are picked for the job or not, and that's pretty powerful.

It makes sense that interviewers will favor those interviewees who have the same ideology. Thus, doing a little study in advance of an interview can get you saying all the right things

and being on the same wavelength, which is what it is all about when it comes to looking for a job. In effect, you control the outcome by controlling what the interviewers think.

Using Mind Control with Children



It may sound a little mean to play mind games with children but sometimes parents have to. Children are very clever sometimes and can work parents into a frenzy, because they are also extremely good at guessing parental reactions and use this skill to get what they want. They in fact are often mind reading their parents, so it wouldn't be unreasonable for a parent to want to turn the tables and start to take control of situations concerning their clever offspring.

Manipulating children isn't clever at all. In fact, it can have long-term effects on the way that children see their parents. I remember my mother pretending to be ill every time that we decided we wanted to go away anywhere. It was a kind of blackmail and wasn't very nice at all. Don't do this to your kids. It is the worst kind of behavior a parent can indulge in. However, do use the following tips to get the better out of them and to get kids to do what you want them to do.

The trick is taking account of the following:

- Listen to the children's needs
- Work your needs into their agenda
- Use the power of suggestion when planting seeds

● Let them come up with the ideas

There was a family that I knew once that had problems getting the kids to clean their bedrooms. Short of threatening the kids with being grounded, they felt powerless because the kids just wouldn't do as they were told. In a case like this, use the family meals to bring up topics that are unrelated to their bedroom. Talk to your partner about what a friend has done to make her kids' rooms space-age and really special. The kids like the idea of having something special, so that's the seed.

"I suppose we could do something like that when the kids are a little older," you may say. Listen to the children's reactions. Spread some more seeds. Sometimes the first ones don't work. "Of course, her kids are a little older and their rooms were always spotless, so I can understand why they invested so much time in it." You may even be saying this in general conversation with your partner, but within earshot of the kids.

The message the kids are getting is that if their bedrooms were tidier and they showed they were a little more grown up, then they may get a space-aged bedroom like the other kids did.

If you do use these tactics, you also need to come up with the goods, because otherwise it is plain lie and your kids will not fall for your tricks in the future and that is not good for a parent child relationship.

Kids in a Classroom Environment

Usually there will be an underlying reason why a child behaves in an awkward manner. Mind control can be used in the classroom to gain good behavior and a teacher who is good at reading minds will be able to read character types and needs as well. The child who makes a lot of noise and has too much energy can be used for something that requires energy. He/she won't settle down to doing something that is sedentary. It is not even worth the teacher trying to achieve this. Mind control is placing kids in their most productive places within a classroom, using the mind control methods mentioned in

previous chapters. Eddie, who makes loads of noise and expends energy is upsetting the rest of the class and he knows it. Put him on a task where he can equally show off and keep his status as active, and he may actually shock the class with his productivity. The kind of jobs a kid like this are good at are dishing out books, putting pictures on the walls, or even doing things that use that energy in a productive way.

“I see you have loads of energy. That’s good. I have just the right job for you,” is better than undermining the child or complaining, which may even get him behaving in an even worse manner. Kids lap up attention, but it doesn’t always have to be negative attention. It’s the same with natural leaders. Let them lead. Children who learn slowly may need you to read their needs and have them placed with people who are more patient and imaginative. Choose compassionate kids that are glad to help others and who know the subject matter. These are natural teachers for kids in difficulty.

The kid who doesn’t turn in his homework assignment will be expecting you to chastise him/her. Instead of doing that, without any sarcasm in your voice at all, tell them it is a real shame they didn’t find time because you actually love reading what they have to say. Seeds, seeds, and more seeds. What you do with these seeds is plant ideas. That child may ask you why you look forward to their homework and you can say that they have a very unique and original way of approaching topics and you find that refreshing.

The trouble is that we are all programmed to a certain extent by society’s expectations, but you can use that in your favor when you want to control students. The smart Alec of the class is only the smart Alec while people are amused by what he says. Jump in and agree with him and expand upon the idea that he expressed, and people may not actually think he is being that smart at all if it makes more work for other kids. You control the class, not him. They expect you to shout at the child or to get upset that you are losing control of the class. Instead of doing that, use what he said as an example for the next bit of work that should include everyone in the class.

They then see that his being a smart Alec actually meant more work for everyone and that isn't amusing any more.

Mind control is all about getting the result you want by controlling the mind of the audience. In a school room the audience is the majority. If someone messing up the classroom routine amuses the majority, make that mess up into something that they all pay for in another way and they may not find it as amusing.

A battle of wits is better any day than getting angry and upset with children. It only shows a bad example from the teacher if anger is the only way that the teacher can express displeasure. A far more intelligent teacher will know the pupils and will use mind control in a way that positively benefits everyone, even the troublemaker.

Mind control exercise for class

If you want to split your class into small study groups get the kids do it for you. In this mind control exercise, what you are doing is listening to what the kids are saying, spreading seeds, and then trusting the kids to do what it is that you actually want them to do.

Question to class: Which kids think that they are great leaders?

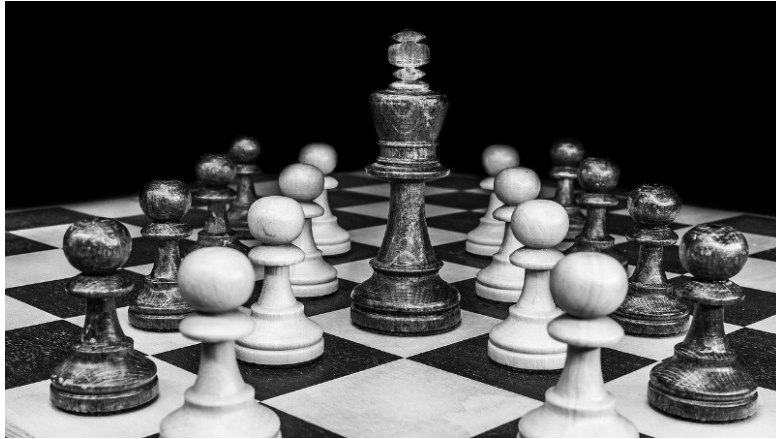
All those with their hands up should be split into separate groups as potential leaders of those groups.

Question to class: Who thinks they are patient and kind?

These kids should be used to help the slower kids, who, incidentally you already know how they are, so you don't have to draw attention to them.

Introduce a competitive activity with a leader in each group and you will see productivity like you have never seen before, while each person who believes themselves to be a leader goes all out to prove that they are.

Mind Control in the Workplace



Entrepreneurs who are successful know that it isn't a question of pressurizing people in order to get results. Results happen as a consequence of someone actually wanting to achieve those results. Therefore, it makes sense that controlling the mindset of the worker is more important than controlling the speed at which they work. The speed factor will be brought about as a direct result of the mindset.

Thus, in order to get someone at work to respond in a very positive way, you have to examine what makes people positive. Some may embrace change within the workplace while others will back away from it and have almost a phobic response to it. That's because those with less confidence may be afraid of failure. You know that failure isn't an option, but they don't. You need to change the mindset very quickly when you find people are resisting doing what you have told them is needed to be done. Your approach is important. Just like entrepreneurs who first start out with a vision, your vision projected onto others is vital because you need each one of your workers to be as keen to get the job done as you are.

The Power of Suggestion

What you may not be aware of is that suggestion is extremely powerful. Suggest there is something wrong with the food in a restaurant and people will get sick – not because there's

something wrong with the food but because they believe there is, and belief is very powerful indeed. If you want to control the mindset of workers, you need to have a vision and like other entrepreneurs, sow the seeds of that vision so that other workers share it.

Too many people think that the work ethic is that you have a hierarchy where the boss dictates everything and the workers just do what they are told to do. Times are changing very fast and people are getting more progressive in their thinking. The idea is that you have a boss, but that you want to work for him, and it takes great mind control to change having to do something to wanting to do something.

Take a work friend and try this. Think of something you know will make the workplace more efficient. Talk it over with him and be enthusiastic. Make the idea seem really something that will make his life easier, and see how quick he jumps on the bandwagon and starts telling others about this idea. He may even have the decency to give you the credit for the idea, but good news spreads very fast if you have planted the seed into his mind.

Getting people to do things is actually much easier than you think. If you already know the mindset of the person, then it is even easier. Here are a few samples of the types of mindset you may come across in the office, together with mind control methods that will work.

Getting someone to do work below their status – Sometimes people hate to do jobs that they feel are below the status of their job. The way to get around this is to get into their mindset in the right way. I found a great way of doing this. Start the conversation something like this. Congratulate the staff member for their achievements and make them feel that you are giving them real praise. As you turn to leave, say “Hey, Tracy, I was going to ask you, can you help me out with something...” Hesitate and then say, “It is okay, it doesn’t matter.”

What you are doing is planting seeds. The member of staff knows that you value them, and you've just given them an opportunity to do something nice for you. I would bet that 90 percent of the time, you can then ask them to do something below their status, as a favor and get a favorable response.

Needy with lack of self-esteem – Make them feel great at all times, because this gives them belief in you. No one wants to believe bad things about themselves, but if you have self-esteem issues and someone thinks you are worthy, you go out of your way to stay worthy and that means ultra-productivity. It also helps people that are needy to actually feel needed and helps to impact their self-esteem issues. I have seen many employees who had this kind of issues actually get through them, just by being boosted and pointed in the right direction.

Leader of the pack mentality – Let them be leader of the pack but control the way in which they rally the troops. Give them a little leeway and increase it as and when they prove themselves capable. Make the goalposts clear because these are workers that will always want to reach just beyond the goal post. The problem is that they can annoy workers and cause waves, so let out the reins a little at a time, letting them know acceptable parameters and how to achieve the next level.

The sheep of the office – These are the people who go to work every day, do as they are told and don't make waves. The problem is that sheep will always follow the herd, so to control the minds of the sheep, you need a shepherd who makes them feel happy and that knows about the rewards of loyalty and good service. The Chinese are very good at doing this and you can learn a lot from their practice and employ their work ethic so that there are no sheep anymore. You turn them into a workforce that really wants to do more than just show up each day. They want to be productive and the person you choose as their leader will make their work life so pleasant, they will even volunteer to stay on and work overtime for the sake of the cause.

Control the mindset and you control the mind and that's when you start to get things done. Huge magnates who have made

their millions did so because they remembered that each cog in the wheel was every bit as important as the process. One worker who worked with Richard Branson said that the man brought a kind of energy into the workplace. You wanted to succeed because there wasn't any other way forward. His enthusiasm and his drive rubbed off on others to such an extent that they felt they were impelled to succeed. Now working for another company, he said that successful men were those who were always open to changes and that listened to others. He was right because until you do listen, you do not know the existing mindset of the workforce that you have and if you cannot draw the lines between the different types of people, you can never control the mindset of the masses. Richard Branson did and people who work for him are galvanized by the way he encourages them and also listens to their ideas, not thinking that his own ideas are the only ones that are viable.

An Experiment in Mind Control

You have probably seen this in practice but not realized what a good example of mind control it is. Stand on a busy street and look up. Continue to look and don't stop looking. Other people will join you and will also look up and then you will see a small crowd of people looking up, more and more will join you. You have somehow tapped into the minds of the people around you and they are mimicking your action. You must have seen this at work. It is a very old trick. Now try something entirely different. Go into the office late in the morning and have a whole carrier bag full of peppers from the supermarket. Place it by your desk where people can see it. When they ask you why you have bought so much pepper, act surprised. "You didn't know about it?" Of course, their answer will be that they didn't because there was nothing to hear about. "They are stopping the sale of pepper tomorrow because of a world shortage. I need mine for cooking. If you want any, you better act quickly because the shelves are getting empty."

By the time that you come back from lunch, you will find that many of the people in the office have secured their supply of peppers. Remember, something like pepper lasts for months, but chances are that they will have bought much more than any human being can possibly consume within a year. If it didn't work where you are, think of something you know local people love to eat and try that. The whole point of this exercise is that you are controlling their thought processes and getting them to do something which is extremely off the wall just by suggesting it.

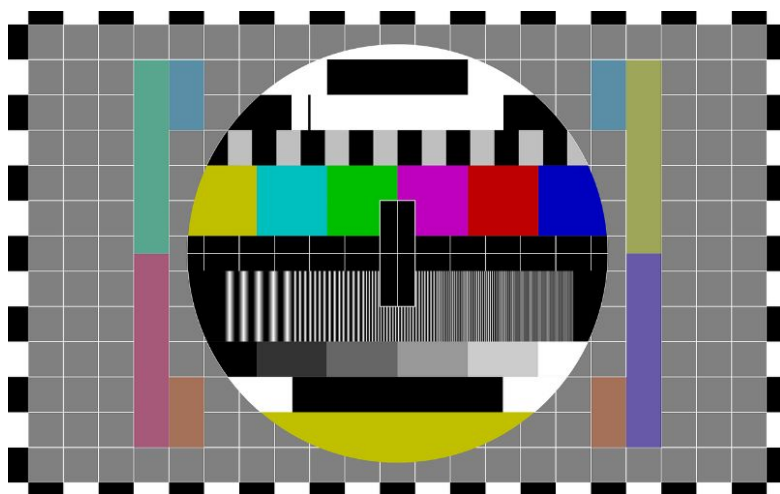
Suggestion is extremely powerful and when used correctly in the workplace it can give very good results. Think of ways in which suggestion can aid productivity because when you do, you will find that even the laziest of workers will respond because they see being productive as being enjoyable too. The way that you control the minds of the workforce is a great reflection of your leadership powers. An office which is mediocre and whose workers are dispirited maybe it is because they do not have the most dynamic of leaders. Instead of blaming the workers for their apathy, the mind controller will come up with ways to make the workplace more dynamic and boost the mindset of those around, so that they find great joy in doing more than they normally would. When the success of the workplace equates personal satisfaction, workers will answer the way you wanted, and productivity will soar.

There are loads of ways that you can use these tips and tricks in relationships as well, as we will discover in another chapter. Remember the sequence.

- Know your subject
- Know how they think
- Change your approach to fit how they think
- Sow the seeds
- Watch them respond in the way you anticipated
- Voila! You get results.

You may think that it is completely coincidental that people react in a certain way to certain criteria, but it isn't. There are set behavioral patterns and if you have ever watched a magician at work, what he is doing is playing with the audience, bearing in mind the set way that people respond to certain stimuli. He could be doing something that is transparent to someone studying magic, but to the average person watching it will look as though the trick is really magic. These are people who read others' minds in a very shrewd way and come up with a great result, and their magic looks real even to skeptics.

Mass Media Mind Control Theories



No doubt about it, mass media is the single biggest tool used by the elite to manipulate people. Mass media can effectively mold and shape the opinions and attitudes of most people, as well as define what is acceptable and normal in most societies. In this chapter, we'll take a look at the ways mass media works in terms of controlling the minds of the masses – which includes yours, of course.

Mass Media Programming

Mass media is a way for organizations to reach out to as many people as possible with the least effort. Mass media includes the Internet, video games, records, books, eBooks, magazines, newspapers, radio, movies, and television. Studies upon studies have already been conducted in the past century that assess the effects of mass media on the general population to learn what are the most effective techniques to influencing it. Out of such studies came the science of mass communications or MassComm, which is normally used in politics, public relations, and marketing. For governments that want to ensure a functioning democracy, mass communications are a crucial aspect of good governance. Mass communications on the other hand, can also be used for dictatorship. It really depends on the leaders and the people that will be using it.

Aldous Huxley, in the prefix for the 1958 book *A Brave New World*, said that he believed society was controlled or manipulated by the ruling elite or by an impersonal force that is effectively manipulating people through various means. Furthermore, he said that people were being forced in the general direction of a new world order by such impersonal forces that the general population seems to have no control over. He also said that these covert operations are being consciously encouraged by people from political and commercial organizations that have already devised many ways and techniques to manipulate the thoughts and feelings of the masses in order to serve the interests of a minority.

His statements aren't just paranoid delusions or simple hypotheses. They are facts that are documented, which can be validated by many of the most important studies on mass media conducted by elite thinkers such as,

Walter Lippmann

A two-time Pulitzer Prize winner, intellectual and writer, Walter Lippmann was one of the people who conducted the first works concerning the role of mass media in American society. In his work *Public Opinion*, which came out in 1922, he likened the general population or the masses to “bewildered herds” or a great beast that requires guidance from a governing class. The ruling elite, he said, is a special class with interests that go beyond local ones. He also noted that bureaucrats, specialists, and experts make up this governing class.

According to Lippmann, experts embody the rather lofty ideal of the omni-competent (all-competent or competent in everything) citizens, who are to be instruments of the knowledge that will be used to bypass democracy’s major defects. According to Lippman, the general masses, also known as the roaring “bewildered herd”, merely plays the role of interested spectators – no participation whatsoever. Furthermore, he said that it is only the “responsible person” that has the participation or the duty of participation, and not the regular ordinary citizen.

Lippman also said that mass propaganda and media must be used as tools by the ruling elite to rule the general masses without the need for physical coercion or force. Lippman presented an important concept called “manufacture of consent”, which simply means manipulate public opinion so that they will accept the ruling elite’s agenda. He also expressed the opinion that the general masses don’t have the necessary qualifications to decide on and reason about important social issues. As such, it is crucial that the general issues concerning society as a whole is decided by the ruling elite, whose decisions must be sold to the general masses they rule for a society to function well.

Lippman thought that it was undeniable that the ability to manufacture consent – or manipulate public opinion – can achieve great changes. While the mechanisms by which public opinions are created may seem to be complicated, those

who understand its simplicity have the opportunity to manipulate or manufacture the public's consent or opinion to their advantage.

Interestingly, Lippmann was one of the founders of what we know today as the Council on Foreign Relations or CFR, which happens to be the world's most influential foreign policy organization. This fact alone should give you an idea of how the ruling elite views the use of mass media.

Carl Jung

He is the obvious founder of what is known in analytical psychology as Jungian psychology, which puts an emphasis in learning about the human psyche via philosophy, symbols, religions, mythology, arts, and dreams. This therapist of Swiss origin pioneered many of today's psychological concepts such as Synchronicity, Introvert/Extrovert, the Persona, the Complex, and the Archetype. As a psychologist, he was greatly influenced by his family's occult background. His grandfather – Carl Gustav – was a Freemason Grand Master and some of his ancestors were Rosicrucians, which explains his strong interest in symbolisms, Western and Eastern philosophies, astrology, and alchemy.

One of Jung's most misunderstood but also one of his most important psychological concepts was that of the Collective Unconscious, which he explains as a second psychic system, the immediate consciousness being considered by many as the first and only empirical psyche that we have. According to him, this is basically a psychic system that's impersonal, universal, and collective in nature, which is also the same in everyone. Further, this unconscious is inherited and not developed. It is basically made up of pre-existent archetype forms that can only become conscious indirectly.

Such a collective unconscious manifests itself through different civilizations' mythological figures and symbols and seems to be embedded collectively in our individual subconscious minds. As such, we feel a natural fascination and attraction to them whenever we are exposed to them. This is the reason why symbols of the occult can significantly impact many people despite not knowing the significance or meanings of such symbols. This concept of the collective unconscious may be used to control the public's personal and collective unconscious minds (including yours). And one of the people who believe this is so is...

Edward Bernays

Considered as the father of PR or public relations, Edward Bernays made good use of Freud's concepts to skillfully and covertly control and manipulate the minds of the general public via their subconscious minds or collective unconscious. He was one with Lippmann in the opinion that the general population of the masses adheres to a herd mentality and is irrational. He also shared the view that being such, democracy needs a ruling elite or invisible government to manufacture consent of the masses in order to ensure the viability and survival of democracy as we know it. According to Bernays, a democratic society needs the intelligent and conscious manipulation of its general population or masses' opinions and organized habits and that this can be done via an invisible governing body, who is the real ruling elite of a democratic country.

Truth is, the minds, tastes, and ideas of the general masses, us included if we're not careful, are molded, formed, and suggested, respectively, by people who we aren't even aware they existed. And this is a natural by-product of how our society – as a democracy – has been organized. And if ours is to continue functioning well, a great majority of our people must generally be on the same page on most important matters. And according to Bernays, our invisible rulers are often unaware of who their fellow invisible rulers are.

Bernays pioneering marketing campaigns may be credited for the changing how the American society functions today. For one, he is the brain behind today's American culture of "consumerism", or a culture of pleasure buying instead of survival buying. If only for this contribution alone, he was named as among Time Magazine's top 100 most influential people in America during the previous century.

Harold Lasswell

Harold Lasswell, a leading theorist on American political science and communications who specialized in propaganda analysis, was one of the scholars that participated in a series of secret seminars on the art (or science?) of communications that were hosted by the University of Chicago from 1939 to -1940

and funded by the Rockefeller foundation. Lasswell explained in his Encyclopedia of the Social Sciences that social managers need to use new control techniques, which are largely based on propaganda, when a society's ruling elite lacks the necessary force to make the general population obey them. Furthermore, he said that the general masses' stupidity and ignorance must be recognized, and as such do not fall into agreeing with the belief that each person is the best person to make the best decisions for themselves.

Standardized Thinking

In the last decades, the mergers of many media companies have resulted in the creation of a small media conglomerate oligarchy. The newspapers you read, the movies you watch, the songs you listen to and your favorite TV shows are all produced by just five media moguls. Regardless if you believe it or not, many people think these owners are affiliated with the ruling elite and, as such, they are part of the elite. Because they own practically all outlets by which to reach the general populations of the world, these media conglomerates yield the power to mold and shape the individual minds and hearts of the masses, into a cohesive single view of the world. This may result in what is called as standardized thinking or the standardization of human thought.

Even many of the so-called "alternative" or independent styles or movements may be considered as coming from mainstream thinking. This is because mass media can actually "raise up" their own lone rangers or rebels, who may look the part but actually are in the payrolls of the establishment and as such these rebels hardly ever question it. Conglomerates have the tendency to ruthlessly reject ideas, creation, and artists that don't conform to the established mainstream. As a result, truly independent ideas, creations and artists eventually fade away from mainstream consciousness. Only those that are deemed to be desirable and valued by the establishments are efficiently marketed to the general population, so that they will eventually become the self-evident norm.

Edward Bernays already realized the great power of movies when it comes to standardized human thinking. He wrote in *Propaganda* that in terms of being a subconscious messenger of propaganda, motion pictures are the greatest. It is a great marketer or dispenser of opinions and ideas that can standardize the habits and ideas of a nation. Motion pictures can emphasize and exaggerate general popular tendencies instead of encouraging or fostering an atmosphere conducive to the generation of new ideas and opinions, simply because movies are made to meet the demands of the masses. As such, movies only promote facts and ideas that are deemed to be *en vogue*. Movies promote entertainment as newspapers promote news.

With the introduction of online video games, home theaters and 3-D movies, among others, the principle of escapism is much more relevant these days. As the general masses regularly pursue state-of-the-art entertainment, they will more and more resort to expensive products that can only be created and distributed by the five biggest media conglomerates in the world.

And herein lies the danger: such products are often times filled with messages that are carefully crafted and calculated with the intention of promoting a particular agenda or propaganda. In a sense, the general public continues to be trained to crave for and desire such propaganda to the extent that hard earned money is spent for the privilege of being exposed to them. Unlike in the past where it was used as an authoritative or coercive form of communications by dictators and authoritarians, propaganda has now become synonymous with pleasure and entertainment, which makes it even more frighteningly effective.

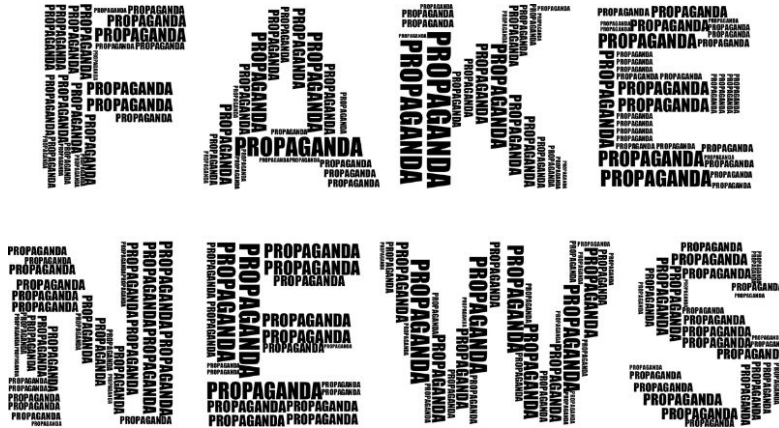
The earliest advocates of a free press and universal literacy only saw two possibilities regarding propaganda: it is either true or false. What they failed to see however, was the development of a giant mass communications industry that is not concerned with what is true or false but with what is irrelevant and unreal. In simpler terms, these advocates did not

take into consideration the general populations' insatiable appetite to be entertained and distracted, according to Aldous Huxley in his preface to *A Brave New World*.

Any singular piece of media can hardly create a lasting impression on a person's psyche. But with its omnipresent nature, mass media can provide an environment where people daily evolve – one where mass media defines the norms and discards what it deems undesirable. This way, the masses behave pretty much the same way carriage horses do when wearing blinders - they can only see what is presented right in front of them, thus blindly following their “masters”.

According to Jacques Ellul, what makes propaganda techniques applicable on a massive and societal scale is the emergence of mass media. He says that the ability to orchestrate television, radio and press to create a total, lasting and continuous environment makes the propaganda influence of mass media practically unnoticeable. According to him, the essential link between the demands of the technological society and individuals is mass media. And what makes mass media even more successful now as a propaganda and mind control tool for the masses? The extensive research and breakthroughs in human nature and cognitive sciences, which are now being applied to it.

Mass Media Techniques for Manipulation and Mind Control



Publicity

According to Marshall McLuhan, author of *The Extensions of Man*, the deliberate attempt to manage or influence the general population's view of a particular subject is called publicity. The subject or the items that are being pushed by publicity include people (celebrities or politicians), all kinds of organizations, services and goods, entertainment, and art. The desire to promote ideas and product more and more to the general masses has resulted in huge amounts of research on the human psyche and human behavior. Through well-funded studies, linguistics, semiotic, sociology, psychology, cognitive sciences, and other related fields of study are still being researched extensively for the purpose of improving publicity as a technique to more effectively influence the general population, meaning mind control.

When it comes to the ability to gather and process social data that can be exploited to manipulate the general population via mind control and propaganda, sociologists won't be able to do as well as the advertising teams. This is because the latter have access to millions of dollars to test and research people's reactions and behavior. The results of such studies continue to be applied to videos, music, movies, advertisements, and other

forms of media, to further improve their ability to influence people's thinking.

Because of the need to reach both the collective and individuals consciousness, marketing activities and campaigns need to be highly scientific and calculated. A video can never be "just a video" when it comes to a high budget cultural product. In order to create the intended effect, meanings, symbols, and images are strategically inserted in videos and other similar media. Jacques Ellul says that propaganda techniques are refined only with knowledge of people's analytical psychology, social psychology, automatism, psychic mechanisms, needs, desires and tendencies.

Primal Needs and Instincts

Most of the propaganda materials today hardly ever make use of logical or rational arguments. Instead, they tap directly into people's most primal and basic needs and instincts, to generate irrational and emotional responses. If people simply used logic and rationale when buying stuff, they would buy only half as much of what they do now.

Advertisements that are focused on women normally feature babies and children for a specific reason: it has been shown in studies that images of children and babies trigger women's instinct and need to protect, care and nurture, and as such, they become biased and sympathetic towards the advertisement. This can significantly increase the chances of them patronizing the product or service featured that way.

Sex can play a rather ubiquitous role in mass media because of its ability to not just draw but also maintain the attention of viewers. Specifically, the symbols in mass media allow advertisers or marketers to connect directly to people's primal need to reproduce and breed. Given that sexual responses can be very powerful, it makes sense to trigger these so that any rational thoughts in the brain can be overridden and consequently, people would be more receptive to propaganda and mental conditioning.

Subliminal Perception

What if there's a possibility that the above-mentioned messages can be directly implanted or delivered to a person subconscious mind without them even knowing that it is happening? That is precisely the objective of a mind control technique known as subliminal perception. The term "subliminal advertising" was penned by a famous US market researcher by the name of James Vicary in 1957. He claimed that he could make moviegoers eat popcorn and drink Coke simply by flashing very quickly on movie screens short messages telling them to do so, to the point that they would not be aware that such messages were flashed. According to Steve Jacobson, who is the author of *Mind Control in The United States*, communications technicians can deliberately use subliminal perception, which makes people respond to and receive instructions and information without consciously knowing or being aware of it. Talk about mind control, eh?

While many people disregard the effectiveness of subliminal advertising, calling it as either an urban myth or simply ineffective, the fact that this technique's usage has been documented well in mass media only shows that those who created it believe in its powers. One study conducted by a team from a London university showed that the use of subliminal perception could be quite effective mainly to implant negative thoughts. While there have been a lot of speculations concerning people's abilities to unconsciously process emotional info such as those coming from words, faces or pictures, the team has shown that people can actually perceive the subliminal messages' emotional values, and have conclusively shown that in general, people tend to be more attuned to negative words.

One very good example of the application of subliminal messaging in the political arena is the advertisement of George Bush against Al Gore in 2000. Immediately after Al Gore's name was mentioned, the last four letters of the word "bureaucrats" were quickly flashed on screen for just a split second. The last four words of that word were "rats". When this subliminal technique was discovered, the advertisement

created quite a stir. And despite the fact that there were no laws at that time that would prohibit the use of subliminal messages in the United States, George Bush's team withdrew the advertisement.

If you check out the Vigilant Citizen website, you will find that many of its articles suggest that subliminal and semi-subliminal messaging are often employed in music videos and movies in order to communicate more effectively ideas and messages to many viewers.

Desensitization

In the past, the general population would normally take to the streets in protest - even riot - when changes were forcibly imposed on them. The single biggest reason for such disturbances was that such changes were mostly misunderstood by the population and were not clearly announced or explained by the government or the ruling elite. These were sudden and their effects can now be clearly evaluated and analyzed.

Today, governments and the ruling elite employ a different technique known as desensitization when they want a particular agenda to be accepted by the general public or the masses. Slowly, gradually, and repetitively, their agenda is introduced to the general population through the news, music videos and movies, especially when the agenda seems to go against the general public's best interests or preferences. After years of exposure to such an agenda, the general public or masses have become mentally programmed to accept the agenda and as such, governments or the ruling elites start to openly present that particular concept or agenda to the masses. By that time, such agendas are accepted passively and with indifference. The origins of this technique may be traced to psychotherapy.

Psychotherapy techniques, which are widely accepted and practiced as a way of addressing psychological disorders, can also be used to control the minds of people. Particularly, these can be systematically used to influence behavior and attitudes. Patients are relieved of specific fears or phobias by using systematic desensitization – a particular psychotherapy technique – as a means of melting away anxieties. When exposed to frightening situations long enough, people tend to adapt to them eventually and no longer feel afraid, according to Steven Jacobson.

When it comes to movies, the science fiction genre employs a lot of predictive programming. For example, they commonly portray an image of how the future looks like – one that is

ruled by an elite group of people – and as such, this ultimately becomes an inevitability in most people’s minds. Consider that many years ago, the general population of the United States began being desensitized to the idea of going to war against Arab nations like Iraq, which today it is rather acceptable. Right now, the general population is slowly being exposed to the idea of the realities of mind control, a trans-humanist state and the Illuminati as the elite ruling class. While they used to be hidden in the shadows of most conversations, such concepts have now become pop culture by-words everywhere you go. This way, the real but hidden rulers begin to slowly reveal themselves to the public through what Alice Bailey describes as hierarchy externalization.

Pop Culture Occult Symbols

Unfortunately, information related to pop culture occult symbols could be very difficult to find. This shouldn’t be a surprise because the word “occult” actually means “hidden”. Another definition for the word is that it is reserved only for those who are in the know and are believed to be worthy of it. Because of its hidden and highly exclusive nature, you won’t find occult teachings discussed in the media or being taught in schools. As such, the general population or the masses consider the occult, and anything related to it, as marginal or even preposterous.

Within occult circles however, knowledge is not preposterous or ridiculous. People in such circles consider it to be sacred and timeless. The long history and tradition of occult and hermetic knowledge started with ancient secret societies such as the Egyptians, Eastern mystics, and Knights Templars, which have been passed down to modern societies like the Freemasons, among others. While it is likely that the depth and nature of such knowledge may have been altered and modified through the years, their main characteristics have been kept by mystery schools. These include metaphysical, ritualistic, and symbolic characteristics. Being an intricate part of ancient civilizations, these characteristics have been totally replaced in modern society by pragmatic materialism. Because

of that, there exists today a relatively important but large understanding gap between the ritualistic establishment and the pragmatic regular person.

It used to be that the simple code that held everything together – knowledge-wise at least, was religion. Through it, minds of the general masses were conditioned according to the whims and caprices of those who were in power. Today, mass media is the new religion. And this new religion is one that preaches the gospel of individuality, self-centeredness, spiritual emptiness, and extreme materialism, among other things. Contrary to mass media's claims of giving people the freedom they deserve, mass media these days has been subtly and covertly holding the masses hostage with its subliminal mind control that holds people hostage internally rather than externally. And such bondages are harder to break. Again, this is because a population whose general masses are dumbed down is one that is easier to control and deceive.

Factors That Make People More Susceptible to Mind Control



If you fall victim to unwanted or unauthorized mind control, the resulting losses or damages can be very, very significant. Mind control experts suggest that all of us are actually vulnerable to mind control, even if all of us will not willingly join a cult or become BFFs (best friends forever) with socio and psychopaths. But if we are really not willing to have our minds controlled, how come many people's minds are still being violated and taken over without their consent, and how do these things happen? What are the things that make some people more vulnerable to it than most?

To study this, let's take a look at two of the general factors that make people vulnerable to mind control: personal and societal.

Personal

Some of the most common personal factors that make some people more vulnerable than others to mind control are:

- Ignorance of mind control.
- The inability to understand the ways in which mind control actually works.
- Overestimating themselves, i.e., I can never be a mind control victim, and

– Inability to understand people who are either psychopaths or without conscience (sociopaths).

While ignorance means happiness for some people, it is mostly dangerous for most. Those who aren't aware that mind control does happen, are ignorant about how it works or are supremely overconfident that they can never fall prey to it, are those most susceptible to fall prey to sociopath and psychopath mind control criminals. And people who are aware and knowledgeable of mind control, wary about falling prey to such, or who have already been victims in the past but the effects of which have already been undone with professional help, are highly unlikely to be victimized.

But if a person has been victimized in the past and the effects of this have not been undone yet, that person has higher chances of falling prey again in the future. Why? Because these mind control criminals know if a person has been victimized before and therefore they already know that mind control works on such unsuspecting victims – unless of course the effects of their previous experience have already been undone with professional help. It is like a house door whose lock has already been picked open by a robber. If the robber knows that the door lock hasn't been changed yet, he can pick it open again just because he has done it before. If the owner, despite being victimized in the past, takes corrective actions to undo the effects of the previous robbery by replacing the picked lock with a different one much harder to open, the chances of the house falling prey to robbers again are much, much less.

Apart from ignorance of mind control and overconfidence, another personal factor that makes people vulnerable to mind control – as well as other scams – is the really stupid and new age belief in the innate goodness of each and every soul on planet earth. If that were true, there wouldn't be a need for police and law enforcement, right?

People who subscribe to this theory have the following beliefs as well:

- Everyone deep inside has a good heart.
- Everybody has the capacity to change.
- Thinking negatively about others is wrong and will solve nothing, but positive thinking will do.
- Consistent indicators of violence or intent to do evil are not real, and they should be ignored in the name of positive thinking and the recognition of the innate goodness that lives on each and every person on this planet.
- Intuitions are not trustworthy, and
- The world is really a good place filled with good people that are simply considered to be evil.

Many people who have fallen prey to mind control and other crimes of deception were victimized – or even continue to be so – because of such naïve beliefs about the world.

Furthermore:

- Regular people are not comfortable with manipulation, deceit, and trickery. Only psychopaths are.
- Instead of fighting back, many people who have been victimized tend to get depressed or blame themselves.

Truth is, people usually are unsure of how to respond to ill treatments tend to justify or even excuse such crimes, even if unjustifiable or inexcusable.

Another factor that makes some people more vulnerable to mind control are events – stressful or life-changing ones. People are most vulnerable to being influenced – or even mind-controlled – when they are going through very stressful or a life-changing events. Generally speaking, such events can lead to the following, which opens their minds up to subtle control or influencing:

- Discontentment.
- Low self-confidence, esteem, or sense of worth.
- Feeling that life has no meaning or purpose.

- Difficulty relating to other people.
- Feeling alone.
- Finding life to be generally unsatisfactory, and
- Inability to tolerate uncertainties or frustrations in life.

Besides these personal factors, other seemingly “positive” characteristics that render a person more susceptible to mind control are:

- Idealistic naiveté.
- Intense desire to take care of people in “need”.
- Being highly “spiritual”, which can result in either idealistic naiveté or being too positive about other people to the point of dealing with them too lightly, and
- Too high regard given to people in “authority”.

When it comes to criminal minds, any personal trait that can be taken advantage of – regardless if positive or negative – will be exploited. But if “positive” traits can be taken advantage of by evil people to control the minds of others, imagine all the more with negative traits or weaknesses.

These weaknesses include:

- Being depressed, anxious and stressed.
- Being a “yes” person, meaning they cannot say no to others.
- Addiction to substances.
- Vulnerability to easily altered states of consciousness.
- Being highly superstitious.
- General discontent with society, especially with ruling authorities.
- Seeing things purely in black or white, and
- Being a people pleaser.

Can you honestly say whether or not any or all of these are applicable to you? I think on a certain level, some of these

may applicable to you, which can also make you vulnerable to mind control against your will, no matter if subtly. But the good news is that knowing is half the battle. Being aware of traits that are applicable to you can help you fortify your life in those areas and significantly reduce your risks of being victimized by mind control experts with not-so-noble intentions.

While it is generally accepted among many experts that no single personality trait is more vulnerable to mind control compared to others, certain traits or events can make a person highly vulnerable to such. Each and every one of us have gone through certain crises in our lives and if we are not careful, same as it has happened to mind control victims, these can be entry points that mind control experts and criminals can exploit to get into our heads and control us. In particular, the kind of people to watch out for are sociopaths and psychopaths.

Societal

There are very little – if any at all – laws against controlling people's minds, probably due to lack of interest in lawmakers, ignorance among lawyers and judges, and inability of law enforcers to recognize it. Many psychopaths are released from jail year in and year out, only to victimize people again and again, often times simply by lying their way out of jail or by skillfully manipulating the courts.

More and more countries are starting to be aware of the societal damage that psychopaths are causing and as a result, they have started to take steps to address them. It has been estimated that between 1% to 4% of an average population are psychopaths and that of all major crimes, about half of them are committed by psychopaths. As such, it is important for you to know the traits that define psychopaths and how mind control work (which you'll learn in this book) so that you don't fall prey to mind control.

Special mention is made about psychopaths, simply because they are possibly the single biggest reason for much of

destructive mind control activities in the world today. But let me clarify here that not everyone who practices mind control are criminals – in fact, most of them are professional therapists who use it for people’s benefit. What I am saying is that in most, if not all, of the instances where mind control was used for personal gain or to harm others it was done by psychopaths.

It is a bit concern that today many psychopathic characteristics are considered as desirable leadership qualities, such as getting people to do what you want them to, taking charge, making decisions, charisma, and self-confidence. While these are certainly great leadership characteristics, what makes them a bit scary is that psychopaths also have such traits and as such, may make it quite challenging to distinguish them from legitimately good leaders. In particular, the psychopath’s ability to manipulate and force others into doing what they want can be easily misunderstood as leadership qualities, which allows them to get hired in high-ranking position in companies or governments. And because of the nature of today’s business world – fast-paced, higher risk and relatively fewer rules or constraints – it becomes easier and easier for psychopaths to be hired and placed in highly sensitive positions of influence and power within organizations and governments. As such, their mind control activities are not only restricted to one or two people, but to a large group or even the whole society.

Sociopaths, on the other hand, are people who can read others really well and take advantage of this ability to read people’s strengths, weaknesses, desires and needs. After learning how to manipulate people’s emotions using what they know to be true about others, they will do so. So, beware of the sociopath as well!

How to Tell If You Are Emotionally Manipulated



Anyone who in a long or short term relationship is the ultimate goal of a manipulator can attest to the fact that their interaction is dysfunctional to a lesser or greater degree. There are times when the signs are obvious, but the victim chooses to ignore them. Then, there are cases in which the victim has no choice but to go along for the ride. In a healthy relationship, there will be equal respect and commitment between the partners. A poor relationship will be difficult to recognize since manipulation is subtler compared to some types of toxicity. Psychological manipulation can happen when someone attempts to create or exploit someone else's power imbalance. Manipulation will be able to manifest in a number of different ways, but the one trend that appears to be commonly observed is when one of the individuals, the victim, tends to put in far more into the relationship than they are able to get out of it. It is often likely that someone ends up in a toxic relationship without even realizing it. The end result of this kind of relationship is exhaustion on the part of the victim. If the manipulator happens to completely exhaust all the resources from the relationship, then the likelihood of the relationship ending altogether is quite high.

It should be noted that toxic relationships, such as the manipulator–victim dynamic can become a dysfunctional

dynamic in which both parties are addicted to one another, that is, the manipulator is addicted to power rush that comes from manipulation, while the victim feels acknowledged by the manipulator's overtures. While this is by no means intended to justify the existence of such relationships, it does illustrate how such a dynamic can end up solidifying into a long-term relationship. Eventually, the relationship may find itself unsustainable. Nevertheless, there are examples of couples, or even entire family groups, that go on for decades under such a dynamic. In a manner of speaking, these relationships endure since no one is really willing to do anything to correct the situation. As such, the relationship endures over a long period.

If you are not certain whether the relationship you find yourself in is toxic or abusive, it is important to examine the following indicators:

- You are forced out of your comfort zone in many different ways. The manipulator is physically, mentally, and emotionally in such a way, that everything is tilted toward favoring their wishes and desires. The manipulator should be the one with the upper hand at all times. When the power dynamic appears to shift, the manipulator will move to restore balance.
- The manipulator will try to undermine your confidence. The logic behind this is that manipulators are always seeking to create a reliance on them. If the victims are confident and able to fend for themselves, then the reliance they place on the manipulator will be minimized. Naturally, this is not in the manipulator's best interest. The silent treatment. The manipulator will be prone to silence as a means of punishing the victim for behavior that is unacceptable in the manipulator's eyes. This also extends to other forms of punishment, such as withholding affection or withdrawing their attention until the victim complies with the manipulator's wishes.

- Guilt trips. The manipulator will be quick to lay a guilt trip on the victim, especially when the manipulator provides material, physical or even emotional protection for the victim. For instance, the manipulator rescued the victim from a difficult situation as a means of developing this dysfunctional dynamic. So, every time the victim acts in a manner that is not in accordance with the manipulator's aims, the manipulator will be quick to lay a guilt trip on them.
- They dismiss unresolved issues and skip over them. Unhealthy relationships survive with many unanswered issues leading to problems festering beneath the surface. The manipulator will avoid dealing with issues at all costs. They will try their best to ensure that problems go unresolved, especially when solving the issue may cost them dearly.

The fact of the matter is that it is very easy to get into a toxic relationship, either deliberately or inadvertently. Moreover, the manipulator, whether conscious or not, can quickly become used to the power dynamic favoring them. By the same token, the victim can quickly become used to being victimized, especially if this provides them with a benefit, such as the manipulator's undivided attention.

Naturally, this is hardly something beneficial to either party. But don't be surprised to find dysfunctional relationships to be far more common than you think. When unresolved issues are left unresolved, the relationship can quickly degenerate into a dysfunctional one, ultimately leading into a toxic relationship.

So, here are some questions to ask yourself when evaluating your current relationship:

- What kind of respect is there among us?
- Are the expectations of this relationship being met? Are they reasonable or unreasonable?
- Am I getting what I need out of this relationship?

- Is the commitment equal on both sides? Is there anyone surrendering more than the other?
- Do I really feel good when I am around this person?

By honestly answering these questions, you will be able to gain profound insights into the nature of your relationships. They don't necessarily need to be romantic ones. These questions apply perfectly well to any relationship you find yourself in. So, take the time to reflect on these questions any time you are evaluating the nature of a relationship you find yourself in.

Conclusion

Every human being, no matter how nice and positive they are, will always be evil in someone else's eyes. To the person you have made suffer, you are evil, even if you deny it. Every person must evaluate him or herself and see if they have any of these dangerous or negative elements. You have to keep fighting your dark side so that it does not completely take control over you. Once you know to keep off that side, you will also be able to identify it in others and avoid falling prey to it. One must be aware of its indications and related signs to avoid people who have the qualities of dark psychology. If you have been a victim of dark psychology, there is a chance for you to regain normality by assessing and evaluating yourself or by seeking medical advice.

Remember that deception is not always practiced on other people. We can often deceive ourselves to preserve our self-esteem. Telling ourselves that we can achieve certain goals when all the evidence points to the fact that we cannot, is a healthy form of deception, but self-deception can lead to serious delusions.

Whatever happens in the early stages of your path to becoming a master of manipulation and persuasion, you must remember your end goal. First ask yourself why you want to do this and keep coming back when the going gets tough. Never give up, you must master these skills.

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Analyze People with Body Language Reading

The ultimate guide to speed-reading of human personality types by analyzing body language, facial expressions, manipulation, and by learning to decode people

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Introduction

In this age of technology only a few persons have an idea of how to read the minds of people. We are so dependent on electronic gadgets and phones that the bulk of our natural communication skills have been lost. There has been an undeniable decline in this crucial aspect of life with the tremendous advancement in technology.

Going straight into the implications and ethical issues of reading other people's minds can be easily overlooked on the brief ground that it is not a progressive idea. This is also in a way true due to the highly competitive and ruthless situation that prevails in all fields. The fact is that reading the minds of people entails a lot of benefits. But for the results to be near-perfect the methods must be regularly learned. Reading minds is no easy feat as you will soon learn. The human mind is very complex and many times, even the very owners of the said minds have trouble understanding themselves.

One of humanity's greatest mysteries is to uncover the truth of how to read the minds of people. If you could read the thoughts of people, you could know exactly what is someone else talking about. Your ability to read the actions and signs you are being sent by the other person determines the strength of your mind-reading tricks and strategies. Here you will learn the hidden ways of interpreting the thoughts of people through the language of the body. You have powerful intelligence if you know what a person is thinking, which can help you lead communication in your favor. If you can determine what they are thinking, you can determine what they have thought in the past, and very probably, what they will think in the future. A superpower at its best.

What is Body Language



Body language is a major aspect of modern communications and relationships. From our own facial expressions, to the movements made by our body, things not said can still convey loads of information. Experts say that body language may make up about 60% to 65% of all communications.

Our bodies cannot show anything but what is in us. Our emotions use this sounding board. Therefore, we understand that our body's non-verbal part of communication always reflects our mental state, whatever the situation. Indeed, where does it come from, if not from our psyche?

Body language is subject to physical laws: energy does not vanish; it transforms. As electricity becomes light, heat, or movement, our psyche becomes body language.

Beware, the same gesture may have different meanings. For example, a person with arms crossed has a gesture generally interpreted as a negative signal. Indeed, arms crossed would generally mean refusal, withdrawal, skepticism, antipathy, and so on. Sometimes this interpretation is accurate, but not always. What about a bored man waiting for the bus? Is he rejecting someone? If so, whom? Rejecting the bus? Rejecting other people that are with him at the bus stop? What if there is nobody else at the bus stop? In this case, arms crossed perhaps indicate that the man has nothing else to do but wait. With no

reason to move, our man folds his arms. To correctly decipher body language, you must first consider the context of the action. Also, as with verbal language, any “expression” that does not fit into a situation may have a high potential for misunderstanding.

Incorrect posture can reveal insecurity, fear, distrust, etc. On the other hand, the right posture gives the impression of strength, power, and confidence.

Understand more about using body signals to convey the desired impression.

Learning and understanding body language is important, but it is important that you also take into consideration other clues like context and circumstances. In most cases, you should try looking at the signals as a whole, rather than focusing on just a single action.

Understanding how body language works involve learning how to interpret different consistent signals to support or indicate a specific conclusion. Body language is such a powerful concept.

We have learned that body language is more than just a brief description. It encompasses where the body is in relation to other bodies (this is known as “personal space”). Body language is made up of different body movements, like eye movements and facial expressions.

Additionally, body language also covers everything that we communicate using our body, aside from the spoken words, thus encompassing our breathing, blood pressure, pulse, blushing, perspiration, etc.

So, body language can be defined as the unconscious and conscious transmission and interpretation of our feelings, our moods, and attitudes, through the following:

- Posture, movement, position, physical state, and relationship to other bodies or objects.
- Facial expressions and even the simplest eye movements.

History

More than five million years ago, approximately 100,000 chimpanzees lived in equatorial Africa. The forests of Africa were starting to decline. The climate was hot and dry. These inhabitants were starting to have difficulty finding food and the trees had become inadequate for them. They had to learn to adapt so they could survive.

There seems to be evidence of walking apes about 4.4 million years ago. Having learned how to walk, these australopithecines were able to cover a bigger area and find a larger variety of food. This ability gave them an evolutionary advantage. But as their reach expanded, life became more complicated.

They started to learn to work in groups to cope with the changes in their environment. They had to learn to interact with others, to know who was an ally and who was an enemy. They had to decide who should be in their group and who had to be excluded.

It was mentally challenging for them. Those who had a smaller brain did not survive.

During this time the *Homo habilis* appeared. They had bigger brains. But having bigger brains meant they needed more energy.

They diversified their food choices and they learned to use stone tools too.

Around 2.5 million years ago their body still had fur. Part of their socialization was checking out each other's fur. There were about 50 members in each group.

This continued until about 1.7 million years ago. The size of their brain increased to about 800cc. The increase in their brain size also caused an increase in their body temperature. Eventually, they lost their hair and fur. They developed sweat glands to adapt. In the absence of fur their skin darkened because of UV radiation. This ushered in the emergence of the

Homo ergaster. This time saw the beginning of a social shift to male and female bonds. They still lived in groups of 50 and all communication of the group was through the use of body language.

The Homo erectus emerged about one million years ago. They started to spread out of Africa. About 500,000 years ago started the second migration by Homo Heidelbergensis to Europe. This led to the emergence of the Neanderthals some 400,000 years ago. It is interesting to note that the Neanderthals had bigger brains than modern-day humans. They were more muscular and seemed superior to all other “humans”.

Some 200,000 years ago, our own ancestors, the Homo sapiens emerged. They were anatomically modern and had a brain size of about 1,350+ cc.

The Homo sapiens evolved to modern-day humans some 50,000 years ago. This is a huge time in history as this is the major turning point regarding the birth of language.

They faced critical issues during the process of developing a language because of its reliability. Primates still used sounds to communicate. Problems arose because it was hard to determine if they could trust a signal or not. There was always a possibility of the primates faking the signal to benefit themselves. These primates did not adhere to the concept of morality.

This led to the use of emotionally expressive signals – these are hard to fake.

For humans to be able to communicate without the dangers of deception, they had to create a society around moral regulations. Language and rituals had to co-evolve simultaneously. To know if someone was honest or not, society had to refer to that person’s belief and adherence to a particular ritual – this was how religion started.

At this point, humans begun using body language, together with verbal signals as a way to communicate with one another.

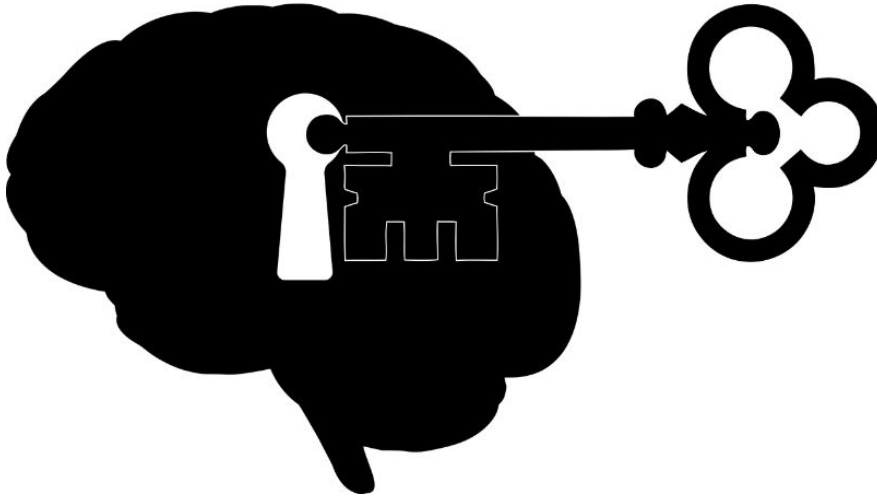
To self-regulate and prevent deception, they developed religion and rituals. Humans who believed in religion were deemed more trustworthy.

This was how groups were formed. Groups had to learn how to compete against each other to gain access to more resources, gain power, and reproduce and eventually expand. This was also the period when different superstitions came about. People who believed in the same superstitions were considered part of the same group or belief system.

Language enabled humans to increase their groups from 50 to 150. They have learned to verbally conduct social grooming. This was also accompanied by vocal grooming, which in modern times is called gossip.

Around 50,000 years ago, a small group of humans left Africa and traveled across Asia and Europe. They spread rapidly, and about 14,500 years ago all the other Homo genus had become extinct, except for the more superior Homo sapiens.

Four Types of Body Language



The way you act and the way your body moves can provide clues about who you really are. Without the use of words we communicate non-verbally via our body language, whether we are aware of it or not.

The way you move, sit, stand, and walk, may be able to help you understand who you really are.

Each one of us expresses our body language in one of four ways:

1. Light and bouncy movements
2. Soft and fluid movements
3. Precise and bold movements
4. Dynamic and determined movements

Each of these movements has its own meaning and may coincide with one of the four types of energy. Energy profiling is a profiling system that is based on movement. Everything in your natural world has a corresponding dominant energy type. The two most powerful assessment tools used to discover your energy type are your body language and your facial features.

To help you further understand, this chapter teaches you what the four types of body language are.

Type 1: Upward, Light Animated

You “sashay” with a buoyant and bouncy spring in your steps. You sit and stand with many different movements and you shift your position quite often. You may come off as restless to other people because you don’t like being confined to an office desk and sitting and standing still for long periods. You are often seen sitting with your legs crisscrossed, or comfortably flat on the floor.

Type 2: Fluid, Flowing, Soft

You have a graceful walk that is soft and classy. You are likely to take longer steps while keeping your feet close to the ground. There is an obvious absence of bouncing while walking. Instead, your movements are fluid and flowing naturally. You sit and you stand in the shape of an S, or you relax holding your head on the side.

Type 3: Active, Reactive, Substantial

You walk confidently and full of determination. Your steps are quick and brisk. People can hear you coming. They can even hear you sit because your movements are quite deliberate. You create different angles when you sit and stand. Your legs are often crossed, with one leg pulled up under you. Your head is usually cocked to the side while your hands are on your waist. You may also have your body bent at the waist.

Type 4: Bold, Constant, Still

Your walk is stately and upright. Your limbs and body have little movements while you walk. You sit upright too, with a straight posture, with your feet firmly on the ground and your hands either folded or hanging to your sides. You project a proper and formal look when you sit and stand. Runway models are the dominant type 4 energy. They are naturally poised, erect, upright, and structured in their movements. They maintain a perfect posture, with their back and shoulders straight up.

The Importance of Analyzing People



Imagine you are in a store and you need help finding a product. You look around you and see four different employees. One employee is a teenage boy. He is staring at his phone. This makes you believe he is not interested in his job or that he does not take his work seriously. Because of this, he might not be the right person to help you. The next employee that you see is wearing a button-down, collared shirt with a tie. He is wearing dress pants and shiny black shoes as well. He is pacing up and down an aisle while talking into a headphone. He seems busy and like he may be the store manager, so he might not be the person to ask either.

The third employee is a man about to head to the back. He might be taking off his work vest and talking about how hungry he is. Since he is heading to a break he is probably not going to help you right now either. Next, you see a woman standing near a shelf straightening the products. She is focused on what she is doing and gives a friendly smile to the customers who walk by her. You decide that she will be the person to help you find what you are looking for.

In this situation, whether you were aware of it or not, you were reading the people around you. You were looking to find the person who would be able to best assist you, based on what

they looked like, what activities they were involved in, and the emotions they were showing. Based on these judgements, you narrowed down your options and chose the “best” employee for the job.

With this example, it is easy to see that reading people is actually something that we do every day. Speed reading people is similar to this; it’s just a specific way to read people. It is purposeful, quick, and efficient. It helps you read the people around you in a way that improves your life and helps you get the things you need in just about any situation.

Speed reading involves many aspects. It can be practiced if you only know one or two of these pieces, but the more you know the more effective your readings will be. Some of the things that speed reading is based on are how a person looks and dresses, emotional intelligence, personality types, character, body language, employment, and social status.

It is also important to note that reading people is both a conscious and a subconscious act. There are times that we judge people without trying to and without even realizing what we are doing. This is human nature and is simply how we are wired to behave. Conscious reading includes the ways that you can learn to read people better. These acts are focused and purposeful. They do not replace our subconscious judgements, as those are always in the back of our minds. They can, however, add tremendously to our ability to read people.

So, now that we have a basic understanding of what speed reading is, why should you learn how to do it? Basically, I believe that you should learn to speed read the people around you, because it will benefit your life in many areas. Speed reading can help you get along with your coworkers, understand your bosses and train new employees well. Speed reading people can help you in all relationships from familial to romantic. It can help you talk to strangers. It can keep you safe in dangerous situations. It can basically help you get what you want from most of the people that you surround yourself with.

Speed reading takes an ability that you are born with and multiplies it so that it can be an extremely beneficial tool in your life. It makes sense of the subconscious readings you do of people around you. It helps you to better understand not only the people closest to you and the random strangers in your life, but also more and more of yourself.

There are situations when speed reading can help you in your life, that are like the example we used from the store, and there are times when it can help you in much larger ways as well. Speed reading can help you get the job of your dreams. It can even help you meet the love of your life.

Overall, it is a skill that can help you in every area of your life that involves others. It adds to your subconscious ability to read people. It helps you to get the things you need from the relationships in your life. The more you learn about speed reading, the more it can add to your life in positive ways.

Personality Versus Character



One of the main things that you judge people for is their personality. The personality of friends and coworkers allows you to decide if you have enough similarities to get along. The personality of strangers is one of the first things you notice when you talk to them as well as one of the most memorable things about them. Let's start by looking into what personality is.

Personality is defined as the mixture of traits that makes a person who they are. It is something unique. No two people on Earth have the same exact personality. It is something that people are aware of. It can be shaped by life experiences, likes and dislikes, and wants and needs. It can be formed by who the person wants to be as well. It can change daily if the person wants it to.

But now you may ask how this is different from character?

Character is who a person is at the core. It is often shaped by the life that the person has lived. It includes their morals and beliefs. It is the thing that shows when a person is going through a challenge.

Character and personality are two different aspects of the person. Understanding this can help us to better read those around us. Why? Because once you understand the difference between the two, you'll be able to spot both a person's

personality and their character. This will help you in your speed-reading quest.

These differences come from a source called the 100 Steps Mission. This site is run by Natalie Holl. On her site, Hol speaks not only about finances and how to take charge of your financial future, but also about inspirational leadership, how to use your knowledge about others, and how you can benefit from being around them. It is also a resource for leadership development, which I already know it is greatly improved with the ability to read those around you.

Techniques Versus Principles

Personality is based on techniques. It is based on the ways in which persons live, how they talk, and how they act. It's based on how they joke and laugh as well as how they behave in front of a crowd of strangers versus with a close friend.

Character, on the other hand, is based on principles. It is the reason why a person behaves the way that they do. If a person's personality is kind, for example, it might be because of the beliefs that their character holds. It involves a person's morals, values, and principles.

"Appear to Be" Versus "Actually Be"

Personality is based on "Appear to Be." This means that personality can be seen through a judgement. It can also be based on how persons portray themselves and not how they actually feel. For example, persons can portray themselves as outgoing individuals. They can speak loudly, talk to everyone around them, and display a level of confidence that is hard to match for people around them. Deep down, however, they could be very harsh on themselves and have low self-esteem. They could wish they were staying at home rather than spending time surrounded by people. Personality shows what a person lets us see. It might not always show the truth behind who the person actually is.

Character is based on "Actually Be." A person's character is who they really are. It includes the things they feel deep down

in their soul. It is not something that people can change purposefully throughout their lives. It can only change if a person goes through an event that truly shapes who they are. If you see a person's character, you see the person that they truly are. It's something that you can always trust and believe in.

What Personality Revolves Around Versus What Character Revolves Around

We have already seen why personality and character are so different, but these details really add a depth to the differences between the two. For starters, personality revolves around an image that a person creates for themselves. It is how a person wants to be seen by the people around them, and it is self-created.

It revolves around how a person acts when they are around others. It shows if a person is friendly and talkative or submissive and shy. It includes how a person talks and laughs, what they talk about, and even how they move around in public.

It even involves how the person manages both the people around them and the things that they see on a daily basis. Are they strong leaders with a belief that they are at a higher standard than those around them, or do they consider their employees as equals? Do they avoid challenges or do they jump right in? Do they complain or they stay positive?

Character shows just about the opposite of all these descriptions. It revolves not around an image that a person creates for themselves but around integrity and who a person truly is.

Character can show us a lot about a person and their moral code, even if they barely speak a word to us. Character is more about whether we will help those around us, even if there is no benefit to us, if we speak out against injustice, and whether we would have courage in tough situations.

It is important to note that personality might be the first thing you notice about a person, but it is usually not the most

important thing that you should be looking for. You can tell a certain amount about a person through their personality, but if you really want to read them well, you will need to look into their character.

When reading people for their personality and character, you will likely see their personality showing through on everyday tasks. It is important to know that this may be the person they want you to see and not the person they really are.

You will typically see the character when a person is being challenged. If they see something they do not believe is right, their character might show through. It also might show through if they are going through a tough time in their life. If you see a person's character, you should believe what you see. It is who they truly are. If you are lucky enough to see a person's character, use it. It will help you to read them well.

What Causes Specific Personality Traits

Now that we know what exactly personality is, let's look into how it comes to be. Personality is a complex part of who we are, and it is made up of many different factors. Without our personality we would all be a blank slate. Our personality tells us, and others, more about us.

First, let's look at one of the places where our personality could have started — in our genes. This information is based on Daniel Nettle's article "The Science Behind Personality". Scientists have done many studies and recently found that certain personality traits, like being an introvert or an extrovert, could be genetic. They believe that this trait is genetic because of a specific gene that codes the dopamine in our brains. This gene decides how long the sequence of this neurotransmitter is, and the length of the sequence affects whether a person becomes an introvert or an extrovert.

Scientists also believe that parts of the personality come from the theory of evolution. They believe this because many animals have unique personalities. It is not just for humans. It also adds to why the theory of natural selection makes sense, because personality makes every living being unique from one another.

Psychologists today state that our personality comes from three basic needs that we all have as humans. In her article "From Needs to Goals and Representations: Foundations for a Unified Theory of Motivation, Personality and Development", psychologist Carol Dweck asserts that these three basic needs consist of our need to protect the world we live in, our need to act competently on this world, and our need to be accepted by people around us.

Dweck also states that as we reach these three basic needs, we start to form feelings and opinions about the world we live in. These feelings are based on beliefs, emotion, and action tendencies (BEATs).

We are all made up of these three basic needs and the beliefs, action tendencies, and emotions that go along with them. When we really start to form our own personalities and stand out from the people around us, is when we start to make conscious and subconscious goals based on the three needs and the BEATs.

Let's look into some examples of this. If we feel deeply about our need to protect the world we live in by protecting the Earth itself, we will begin to pursue environmental goals. We might pick up trash from the ground every time we see it outside. Every time we eat we would use reusable or compostable plates, cups, and utensils. We might even advocate to our friends and acquaintances to do these things every chance we see them. This belief and the resulting actions become part of our personality.

Next, let's say we feel strongly about the third of the three basic needs, the need to feel accepted by the people around us. Because of this, we make it our goal to make friends with every person in our workplace. To do this, we smile often. We might try to talk to people every chance we get. We might even talk loudly or laugh often for people to notice us better and have a better chance of becoming our friends. These actions create a personality trait in us that is friendly and outgoing.

We have looked into the scientific explanations for where our personality comes from. Next, let's look into the things in our daily life that help shape our personality as well.

The things you participate in throughout your life can affect the person you turn out to be as well. For example, your personality might change after you graduate from college simply because you have gained so much knowledge and created new goals for yourself. It might even change after you graduate from an added boost of self-esteem.

Your personality might also change based on the people whom you spend most of your time. If you see some people every day and like who they are, you might begin to act more like

them. You could do this consciously or subconsciously, but either way, it could affect the person you portray yourself as. That is why you will hear parents worry about the influence that their children's friends have on them; their company can really change the child's personality if they hang around a strong enough influence.

Personalities can even shift based on what situations you are in at the time. If you are at work, you might act more reserved and professional. If you are at home, you might act more laid back and relaxed. If you are out with friends you might act more comical and outgoing.

Overall, it is clear that our personalities are shaped by many different occurrences. They are first shaped by our genetic make-up. They are then shaped by our psychological needs as well as the beliefs and actions that come from these needs. Lastly, they are shaped by the lives we live and the people we strive to be. Personalities are complex and ever-changing. When we learn more about our personalities, we can learn so much more about ourselves.

Description of Each Personality Type



Now that we have identified exactly what personality is and where it comes from, we will explore the different types of personality traits. This is where our speed-reading focus starts to come into play. If you have a deep understanding of each of the following personality traits, you will be able to read the people around you more quickly and easily. The personality types in this chapter will be broken up into sections. There are many different theories on how personalities are grouped, and it is important to understand them all in order to speed read people efficiently.

Am I an Introvert or an Extrovert?

There are several types of personality tests that can group people into categories to explain what type of person they are. Each personality test is different, but most are made up of four categories. In each category, there are two personalities. When you take the test, you are given one letter from each category that best describes who you are. The result of the test is then a string of four letters. It is known to accurately describe a person's personality and it is used worldwide in many professional and personal settings. This particular personality

test has become so popular that some people even take online simplified variations of it, as fun quizzes through social media outlets as Facebook. Despite this trivialization, the results are still valid and very useful when it comes to speed reading others, and understanding your own personality.

Many people like to use these tests to help them figure out whether by nature they are an introvert or an extrovert. Taking a test that includes this kind of section can help you figure out whether you will feel recharged with some time alone, or if social activities are more your style.

Here are some ways that you can tell if a person is introverted or extroverted:

Introvert:

- Speaks calmly.
- Withdraws from the center of attention
- Does not talk much
- Stays on one topic for a long period of time
- Has only a few close friends
- Might talk quietly and slowly.

Extrovert:

- Enthusiastic
- Loves to be the center of attention
- Talks a lot
- Brings up many brief conversation topics in a short time
- Friends with everyone
- Talks loudly and quickly.

As you can see, these personality traits are quite a bit different, and knowing which one you are can influence how you interact with the world around you.

The next section of these kinds of tests will include Sensor versus Intuitive. Most people in the world are sensors as only about one-third of the population tests out to be intuitive. Because of this, if you are unable to tell, it might be best to read the person you are speaking to as if they were sensors. Sensors talk more about concrete details that are able to be seen, while intuitives are more creative and idealistic.

Here are some ways that you can tell if a person is a Sensor or an Intuitive:

Sensor:

- Looks for facts
- Realistic
- Practical
- Focuses on the past and present
- Explores with the five senses
- Bases information on experiences

Intuitive:

- Creates new ideas
- Dreams
- Theoretical
- Imaginative
- Focuses on the future
- Creates visions

The next section might consist of Thinker versus Feeler. More often than not, men are thinkers and women are feelers. However, for one-third of the population this is the opposite. Because of this, if you are absolutely unable to tell if a person is a thinker or a feeler, you could assume that if they are men they are thinkers, and feelers if they are women. However, there are times when this will not be so.

Thinkers are confident. They do not take it personally if you disagree with them, and they are good at coming to agreements rather than arguing over what they would see as trivial things. They stand for truth and justice. They make goals for themselves and reach them.

Feelers are much different. Feelers believe that it is more important to help others than to better themselves. Feelers are friendly and kind. They will speak about their personal lives and their feelings instead of concrete topics. They value love and peace and the people around them.

Here are some ways you can tell if a person is a thinker or a feeler:

Thinker:

- Logical
- Seeks justice and truth
- Judges others
- Goal setting and reaching
- Honest

Feeler:

- Values love and peace
- Personal
- Loves the people around them
- Friendly
- Helps others before themselves

The last part of these kinds of tests include Judger versus Perceiver. Judgers make up the larger part of the world's population. They are serious and often maintain a strict schedule. They are organized, like to have a plan, and like to be in control. They are good at time management but tend to always be rushing because of this.

Perceivers, on the other hand, are almost the opposite. They are spontaneous, and organization is not their strong suit. They are flexible, open, and do not always need to stick to plans. They can be procrastinators because of this and might struggle with time management. However, there are many great points to their personality as well. They do not need everything to be perfect and just kind of go with the flow.

Here are some things that can help you determine if a person is a perceiver or a judger:

Judger:

- Serious

- Sticks to a schedule
- Clean and organized
- Leaders

Perceiver:

- Open and light-hearted
- Spontaneous
- Messy and unorganized
- Goes with the flow

Perceivers are given the letter P in the last section of their sequence and Judgers are given the letter J.

Personality Types #1

Now we need to put these parts together and figure out which personality we are. This is not only going to be helpful in letting us understand ourselves better but can be a great way to make speed reading a little bit easier. Furthermore, it is great practice for the time when we try and apply this same test to speed reading others.

Remember, the different parts of your personality according to these tests do not have any influence over the other parts of your personality. Whether you are a judger, or a perceiver does not influence whether you are an introvert or an extrovert or vice versa. You can be an introverted judger or an extroverted judger, for example. Even if two or more of your personality traits seem contradictory, they can still work together to describe your true personality. Humans are, after all, very complex creatures.

To help guide you through determining someone's four personality traits as explained by this personality test, I will be comparing my personality, as determined by this test, with my sister's personality.

As previously stated, the first part of your personality will determine whether you recharge when you are out with people, being part of a social group, or if your recharging takes place

at home alone with a good book. The best way to tell if you are an introvert or an extrovert includes the following:

Extrovert:

- Energy is directed to the people around them
- Notices and remembers social happenings
- Bases decisions on views of others
- Comfortable in social settings
- Motivated by and craves interaction
- Dark side could be overconfidence

Introvert:

- Energy is directed inward
- Remembers thoughts and feelings
- Bases decision on their own needs
- Comfortable with close friends
- Motivated by and craves time alone
- Dark side could be excluding themselves

Given these traits, I would be considered an extrovert. I am most comfortable among many friends and acquaintances in social settings and have no problems approaching strangers and making them friends. I often hate to be alone as well and I get restless when I don't get the interaction that I crave. My sister would argue that I also show signs of the dark side of extroverts, that is overconfidence.

My sister, though, is an introvert. She hates going out with more than just a few close friends and would rather spend her Saturdays at home watching movies with her dogs than attending parties. I have noticed that she tends to isolate herself and exclude herself from most social functions, but she appears happier that way.

The second part of your personality helps to determine how you interact with and process the world. Sensors process things from a more realistic standpoint, whereas intuitives lean

more toward creativity and idealism. The following are the best indicators as to whether you are a sensor or an intuitive:

Sensor:

- Energy is directed toward realism
- Notices and remembers facts and evidence
- Focused cognitive function
- Needs to experience things firsthand
- Motivated by proof

Intuitive:

- Energy is directed to creativity.
- Motivated by new ideas
- Makes conclusions creatively.
- Comfortable in an open and accepting environment
- Dark side could be ignoring the facts

My sister and I are both sensors. We pay more attention to facts and statistics and make all our conclusions based on those. We also tend to need to experience things firsthand in order to believe them, which can often serve as a point of contention between us and a couple of our friends who are more creative and intuitive. If you have never seen a sensor and an intuitive get into a discussion about the paranormal, I highly do not recommend it—things will get heated.

The third personality trait will tell you how you think and what really motivates you in life. It tells you whether you are more logical or emotional and if you are more motivated by your personal goals or by what you and others are feeling. The most prominent ways to identify if someone is a thinker or a feeler are:

Thinker:

- Motivated by goals
- Energy is directed toward truth and justice
- Sets cognitive goals
- Notices and remembers logic

Feeler:

- Energy is directed toward helping others
- Notices emotional side of things
- Focused on love and peace
- Needs personal interaction

· Motivated by feelings

Again, this is an area in which my sister and I diverge. My sister is more of a thinker, whereas I am a feeler. She is entirely motivated by the goals she sets and always makes sure that truth and justice prevails. It made growing up with her very interesting, considering that she made certain that I never got away with anything. She is also more logical than I am, trying to solve problems in a practical way rather than putting people's emotions first. I, on the other hand, always put people's emotions ahead of every other element of a problem. I'm more motivated by what I feel and I pursue whatever satisfies those feelings at the moment, regardless of what goals I've set. I prefer to show compassion and not rock the boat, even if it means bending the truth or slacking off in the justice area. This has helped me to be successful in helping others, while my sister's thinker trait makes her a great lawyer.

The final category in this four-part personality test lets you know if you are organized or a more organized chaos. Judges, well, judge and organize, while perceivers are a bit looser and more free spirits that go with the flow. The tell-tale differences between these kinds of personality traits are:

Judger:

- Serious cognitive function
- Motivated by schedules
- Needs organization
- Dark side could be judging others

Perceiver

- Open-minded cognitive function
- Motivated by opportunity
- Needs to be spontaneous
- Dark side could be disorganization

With these definitions, I would probably be considered a perceiver. I grab at whatever opportunity comes my way, even

if it doesn't fit into my pre-determined schedule. In fact, I use the term "schedule" fairly loosely as I mostly just write down the deadlines and appointments I absolutely must meet and then let whatever else happens happen. While I look well put together, I also dress casually whenever I can, getting away with business casual if I can't just wear my favorite pair of 501s and a T-shirt. (At least this puts my patients more at ease than someone stiff in a suit.) My office is very neat and tidy so that my patients will trust me to help them and talk with me. However, things at home are an entirely different story. My sister and my partner both call me a "black hole"—my personal space is so disorganized that almost anything that enters my apartment seems to disappear into the cosmos.

My sister, in contrast, is a judger. She sets strict schedules and sticks to them. She's so attached to them and so set on having her personal space stay exactly the way she's put it that our family has often wondered if she's borderline OCD. Really, though, it's just a part of her personality. She can also be a bit judgmental, especially towards disorganized people, but it always comes from a place of trying to help people be their best.

Knowing your own personality type and really exploring who you are as a person will make it much easier for you to figure out which style you can use to speed read. No one is going to learn in the same manner and working to understand your style and what clicks with you can be so much easier when you know more about your personality type!

Personality Types #2

There are a few different methods you can use to determine your personality type and figure out more about yourself. If you feel like the one above didn't seem to work the best for your needs or didn't really describe the person you are, then maybe this one is a better option.

This one is going to be split up into several categories. The point of these categories is to really distinguish the differences in the personalities while not focusing on one type over

another. It is so effective at helping us understand how a person behaves and their motivation that many employers use it to help them with team building and more. Let's look at some of the different categories that come here.

Dominance

The first personality trait is dominance. If someone is dominant, they are described as a person who is direct, determined, and decisive.

Influence

The next trait is influence. It is described as interactive, involved, imaginative, and influencing.

Steadiness

Then there is steadiness. It is described as sweet, steady, and stable.

Conscientious

Finally, we have conscientious. It is described as calculating, cautious, contemplative, and competent.

As I mentioned earlier, when you take this test, you will likely match up with exactly two of the personality types. You could match with only one, with three, or with all four, but it is extremely rare. This means that when you use this personality tool to speed read the people around you, they will likely fit into two of the categories listed above.

Let's study these categories in a little more detail:

Dominance

- Needs to be respected and be in control
- Wants to have choices

Influence

- Needs to be known and recognized
- Wants to be liked

Steadiness

- Needs the approval of others
- Wants to feel appreciated

Conscientious

- Needs to follow values
- Wants to be successful

Like with the first personality test, I will evaluate my sister and myself to help you see how these personality traits might play out in different people. Neither of us fully fit into any of these categories, which makes the previous test much more accurate for both of us, but we do have two categories each that match us closest. For me, those traits are influence and steadiness. I do want to be liked and appreciated, and it puts a spring in my step to be recognized when I go out and see people I have met through friends and at parties. I would like to think that I do not need the approval of others, and I do not necessarily go out of my way to get people's approval. However, I do seriously take other people's feelings and opinions into account whenever I do anything, and it makes me feel better about my decisions when other people agree with me.

My sister, though, drifts more toward dominance and being conscientious. Because she likes to be very organized, she has a strong need to be in control. She has specific values that she must follow, including her pursuit of truth and justice, and strives hard to succeed at every goal she sets for herself. While she enjoys the respect that she gets as a lawyer, she does not necessarily need it, so that might be where this particular trait fails to describe her. However, she does hate when she is not given choices in any given matter; she likes to plan everything out for herself, so choices are crucial.

As I said, neither of us are entirely described by the traits associated with this test, so readings of my sister and myself are probably more accurate when someone uses the previous test. Nevertheless, these traits give a rough idea of who we are

as people, and this gives an advantage to whoever is speed reading us.

Highly Sensitive People Versus Normal People

This type of personality trait is based on one type of personality: the highly sensitive person. This type of person is not like most of us. They work differently than others, think differently than others, love differently than others, and simply feel differently than people around them.

Highly sensitive people are exactly what their name depicts them to be. They are more sensitive than others to almost everything. They are not only extremely aware of their emotions, but they also do not like loud noises, for example. They think things through at a deeper and more meaningful level than the rest of us.

Highly sensitive people are fairly rare. Only about one-fifth of the people in the world have this unique personality trait. I have only ever known one or two highly sensitive people in my life, and they have been a couple of the kindest—if most emotional—people I have had the pleasure of meeting. To find out if you are a highly sensitive person, you can take a test that was created by the psychologist who discovered the personality type.

Here are some personality traits of highly sensitive people:

- Intuitive
- Prefer to work alone
- Kind
- Easily irritated
- Amplified emotional reactions
- Easily offended

Another interesting note about people who are highly sensitive is that most, but not all, are introverted. About seventy percent of highly sensitive people are introverts, and about thirty percent are extroverted.

This is interesting because many of the introvert characteristics line up with the highly sensitive person characteristics. If you are speed reading a person who is both extroverted and highly sensitive, this is an important thing to note. They could seem both introverted and extroverted because of their characteristics, but some traits might come from being highly sensitive instead.

We have gone over the characteristics of people who are highly sensitive, but we still need to look into the characteristics of the people who are not highly sensitive. We will refer to these people as “normal” during this segment, though I know that all people are normal people. I am simply noting the difference between people who are highly sensitive and people who are not more sensitive than normal.

People who are not overly sensitive, or normal people, do not show any of the signs of highly sensitive people. Normal people will cry with certain circumstances but usually will not cry during the middle of a workday, for example.

Normal people might not be as intuitive as highly sensitive people. Intuition is something that everyone has, so you might still notice it in normal people, but it will not be extremely accurate and noticeable like it is in the minds of the highly sensitive.

Normal people will also have an overall calm demeanor and response system. For example, we mentioned the fact that highly sensitive people can easily become irritated. We also mentioned that highly sensitive people can become easily offended.

Normal people will have a more typical reaction to adversity. If a person asks them to go over a project one more time because it has a few small errors, they will understand. They will not think automatically that the person who asked the question was being mean. They will not go straight to believing that they are bad at their job after one small misstep.

When normal people become upset, they will have normal reactions. For example, they will not cry and withdraw

themselves from their friends just because they said something that someone else did not agree with at a social gathering, whereas an overly sensitive person might act in a way similar to this.

Normal people also do not prefer to work alone all of the time. This is a tricky characteristic because it can mean a few different things. For example, if a person loves to be alone, they might be introverted and gaining back their energy from their time alone. They might also be overly sensitive and deep in thought during their time alone. If a person loves being the center of attention, they might be extroverted, or they might not be highly sensitive at all. These things are not guaranteed, however.

If a person loves to be alone, you will need to figure out if they are introverted or if they are highly sensitive. You can do this by looking into all of the characteristics of each of these two personality types. The person could be introverted, highly sensitive, or even both.

If a person loves to be around others, you can do the same thing to figure out if they are extroverted or if they are simply not highly sensitive. Again, they could be one, the other, or both, but they do not have to be both.

Another important thing to remember when trying to figure out if someone is a highly sensitive person or if they are a normal person is that only about twenty percent of the world's population are highly sensitive people. Because of this, there is a better chance that you are talking to a normal person versus someone who is highly sensitive. You might even want to begin by assuming that the person who you are speed reading is normal unless they start to show the signs of being overly sensitive, since there is such a large chance that they are in fact normal.

You might even meet someone someday who is less sensitive than most of the people that you meet. They might, for example, speak in a way that some people refer to as speaking without a filter. This means they will say anything that comes

into their mind whether it is kind or cruel. These less-sensitive people might never become upset or seem to even notice when they are being judged or criticized. They might talk about topics that others do not want to hear. They might talk loudly and to everyone in a room without ever shying away. They might seem rude or not seem to show emotion, even when things in their life become extremely challenging.

I remember working with a patient one time who struggled with this. She didn't understand why she was having trouble keeping friends and suffered from low self-esteem because it seemed like no one wanted to be around her. She was a very social and lovely person, and it took me some time to figure out what the problem was.

She had a horrible time with that filter. She said things as she saw them, which could be an admirable quality, but at times it could take things too far. This landed her in trouble and often made others mad at her.

At the time, she had come to me because of problems at work. Her boss had been giving her work that was outside of the job description and she just didn't have time to handle it. While I didn't expect her to just sit back and take it, yelling at the boss and calling him names and getting into an altercation was probably not the best idea, either. During our time together, we learned proper ways to talk about how we felt with a bit of a filter added on. When she was done with her sessions, my patient realized that when the workload was too much or wasn't her job, bringing it up respectfully with her boss could get her so much further.

People who are not very sensitive at all might have gone through something difficult in their life, and let go of their sensitivity to cope with that difficult thing. This is important to know when reading people so you can have an idea of where this person's behaviors could be stemming from. It is also important to know so that you can see deeper into who the person truly is, and what their background and past might have been like.

These people might not have gone through something difficult though, and a low level of sensitivity might just be a part of their personality. This is not at all a bad thing; it is simply just a piece of who they are. It's something that sets them apart from others and turns them into the person they are supposed to be.

Sensitive people see the world differently than the rest of us. They are more attuned to what others are feeling or thinking, and they like to keep this in mind with any actions they use. Reading them can add in a new challenge, because they often feel the emotions of those around them as their own. Understanding how this will affect others can make a difference in how you speed read someone, and gives us a good example of how everyone is different.

How People Feel and Give Love

Another personality tool that you can use while speed reading the people around you is how they feel and give love. Understanding how those around you feel and give love—and how you do so—can enrich not only your romantic relationships but also your friendships and family ties. Even your relationships with your coworkers can be strengthened by using this personality tool, as you learn how to best show your appreciation for them.

It is important to note that when you are reading people they most likely receive love in only one way. However, some people can express love through multiple methods. Some might also receive love one way and express it in another. There are others still who did not grow up in a loving environment, and so do not know how to receive or give love because they did not learn how to feel loved when they were young.

The ways in which we feel and give love fall under five categories: words of affirmation, acts of service, receiving gifts, quality time, and physical touch.

Words of affirmation involve hearing good things. People who prefer words of affirmation like compliments. They appreciate

it when the people around them tell them that they love them or that they did a good job. This kind of person might seek attention or compliments, and they might perform better in relationships and jobs when they are spoken to kindly.

Acts of service are when people do nice things to each other. For example, they might feel loved best when their significant other shovels the snow off their car for them in cold mornings before work. They might also like it when their coworkers help them with a big job when they notice they are overloaded.

Receiving gifts is exactly what it sounds like. These people might love when their husband brings home flowers or when their boss drops off a treat after they have had a successful week (or a hard week). I have always been one to feel and express love this way. I never understood why, but receiving gifts from the people I am closest to has always made me feel loved and appreciated. Similarly, giving gifts to the people I love feels like the best way that I can show them how much they mean to me. After all, the right gift shows just how much someone knows and pays attention to someone else, so it feels like the perfect way to express love for another person.

The fourth category is quality time. These people do not want physical things most of the time. They simply want to enjoy time with the people around them. They might appreciate an afternoon walk with their partner, or they love it if their favorite coworker invited them out for lunch. As I found out later in our relationship, my current partner prefers to receive love through quality time. To these persons there is no better way to show your love for someone than to just be there for them, talk to them, and get involved in their life.

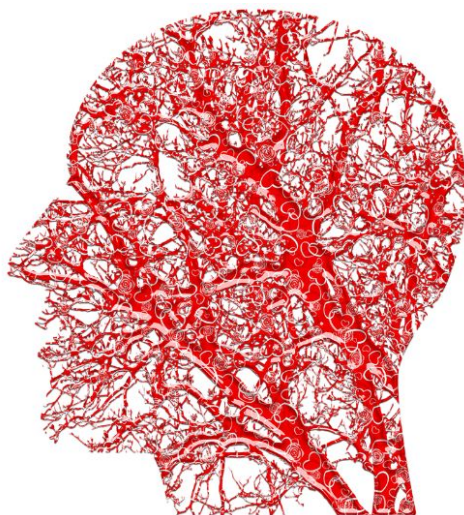
The final category is physical touch. These people feel the most love when they are able to feel another person's touch. They might like to cuddle at home, or they might even appreciate a simple high five at work. Despite being an introvert, my sister falls under this category. She does not like to be touched by many people, so physical touch is the ultimate expression of intimacy to her. Even if it's just a close

friend or family member giving her a quick hug after a long day, she never feels more loved than when someone she physically loves touches her.

As you can see, how we give and feel love can be used in many ways and not just in romantic relationships. If you are speed reading people with this personality tool in mind, you could pay attention to the things that they like as you try them. You could also listen to them talk and see if they mention any of these applications more than others. Also, you could pay attention to how they express their love. Do they give out gift cards for every birthday and Christmas? If so, they might show and feel love by giving gifts. Do they hug everyone they meet? If so, they might prefer physical touch.

In your speed-reading process, you should also learn your preferred expressions of love. If you pay attention to this and allow it to benefit your life, you might be able to better see how others like to give and take love at home, at work, at school, and in your everyday life.

How Different Personalities See the World



With all the different types of personalities out there, we must understand that each person sees the world different way. If you are an extrovert, you enjoy going out and being with friends and in social groups and find being at home and relaxing a bit unnerving. The introvert, on the other hand, likes to be around others but would find going out every night to be exhausting.

One personality type is not necessarily better than another, but they view the world differently. And that was just an example of one part of the personality! Imagine what happens when we add perceiver, judge, and sensitive into the mix!

Based on your personality type, you might respond to things that happen in the world in different manners. One example of this is words of praise. Some people seem to not care less if they are praised for their work or not. They head into work each day and try to do the best they can, and they are proud of a job well done. Then there are those who, even though they know they did a good job, crave the praise. Without this, they will feel left behind, or that something is wrong with the work they did.

If you find that you meet someone who needs this praise and words of affirmation, then you can never overdo it with the

amount of praise you give. They thrive on hearing that you appreciate them, that you notice their hard work, and that you value them. Failure to do this, even if unintentional, can sometimes make the other person worry, and can cause a rift in the relationship, even if you did not mean it.

This is just one example of how someone can see the world differently than you. You might like the praise but not see it as important. Someone else might see the praise as unnecessary and bothersome. And still others need that praise to make them feel good.

Acts of service or helping others can be another personality trait to watch for. If you notice that someone is always helping to pick up after you, offers to run an errand, will stay late and work with you, or folds your clothes in the special way you like, then this is likely how they view showing kindness and love for others.

When you get back to them with small acts of kindness, that would take them over-the-moon in happiness.

Have you ever been around that person who seems to love to give and receive gifts? It doesn't have to be Christmas. They will pick up something thoughtful they saw at the store for you, and they seem to get so much delight any time that they can provide a small token to someone else. It goes the other way as well. They are more than pleased any time you think of them with a gift, no matter how big or small.

One person might just enjoy your time and attention and will feel that you are taking a day off and spending it with them or that putting your work away early can be the best thing in the world, while the gifts and praise do not mean as much to them.

Physical touch is another thing to pay attention to. Some people don't want to be touched unless they are really familiar with you. Others feel that touch is the best way for them to communicate with one another.

Can you imagine how all these different types of people and different types of personalities are going to see the world differently? What is important to someone else may not seem like a big deal to you, but what is important to you may not be a big deal to someone else.

This is a long list of personality types, but if we have an organized system, it is easy and efficient to use them when we are speed reading the people around us. The first system that you can try when you are reading people is to simply know this information.

If you know the different personality types and their traits, the people that have these personality types may stand out to you. For example, if you know that introverted people tend to be quiet and like time alone and you meet someone who matches these criteria, you will recognize right away that they are an introvert without even trying. If you know the information well, it will show up in your mind when you need it the most.

Another system that you could use would be to run through the personality categories one by one in your mind. To do this, you might want to organize the categories into a list in your thoughts so that you will know where to start and so that you do not forget about any of the categories.

With these personality traits, you can discover so much about who a person truly is. You can see where the person's energy is directed, you can see what types of information the person tends to notice and remember, and you can even see how the person reaches conclusions and makes decisions. You can see the type of environment that the person is the most comfortable in. You can see the person's cognitive function and what they want and need in their life. You can see what they are happy with as well as what types of things can motivate them. You can see how they tick, and you can even see their potential dark sides.

Becoming familiar with the different types of personality tests that are out there, and exploring how to tell which kind of person fits into each one is going to make a big difference in

how you will be able to handle the different people you meet in your life.

Remember that not everyone is going to fit into a nice little box. You can do all the personality tests that you would like, but you might find that for example someone is mostly introverted but have a bit of extrovert in them. Someone might be a bit dominant, but they are not as rough and tough about it as they might seem.

For example, while my sister is introverted, it does not mean that she will avoid being around people at all costs, or that she will not talk to people once she does get out. In fact, she can be quite the chatterbox once you get her started. The key is to just hit on a subject that she wants to talk about and feels comfortable with, and you would swear that she was actually a hyper-energetic extrovert. Sometimes all it takes to see another side of someone like that is to get them more comfortable with you, and then you will see their true, if conflicting, personalities.

On the other hand, just because I am more extroverted does not mean that I need to be around people all day, every day. Yes, I more often enjoy being around a bunch of other people than I do just sitting at home by myself or with a couple of close friends. Still, there are times when I need some “me time” in order to get some rest and be ready for the next big get-together. After all, I am a feeler as well. I am more emotional—although not highly sensitive—and sometimes need a break from the highs and lows of other people’s lives. I do not take myself out of the public eye for long, mind you, but I still need some me time to avoid the risk of social burnout. There are varying degrees of different personality traits and types, and it takes time to learn how to recognize each one.

People don’t fit into the little boxes that you create. They are varied and they will act the way they want, regardless of what a personality test says. However, this is a good way to get an idea of how a certain person is going to react in different

situations, and you can work from there as you get more experience speed reading others.

Overall, it is easy to see that by speed reading a person's personality, we can learn a significant amount of information about them personally and about their lives. After reading through this information, you should take the tools above and use them to help you speed read others.

Intuition

Intuition is something that can be used as a tool when you are speed reading people around you. It is a tool that I personally have used very often in speed reading. In this chapter we will look into what intuition is, learn how exactly to use it in speed reading, and hear a personal story of how strong of a tool intuition truly is.

First, let's look into what intuition really is. Intuition is the feeling that you get about a person or situation even if you don't know much about it. It is the feeling that you can get that makes you feel like you are in danger or makes you feel safe. It is not necessarily a learned skill. It is mostly something that we are born with.

Because of this, intuition can be a strong tool to use in speed reading.

When you use intuition in speed reading you use it like you do in any other way. Using intuition while reading the people around you is no different than using intuition for the rest of your life. You will not necessarily have to try to use your intuition. It is something that comes naturally.

Because of this, intuition is not really a tool that you can count on. It is not a tool that you can put in your list of things to use. Sometimes it will come to you while you were reading a person and other times it will not.

The important thing about using intuition while you were reading people is to simply remember to use it when it shows up. It is almost like a free tool. It is something you don't have to think about but that it just happens, and you can use it to your advantage.

There was one particular instance when my intuition came in handy—and perhaps even saved me—that sticks out in my mind. In my college days, I spent my summers working as a cashier in a small-town garden center. The days were long and the customers were few and far between, so I spent many

hours just caring for the plants and waiting for customers to bring their plants to the checkout aisle.

Because there was not much work to do, I often found myself speed reading the people who came through the store. I would try to discover if they were dads of young kids or busy high-class workers. I would picture what type of garden their personality type would prefer. This helped me to pass the time, and it helped me to better understand my customers. This led to me being able to help the customers in a better way.

One day, however, I did not even have to use my speed-reading techniques. The doors of the garden center opened, and I heard footsteps. My intuition kicked in before I even looked up at the customers that had just entered.

For some reason, my intuition sensed evil in these people. I was able to press the button on my register that told security to come to me before any sort of problem was able to arise. The men walked straight toward me, and the sense of evil grew. Security was in the room before the men even reached the register and when they saw the officers, they turned around and left the store.

In this situation, my intuition was an automatic response. It was my body's way of protecting myself from something that could have turned into a horrible situation. It was fast, and I was not in control of this instinct. I did not even have a chance to think about speed reading these people as my intuition kicked in so fast, but my body's response to the evil that they brought into the store was an instinctual version of speed reading.

Now, this intuition was intense, and typically your experience with this type of speed reading will not be so intense. You might get a feeling that a person could use help with paying for their groceries at the store, for example. You might just get a feeling that someone is not telling the truth when you are talking to them. You might someday even feel intuition as strongly as I did and in an intense situation like I did.

No matter how intuition comes to you, it is important that you listen to it. It is clear that this is one of the strongest speed-reading tools available to you. It is easy to use since you do not need to remember anything; you simply use the feelings as they come. It might be simple to use, but it is still extremely effective. It is a feeling and a speed-reading tool that you never want to ignore.

In addition to saving yourself from potentially harmful situations, as it did for me, your intuition could also help you save the person that you are reading. I have experienced this scenario as well, albeit much more recently while in a session with a client. One of my patients was a mentally disabled war veteran seeing me for PTSD. Despite his PTSD, he was normally a fairly happy, pleasant person. I always had a good feeling when I saw him, and at times, he even made it hard to recognize that he was experiencing trauma beneath all the pleasantries, and that it could be triggered by something as simple as a loud bang.

One day, he came in for his twice-a-week session and something deep in my gut told me that something was off. He greeted me the same as always and did not act any differently than normal. Still, my intuition told me that something was very wrong with him. It was not the same feeling of evil that I had that day that those men approached me in the garden center. Instead, this felt more like dread and as though something bad would happen to him, not to me.

As we carried on with the session, nothing abnormal occurred, but I could not shake that feeling. Finally, I stopped our normal conversation and changed gears to ask my patient if he had had any thoughts of suicide. As always, he told me no, but I kept pressing. My intuition would not stop annoying me about this, so I decided that I would not stop bugging him until I was satisfied that I had the truth. At last, he admitted to me that he had planned on shooting himself as soon as he got home from our session. While I panicked on the inside, I was able to talk him down and convince him to let me take him to the hospital and be put on a psychiatric watch. He was able to

get the help that he needed to get him through this hard spot in his life, and I learned for the second time in my life how important my intuition was when it came to speed reading people.

While not a completely reliable tool—my intuition has been wrong before—intuition is also very powerful and useful. You won't always have the luxury of doubting your intuition, especially when it is trying to warn you of an emergency, so get into the practice of following your intuition first and double-checking the reading later. It could just save a life.

Using These Traits to Your Advantage

You are learning how to speed read people for a reason. That reason is probably not only so that you can help the people around you. This can be a good thing to do, but you probably have some reasons that are a little bit more selfish. Luckily, it is easy to use speed reading for your own advantage. When you know personality types and traits, you will be able to use your knowledge to help you in many ways in your own life.

First, let's look into how you can use personality types and traits to get to know people better in your own life. If you need friends or if you are looking to start a new romantic relationship, you will be able to use your knowledge of personality traits and types in this journey. You will be able to tell the personality of the person you are trying to get to know, and you will be able to impress them because you will know what they like and what they need from you.

Next, let's look into how you can use your knowledge of personality types and traits to your advantage in your employment. First, you can use your knowledge to get you the job you like. You can use it in your interview and your screening process and also use your knowledge when you have a permanent job, to get to know your coworkers and work well with them. You can even use your knowledge to get to know your bosses and impress them by doing the things that they like. This might even help you to get raises or promotions at work.

Knowing your personality traits and types can even help you in your home life. If you know the personalities of people in your family, you will be able to love them better and help them better in what they need. This will, in turn, make for a better family solution for you. Your family will be happier, and you will have less stress in your home if you are able to give them what they need.

You can use your skills in speed reading in places like the grocery store. If you are able to speed read your cashier, for

example, and tell what type of personality they have, you might be able to get them to help you in a kind and polite way even if they are having a hard day. This is because you will be able to make them feel good about themselves and make them feel appreciated. In turn, you will not have to deal with workers that are not happy to help you.

If you know your own personality type, you can use it for your own good as well. You can use these personality traits to determine what type of worker you are, and use this information to get yourself the job that you would like best. If you know your personality type, you will know what type of job you will succeed in, as well as what type of job you will enjoy.

If you know that you are a highly sensitive person, it will help you to know the reason why you react so strongly to certain situations. There is nothing wrong with being highly sensitive, but people might judge you for it. If you know that you have this trait, you can start feeling bad about people that judge you for it. It will help you understand that it is a good thing and that is a part of who you are.

Being highly sensitive is a gift that others might not fully understand. Many times, the most sensitive people I have encountered are the most trustworthy, the most caring, and the most likely to be there when you need them.

One time I had an acquaintance that I had met at a party. I remember being told to watch out when talking to this person, because they tended to take things to heart and feel under attack when the conversation started to get a little heated. With this in mind, I carefully steered the conversation away from anything that could be offensive or cause issues.

Later on, when I needed some help with finding someone to watch our beloved family pet when we had to leave out of town unexpectedly, they were the first ones to offer. They understood the situation, didn't feel like we were taking advantage of them, and had a heart of gold to be willing to help!

This is a good lesson to learn by opening to all kinds of people. You never know what they have gone through, and they can definitely be there for you, even when it seems unlikely!

If you know how you receive love, you will be able to help other people love you well by telling them what you prefer. This will help you to feel their love, and it will help the people around you to know how to show their love to you. They have it, so they might as well show it to you in the way that you can hear the best.

Overall, knowing personality types and traits can help your life in many ways. It can give you the ability to know the people around you, it can provide you with great life experiences, and it can help you to know yourself. It is a tool that everyone should know how to use.

Understanding the personality types of those around you, whether they are acquaintances or someone you are close to, can make a difference on how strong that relationship can be. For this exercise, take some time to answer the questions below to help open your views, on how the personality traits of someone else can make their worldview different from your own.

How do you think that knowing the personality type of someone else, and how they respond to the world, would change how you view them and some of their actions?

Do you think that if someone knew how you give and receive love or what you saw as an important way to express yourself, they would see you in a different light?

Ways to Analyze People

You may be wondering why it is important to learn other people's body language. It may be a challenge, but it is important that you are aware. The ability to understand other people's body language saves you a lot of time that you would have probably been researching why they did something. This chapter refers to how you can understand people through body language.

Identifying People's Hidden Thoughts Through Body Language

To gain the art of understanding people's non-verbal communication is a hard thing. You may be wondering how you can focus on learning other people's cues while you do not even know yourself fully. Well, this book would help you demystify the art of understanding the body language for different people.

All of us are subconscious experts in interpreting the thoughts of other individuals around us. In the woolly mammoth age, we developed these abilities since our life depended on them, and the unconscious mind would work more efficiently than the conscious mind. However, when we make this unconscious understanding conscious, it does not yield a good result. Practically, we can respond with lightning speed to dodge a fist that some whiny brat throws in our way, or to jump out from the way of an approaching car before we can think about it explicitly.

It is great, it is subconscious, and it works. But in particular, we find that most of us are much less skilled at actively knowing what everyone else in a group is thinking, doing, or deciding. For example, knowing if the chief ringleaders in the group are against your growth plan or not. There are motives to be seen, in the language of the body.

The issue is that we simply get too much information from too little data, about what others plan to do. People move, shake, continuously try to look up, look down or sideways, raise their

eyebrows, roll their eyes, close their ears, and scratch their noses. What is this all about? How can you control it all in a public space and do so on time to react appropriately?

You can't do that. Too many details come to us too quickly because excess chaff has been blended with wheat. You could wonder if Janet is stroking her lip because she is worried about your idea? Alternatively, is she just rubbing an itchy chin quite often? On the other hand, you could wonder if Jack will fold his arms since he resists your best efforts to change direction for the whole cohort. Or is he just cold?

You can become insane by trying to intentionally track a room full of people's constantly shifting body cues to little use, because the discussion has transitioned on by the moment you figured it all out. In the meantime, you did not attend the discussion's useful content as you were supposed to.

Is there a route around this predicament of expecting to screen gigabytes of gushing information about some individuals' expectations, intentionally and quickly, while at the same time considering the substance of the discussions?

You should know that it is possible. Instead of checking the information, for the most part search for affirmation of your theories about expectation, so that you can accelerate and limit the flood of data you have to take in.

So, an honest inquiry is this; if you need to know how to analyze other individuals' intentions, how would you know how to affirm or dismiss this? The proper response is to limit your speculations to what you recognized before your meeting. At that point, you can suggest that the single conversation starter to your personality, and use that skill to give a solid answer.

So, we should begin. Here are five, normal, helpful approaches to consider what other individuals mean:

The approaches are divided into;

- Open and closed

- Being sincere or insincere
- Being allied or opposed
- Strong and subservient
- Committed and uncommitted

You can, however, add yours, for specific circumstances not covered by these, and you will find that all these functions are within a large proportion of interactions between people where you need to track body language in particulars.

I will touch every range. The goals are to spend a little time focusing on the nonverbal conversation at an upcoming meeting, and choose which one best suits what you are worried about or involved in, also to show the crux of the problem from you and from the people who care. Also, as this book addresses it, you will let go of all control of your subconscious mind and, as if by magic, you will get a simple and accurate measure of what other people want. It takes a little procedure, but this will change the way you read others and will enhance your ability to interact with them. We will begin by examining an individual's genuineness. How do you find out what is the truth? Read on.

Sincerity vs Insincerity: your unconscious personality may be the ideal approach to the disturbing question of recognizing a lie. Look at the entire face and torso, and ask yourself if the person is sincere or not. Let's get down to business at that level of intuition. Perhaps the whole picture means that to decide it would be better to focus on one constant feature. Does the face, for example, is set on a smile but the eyes are cold? Dishonesty: are your eyes fixed with a stupid stillness but your hands anxiously intertwine? That is a crucial symbol of being insincere.

The following most significant spot to check after the face is the direction of the head. Most of us, when we lie, we turn our head, tilting it up or down to move it away from the other person. That is the reason why it would be better not to focus a lot on specific cues, but instead let your conscious personality get on the general situation. If you look at the eyes a lot, for

instance, you may miss seeing that the head is turned down or sideways. So once more, ask yourself, is this individual genuine or deceitful? And after that, judge the entire individual. You will have the option to tell it more often than not.

For those of you who are keen on the details, you will need to know a few of the particular ‘tells’ in any case. Apart from the eyes and face, search for the torso just in case they turn it away from you, which will mean they are telling a lie, or towards you, which would mean they are telling the truth. Check whether there are guarded motions against the hands and arms and indications of quick movements from the hands and fingers. Even more, search for opposing conduct from the legs and feet. If your partner says, “No, everything’s fine,” but his feet are situated in an unusual way or his legs are clumsily crossed away from you, those are signs to look into his story further.

Likewise, tune in for indications of strain in the voice. If you find that the voice is painstakingly controlled or somewhat sounding sharper expected, the individual might be trying to disguise something. The world’s best master of lying has discovered that people who are lying delay speaking to control their voice, their facial expressions and their different gestures. In any case, even ordinary individuals can also rush to avoid a cumbersome minute of inspection. So, the primary concern to search for is a change of the voice different from their usual, which you should know well, in case of a spouse or a friend.

Recognizing a liar in a public gathering is an extraordinary exercise. Certain individuals have made a vocation out of recognizing small-scale articulations that hid fundamental feelings. In any case, it is an uncertain science because many details are not available, and you don’t have a clue why the individuals are covering their feelings. Is it dread? Anger? Energy? To get to know that, you need to become more acquainted with the individual, and that requires some time.

Allied and Opposed

This category will help you note if someone is on your side or not.

How would you tell whether somebody is your ally or not?

The fundamental non-verbal communication to search for this is the individual's physical position and direction. All you need is to look at the persons. When you're on to do this, you'll see that it is easy to get.

Simply, individuals who are in understanding with each other generally mirror each other's gestures. One will lead and the other will follow. This is particularly easy to tell when there are three people present, and you need to make sense of who is your ally and who is not. Search for the person who has an essential similar body direction as yours. To test this, move around and check whether the other individual sticks to your same pattern in the following thirty seconds.

Partners, spouses, and loved ones normally reflect each other's physical direction when they're at the same place or in public and they agree with each other. It is fascinating to watch couples for indications of reflection and the opposite. You can even recognize problems in the relationship before the couple knows about it. What occurs in reflections is more significant than just understanding or associating with the other person. Influence on each other is very strong, it originates from deep inside the mind. When we agree with somebody, we do so with our entire being. You can utilize this to boost understanding and influence somebody. Take a stand and watch others to receive it. When they have, they may transform it somewhat.

The value of your power (or lack of it), will be rendered and verified by your nonverbal communication management in the room. The explanation is that the bodies of individuals reveal what they think, not the other way around. It is both unreasonable and clear. Our brains fundamentally say it, I am physically adapted to this woman, so I should agree with her.

That is because we don't want to think we are behaving without reason.

You should utilize this control of the physical direction of other individuals in an articulate way. It must be accompanied by a series of steps that incorporate different types of agreements. It will not work just to come into a room, adopt a physical position, and expect every other in the room to embrace your same position as well.

To begin with, build understanding by embracing their positions, managing their concerns, and most importantly, expanding your receptiveness to them and their receptiveness to you. Do this work cautiously as you discuss the critical issues of the circumstance. What you are doing is adjusting your two discussions and using them to convince others in the room.

It takes a lot of practice to do this with nuance and workability. However once you get the hang of it, you will see that your ability to convince others will increase immensely.

Strong and Subservient

The story of power in a room is written in terms of space and height. Scan to see who is alpha in the group. Most likely, he or she would be the greatest or most important person in the room. That is why kings and queens have had thrones since they started ruling others.

I did a test asking the CEOs, whom I worked with, to confirm what we thought it was the case. We called a conference with the CEO in the center at a conference room table. CEOs usually take the center of the room to demonstrate their power anyway, the middle point and sometimes even the head. Next, I asked the CEO to sit in her chair, but after a while she started to progressively sink into the chair by sliding very, very, gradually forward. Yes, gradually to the conscious, yet invisible mind. The result was amazing. Those in the audience who were deliberately trying to articulate their behavior to their boss conduct started to also sink down. The CEOs in the room told me they could hardly suppress their laughter when

hearing that everybody at the conference table was gradually sliding towards the floor.

Powerful individuals also take up so much space, splaying out their legs or arms, or using more space in the room. That is why influential people get larger apartments than others, and that is why tall people are significantly more likely to rise faster in their careers than short people.

Powerful people use a series of bolder indicators of their dominance, from upsetting smaller individuals to talking more. We make more or less eye contact depending on their choice. In fact, they control the other person's communication with their eye contact and outside contact. That is why it requires preparation to meet the Queen. All this just to show their superiority over the rest of us. Strong people may leave a discussion with this capacity, they control speed, and that way they show their power. I have seen people in a meeting leaning back and putting their hands behind their heads to show their dominance over the rest of the crowd. Arrogant but successful.

The capacity of non-verbal behavior is all about regulating your behavior, as well as others'. It may be something expertly tuned to by the subconscious. You will immediately know when you are with somebody who thinks they are very strong, because of all the signs I have mentioned, and you will instinctively notice it.

Committed and Uncommitted

Commitment takes place the moment you close the offer, sign the contract, get the job and receive the go ahead instruction. It is a key moment and it is important you see it so that you do nothing wrong at this pivotal moment.

What is the Feel of It?

People learn from you when they are serious. They are transparent, submissive at times, always genuine, and generally well connected. It starts with their eyes; they are wide open and you are focused. Likewise, the face is open. It

is going to be very close to yours more than anything. It is all about completing the sale to close the distance. That is why car sales representatives regularly shake your hand. Their torso, if not engaged, is accessible and nearer to you. From the arms and hands, feet and legs, there is no oppositional chatter. If appropriate in the situations, the person or persons may well mimic you. The act of communication is often indicated by a change of nonverbal communication, which suggests a decision has been made. Search for it yes or no. Push your subconscious mind in a higher gear at that level. It is important to ask yourself if the person is indeed committed. You can easily know this when you see all of the positive effects I have mentioned or the opposite. With time you are going to feel relaxed. Commitment is a logical statement, and we like to achieve it because we are social creatures. Commitment is a kind of link that makes people feel good. When you function from your subconscious mind, you can recognize when you see it. When there is no such thing, people have expressed their frustration with all kinds of anger, discordant body language, and efforts to quit. A few cultural norms spread these weird moments with an abundance of understanding, positive non-verbal communication, and shallow endeavors at duty. At the point when Westerners initially work from Asia, for instance, they frequently wind up misunderstanding the Asian act of kindness and want to conceal it as a hint of wanting to commit. This is one occurrence when your consciousness can fail you. The examinations showed that the fundamental non-verbal communication is at first the equivalent around the globe. However, it can rapidly be secured minutes later with socially decided non-verbal communication. Distinctions, however, it may be difficult to spot without a lot of training.

This is not the place for a thorough review of different cultures, yet there are various important references about this. It is ideal to take societies individually, when you are going to visit another nation, as opposed to attempting to learn them at the same time. That because the non-verbal communication we

show comes from our childhood, and it is difficult to change it when it's not natural.

Open and Closed

The very first way to verify other people's motives is the most important one; their level of transparency. It is the most important since interaction will work fine if people are honest with each another. Nothing good can happen if they are not. You should be prepared to test more individuals along the lines quite easily in an almost automated way, with just a little training. However, don't ask for an immediate reading, what people call these days call thin slicing. It actually takes a little time to measure the performance of conduct of each new individual you meet. The idea is not to be able to do this immediately, but to be able within a few minutes to size up somebody with high efficiency in terms of whether this person is open to you or not.

Look at the forehead, see how eyebrows are moved. How regularly and how much do they move? Generally, individuals move their eyebrows when they are talking to others, searching for a reaction, asking something, taking you in, etc. So, the sum and separation of these movements are markers of a general degree of receptiveness, and on a particular occasion, when the eyebrows are up, being open to your reaction. Once more, the development might be because of an inquiry that the individual has posed to you, yet it's regarded as being open.

Also take a look at the eyes. Are they half or wide open? You have to set up a pattern of how the individual behaves in ordinary circumstances. Doing this will give you an idea of whether or not the case is of transparency or not. People wide open their eyes when they are interested on a person or a thing, and close them when they are not, or when they are suspicious or careful about occasions, individuals, or activities.

Since eyes move in a dynamic way, other reasons for their movement must be ruled out. Is there a brilliant light on the individual's face? That may cause the squinting. It may not be the case if person has recently been offered a trade-in car at a very low price. If you can, take a close look at the pupils. How open or close would you say they are? Wide eyes mean interest, fascination, and excitement; the inverse shows the opposite. Also, the general degree of lighting in the room influences the size of the pupils, so you have to build up a standard ability to note the difference.

Flaring nostrils are mentioned in romance books and novels when talking about steeds. By the by, there might be truth when associating sexual appreciation with the nose, especially if pheromones are being researched on and the fascination ends up being valid.

No doubt a wrinkled nose can show disgust, or in any cause, nausea at an awful stench. Outrageous facial movements like these are hard to miss and are effectively brought to the conscious mind. It is the subtler ones that should concern you more. When somebody arrives wrinkling their nose, they have presumably already revealed to you how they feel or are going to do so.

The mouth could fit different gestures such as a grin, scowl, shock, dread, etc. In basic terms, search for a genuine smile. That is generally an indication of endorsement from others, so individuals who grin are bound to be available to you more than impartial individuals. Individuals can have a smile because of different reasons; note that it is essential to have the wisdom to recognize a firm, troubled, or false smile from a casual, regular one that is inviting and open.

As far as the torso, proximity and manner sign degrees of transparency. On a very basic level, the closer and all the more direct location of the other person's torso toward you, the more open that individual is, and the more distance they keep from you, the more closed they are.

What do hand gestures tell us about transparency? They are not the undeniable ones like the harmony signal, or the center finger. Those are known as ‘symbols’. No, the ones we all make when we talk — the unimportant backup to speech, as when we wave our hands to think about a word or to underline a point.

These motions constantly signal purpose. When individuals reach toward us with open motions, for instance, they are typically flagging transparency. Just occasionally it could be something different, similar to one side snare to the jaw. A grasp, definitive open signal, is a blend of open hand motions and open torso.

Receptiveness can also be shown by the hands themselves. What is going on with them? Are they gripped or both hands are apprehensively manipulated? Is it uneasy or it is trying to hide it into a pocket? Hands talk a perpetual and captivating language; they are glorious little measurements to the condition of the spirit inside and of its purposes. If you watch other individuals’ hands, you will find out the condition of their nerves, preventiveness, certainty, indignation, satisfaction, distress, advantage, or fatigue, and their transparency or lack of it.

Numerous books on non-verbal communication imply to give explicit implications of explicit motions. This however can be tricky. Each signal can have a large number of implications. We fold our arms, to pick a basic model, because we are cautious, with doubts, or we are worn out, cold, or we need to cover a growing midsection.

However, if you are searching for the response to a particular inquiry, at that point you can use your ability. Ask yourself, is this individual open or closed toward me? Then start searching for the pieces of information that you have to make an assurance.

The ideal approach to do this is to start by first assuming the intuitive personality diagnosis when starting the conversation. Think at the start of the discussion, open or closed personality?

What is more, wait until your instincts on the subject are clear. When you have a more concrete feeling, you can begin deliberately looking for pieces of information to affirm or invalidate your initial reading.

Assume you are in a job interview and you want to know your chances of success. The main question to consider is whether you are still running or not. So to speak, is this a real interview or is it now just a courtesy meeting? So, start the meeting asking yourself, is this individual open or closed for me? If the answer is the interviewer is closed, at that point you can be reasonable sure that another person has already been chosen.

If the interviewer appears to be open, you can activate your vitality and your appeal. You might need to be watchful for an adjustment in the reading. Consider the possibility that the questioner has been open for you, maybe the initial forty-five minutes of the meeting and then all of a sudden you start to see closing signals. It may be an ideal opportunity to change strategies or to cut the meeting off.

Has the questioner decided in the negative, or they are just signaling time is up? You might need to ask a few questions (so anyone can hear and understand) to see. For example, "What's the next stage? When will you be closer the making a decision?" Is their personality open or close when you ask these questions? If the response is given in a closed manner, you most likely will not land the position. If the non-verbal communication by then is open, you are still in the running. A bolder question could be, "How I compare to the other candidates?" Get ready for both an answer you like and for one you may dislike!

Since adults can become able to control their face and body gestures, it merits taking a look at the legs and feet for a counter information. Somebody may give you a pleasant welcome with their face, yet their legs and feet (and the middle as well) may be telling a different story. Legs may be crossed away from you, signaling a close direction, the middle might be contorted away, or the other individual may be widening the separation, even marginally, from you.

Decoding Body Language by Watching the Body Movement

Understanding other people may be a hard thing to do, but once you do it you will have conquered your way into their life, hence able to influence them in various ways. In this book, we focus on the positive manipulation that will work for your benefit. As we start this chapter, let us look at some of the ways that can help you understand other people's body language. The next time you are around your friends, in a work meeting, or with kids, just look for the following and understand what they mean.

Arms and Legs Crossed Suggests Opposition to Your Ideas

Legs and arms crossed are obstructions that indicate that the other individual is not receptive to what you are saying. You find that, even if they tend to engage in the good conversation and smile, most of the time the truth is revealed through body language. Authors who were doing negotiations for their new book on reading body language studied a case. They held many meetings and later revealed that among all the meetings, not one resulted in an agreement whenever one of the parties crossed their legs and feet when negotiating. Mentally, the legs and arms crossed means that an individual is being mentally, emotionally, or physically stopped from what is before them. It is not deliberate, so it is very surprising.

Copying Your Body Language

Have any of you ever met somebody and found that they do the same as you when you cross or uncross your legs and feet? Or maybe when you are thinking they lean their heads the very same position as yours? That is actually a good indication. If we experience a bond with another person, mirroring body language comes in unintentionally. It is an indication that the discussion is moving well enough and that your message is being received by that group. Such information can be particularly helpful when bargaining, as it tells you what the other party feels about the contract.

The Story is Told by Posture

Have you ever seen someone come into a room, and you immediately knew that they are in control? This influence is primarily shown in the language of the body, and often involves an upright stance, movements with palms facing forward, and generally open and expressive gestures. The brain is programmed to balance energy with the number of people taking up space. It is a position of authority to stand straight with your shoulders back; it seems to maximize the amount of storage you fill. On the other hand, slouching is the product of the collapse of your shape; it seems to take up less space and less energy for activities. Maintaining good posture commands respect and fosters commitment, regardless of being or not in a leadership position.

The Eyes are Wrinkled by Genuine Smiles

The mouth can deceive when it applies to laugh. Eyes, however, can never lie. Genuine smiles touch the ears and wrinkle the skin in front of them to build crow's feet. Sometimes people smile to hide what they feel or think, so watch for wrinkles at the outer corner of their eyes next time you want to know if somebody's smile is real. If they are not there, something covers the smile.

Lying Eyes

Most of us most likely grew up hearing, "Look at me without blinking when you are talking to me!" Our folks worked under the belief that it was hard to keep eye contact with someone when you are trying to deceive them, and at some point they were right. In any case, it is such a basic knowledge that people may often keep eye-to-eye contact just to hide they are lying. The problem is also many of them overcompensate and hold eye-to-eye contact until it feels awkward. All things being equal, Americans hold eye-to-eye contact for seven to ten seconds, but longer when we are tuning in than when we are just talking. In case you are talking to somebody whose gaze is making you squirm, particularly when they're extremely still and not blinking, something is going on and they may be lying to you.

Discomfort in Raised Eyebrows

The three fundamental feelings that cause raised eyebrows are shock, stress, and trepidation. Pay attention when you are having a casual discussion with somebody. It may be difficult to do, would I say it isn't? If someone talking to you has raised eyebrows but the discussion isn't something that may cause shock, stress, or dread, then there is something different going on.

Misrepresented Nods Signal Nervousness About Acceptance

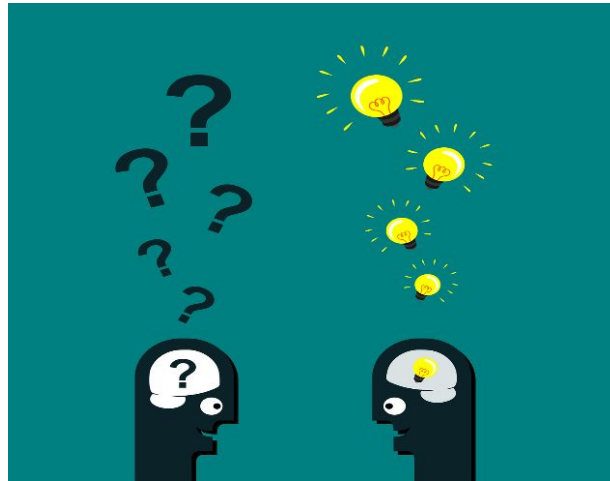
When you are telling something to somebody and they keep nodding too much, it may mean they are stressed about what you think of them, or they think you question their capacity to agree to your guidelines.

A Tight Jaw Signals Pressure

A clenched jaw, a tight neck or wrinkled temples are signs of stress. No matter what the person is saying, they show significant inconveniences. The discussion may be about something making this person nervous or maybe their mind is somewhere else and they are rather concentrating on what's wrong with them.

The key is to look for this disagreement between what the person says and what his tense non-verbal communication is letting you know.

Body Language Analysis



From our external appearance to our body movements, things we don't say will in any case transmit volumes of information. It has been immediate that visual correspondence may be 60% to 65% of all correspondences. It is imperative to understand the visual correspondence but it is also essential to think about other indications such as the environment. In some cases, the group should be investigated if there is no practical experience in an activity.

Non-verbal communication is the implicit segment of correspondence. Our signals, external appearances and posture, for instance. When we are ready to "read" these signs, we can use them to further our potential benefit for instance. It will encourage you to know the full message of what someone is referring to, and to strengthen our awareness or people's responses to what we say and do.

We can also use it to direct our visual correspondence, so we will in general appear to be very positive, sharing, and congenial.

Being able to communicate well is extremely important when wanting to succeed in the personal and professional world, but it is not just the words you say that tell the story. It is your body language that does it. Your gestures, posture, eye contact,

facial expressions, and tone of voice are your best communication tools. These have the ability to confuse, undermine, offend, build trust, attract others or put someone at ease.

There are many times when what someone says and what their body language says is totally different. Non-verbal communication could do five things:

- Substitute – It could be used in place of a verbal message.
- Accent – It could underline or accent your verbal message.
- Complement – It could complement or add to what you are saying verbally.
- Repeat – It could strengthen and repeat your verbal message.
- Contradict – It could go against what you are trying to say verbally and make your listener think that you are lying.

Some regular non-verbal communication signs.

The following are important hints to enable you to figure out how to read non-verbal communication and better understanding of the people you connect with.

Concentrate the Eyes

When human activity is towards someone, concentrate on who the person in question looks or appears. Failure to make direct eye-to-eye contact may demonstrate boredom, impartiality, or may be misleading – especially if somebody is out of your vision. If the individual is before you, on the contrary, it may show anxiety or agreement. Additionally, check for the pupils to check if someone is reacting positively toward you. Pupils may dilate with mental exertion, in this manner if someone is focused on someone or a thing they like, their pupils may dilate. Pupils may be hard to look at, but under the right conditions you should be prepared to spot them. An individual's squinting rate can even say a lot about what's going on inside. The squinting rate will increase once people are thinking too much or are pushed. Now and again,

increased blinking rate shows lying, and looking closely may guide you. Also, if for instance someone often looks at the door this may show they need to leave. Looking at somebody may show the need to talk to that person. If it includes eye contact, looking up and to the right, it may indicate the person is lying while looking up and to one side may show the individual is telling the truth. The explanation may be that people search, and to the right their creative mind makes up a story, and looking up and to one side means they are recalling a genuine memory.

Look at the Face – Body Language, Touching Mouth or Smiling

Even if people are certainly careful about their outward appearance, you will however have seen crucial nonverbal signals if you focus. Pay explicit attention to the mouth once you try to disentangle nonverbal behavior. The correspondence of a smile with a visual expression is a good sign. Smiling is a critical non-verbal cue to watch. There are several types of smiles, together with genuine smiles and affected smiles. A genuine smile covers the whole face while a fake smile only uses the mouth. A genuine smile suggests that the individual is optimistic and feels good about the people around them.

Covering the mouth or touching your lips with hands or fingers while talking is an additional indicator of a lie.

Focus on Nearness

Concentrate on letting someone stand or sit by you to check if they read you positively. Standing or sitting near someone is perhaps one in all the best pointers of affinity. On the contrary, if someone backs up or moves away from you once you move in closer, this may be a proof that the you may not be that close.

Check whether the other individual is reflecting you.

Reflecting means emulating the visual correspondence of the other individual. Once you face someone, check if the

individual mirrors your conduct. For instance, if you are sitting at a table with someone and you lay an elbow on the table, wait up to ten seconds to see if that person does likewise. Another common reflecting motion includes taking a taste of a beverage at a comparable time. If someone imitates your visual correspondence, this can be a reasonable sign that the person is trying to have an affinity with you. Try to move your body and see if the other individual changes similarly.

Watch the Head Development

How fast persons move their head when talking to you shows their understanding – or lack of. Slow hanging shows they are engrossed by what you are saying and they would like you to keep talking. Fast hanging shows they have understood enough and require you end talking or give them a chance to respond. Tilting sideways while you talk will be a proof of enthusiasm for the discourse. Tilting back may be a proof of doubt or vulnerability.

Take a look at the other person's feet.

A piece of the body that more often than not “releases” fundamental nonverbal prompts is the feet. The reason is that individuals send nonverbal messages with their feet, but they focus more on their outward appearances and higher body, not paying attention to what is revealed by their feet.

Watch for Hand Signals

Like feet, hands give many non-verbal cues. These can be critical tips. Check if the person has hands in the pockets once standing. Look for explicit hand signals, as when the person you are talking to put their hands in their pockets or hands on their head. This may show something from apprehension to trickiness. Hand motions can say a lot. Signaling with their hands, individual can say a lot (this nonverbal cues should be looked at meetings). Placing an elbow on the table will show the individual is tuning in and attentive. When the person has something between you and them, may mean this is a boundary that is intended to block the other person. For instance, if two people are talking and one holds a stack of paper in front of the other person, it may be worth to look at this as a check of nonverbal correspondence.

Check the Arms

Arms are the doors to the body and in this way to yourself. If an individual folds their arms while talking to you, it may be considered as a guarded, blocking signal. Crossed arms can even demonstrate nervousness, weakness, or a closed

personality. If crossed arms come with a genuine grin and a generally speaking loosened up stance, it may show all is guaranteed, loosened up. When someone puts their hands on their hips, they are looking for strength and this is used by men more than by women.

Body Parts

Lower Body

Arms share a lot of information. Hands share a lot more, but legs give us the exclamation point and can tell us exactly what someone is thinking. Legs could tell you if a person is open and comfortable. They could also show dominance or where they want to go.

Legs Touching

When a person is standing, they will only be able to touch their bottom or thighs. This can be done seductively, or they could slap their legs as if they are saying "Let's go." It might also indicate irritation. This is when you have to pay attention to the context of the conversation. This is very important.

Pointing Feet

Look at the direction of a person's feet to see where their attention is. Their feet will always point toward what is on their mind or what they are concentrating on. Everyone has a lead foot, and it also depends on their dominant hand. If you are interested in what a person is saying, your lead foot will be pointing toward them. But, if you want to ignore them, you will notice your foot pointing toward an exit or to where you want to go. If a person is sitting during the conversation, look where their feet are pointing to see what they are truly interested in.

Smarty Pants

People who want to look bigger will usually be seated with their legs splayed open and leaning back. They might even spread their arms out and lock them behind their head. This is normally used by people who feel dominant, superior, or confident.

Shy Tangle

This is usually something that women do more than men. Anyone who starts to feel shy or uneasy may sometimes entangle their legs crossing them over and over trying to block

out bad emotions and to make them look smaller. There is another shy leg twirl roll people will do when they are standing. This is crossing one leg over the other and hooking that foot behind the knee as if trying to scratch an itch.

Upper Body

Upper body language can show signs of defensiveness since the arms could easily be used as a shield. Upper body language could involve the chest. Let's look at some upper body language.

Detecting Lying and Deception



In particular, each of us would like to easily determine deception at any level, such as personal, social, and organizational, but it is not that easy. Some professions that depend entirely on determining the truth in personal and social contexts such as legal agencies, health agencies, and media agencies, invest heavily in determining the truth value of their productions, but they often fail despite having immense resources.

There is only one reliable way to determine lying and deception, and that is establishing a baseline for the target individual, and comparing against this baseline as well as doing the adequate prior investigation before confronting the person. Unfortunately, creating a baseline for each and conducting relevant background study is not always guaranteed due to the time and resources limitations, and this implies that a quick analysis of body language and verbal communication can help determine the likelihood of a truth or a lie.

Verbal Hints of a Liar

Liars Tend to Respond to Questions That Were Not Asked

If a person is lying, then he or she wants to cover as much ground as possible, and this includes answering questions that were not asked. By answering such questions the individual is prompting the speaker to a particular direction and does not want to be caught off guard. Answering questions that are not asked may also give the individual lying an opportunity to deny the speaker adequate time to analyze the answers given, by continuously bombarding the interrogator with new information and ideas. Lastly, answering questions that were not asked also helps the layperson to appear well prepared and knowledgeable in what is being asked.

Liars Tend to Answer a Question with a Question

Unsurprisingly, most liars will answer a question with another question to shift the burden of thinking and answering what they have been questioned. Most politicians use this tactic when being interviewed, and it is intended to buy them enough time to recall information about the main question. For most liars, not answering is like claiming that they have no memory of what is being asked or what happened. The other purpose of answering a question with another question is to irritate the interrogator and derail his or her composure.

Answering a question with a question is a defensive tactic indicating attempts to hide something.

Most Liars Tend to Make Self-corrections to Avoid Sounding Uncertain

As mentioned, most liars want to make sure each area is covered to eliminate any doubts because leaving room for doubt may expose them. For this reason, most liars tend to self-correct to ensure the information they provide is irrefutable. In most cases, liars will repeat the correction to ensure that the interrogator and the audience also capture the self-correction. As expected, the liar will blame the need to self-correct on a slip of the tongue or the fast nature of the interview. Another reason for a liar's self-correction is that the individual has a premeditated script and outcome and keeps forcing everything to line up with the premeditated image.

Liars Tend to Fake Memory Loss

As expected, most liars need a safe escape button when cornered and feigning memory loss is a favorite excuse for most liars. When a liar is cornered, then he or she will cite memory loss and later on institute self-correction to attain the preformed script. Try watching interviews with politicians to appreciate how they fake memory loss to escape explaining something, and pretend to have recalled the information when there is an opportunity to sound believable.

Most Liars Tend to Report What They Did Not Do as Opposed to What They Did

People that lie will give an account of what they did not do to avoid being held accountable. If a liar insisted on what they did, then they could be held accountable, and this is not something that a liar wants. However, if a liar concentrates on what they should have done, they have a large degree of freedom to give any answer and avoid scrutiny. Again, try watching a recorded or filed interview with any politician to appreciate how this technique is employed.

Liars Tend to Justify Their Actions Even When Not Necessary

As expected, most liars are insecure and are uncertain that they sound convincing. For this reason they over-justify everything because they feel that no one will believe them, even when some people have fallen for the lies. When assessing a potential liar look for signs of unnecessary justification, and again, politicians will provide a good case study of over-justification.

Most Liars Avoid Mentioning Emotional Feelings in Their Version of Events

Since a liar is faking everything, he or she will avoid mentioning feelings that were associated with what they are reporting. Mentioning emotions may force them to show them. For instance, if you were talking about an exciting event that you witnessed, then your facial expressions and voice would

manifest positive emotions, and this is not something liars want because they are not sure of the consistency of their verbal communication and body language.

Most Liars Are Careful, and Will Insist on a Question to Be Repeated

Finally, liars focus more on what is being asked because they only want to accept a question that they are certain of responding to. Liars focus more on what the question is and what the questioner wants, to help them generate convincing information.

The other role of wanting questions repeated is to help the liar find an answer by making one up one when there is none.

Nonverbal Hints of a Liar

Liars Randomly Throw Gestures

The hand gestures are among the best indicators of positive and negative emotions, and are difficult to fake in a consistent manner. If one is angry but is pretending to be calm, he or she will throw gestures randomly. Most liars get irritated when taken to the task of what they just said, and are likely to throw random gestures in the air even as they try to sound calm.

Against the Norm, Liars Speak Faster than Usual

People that normally do not speak fast will suddenly speak fast when they are lying. Speaking fast helps, the person denies the audience adequate time to listen and to analyze the information. Speaking fast also allows the liar to exhaust all of the rehearsed information, as any interjection will throw the liar off balance. Speaking fast also indicates that the person is uncomfortable with the audience or with the message and wants to finish fast and end the experience.

Liars Sweat More Than Usual

People sweat, and it is normal. However, more than normal levels of sweating, even when the weather is fine, may indicate that one is panicking and feeling cornered. All these may indicate a sign of a liar.

Liars Avoid Eye Contact

Most liars shun eye contact or give a sustained stare to intimidate the target person. Shunning eye contact indicates that the person feels awkward or embarrassed about what he or she is presenting to the audience.

Pacing Up and Down

If one paces up and down more than necessary, then the person is likely lying. All these indicate feeling uncomfortable with the message and with the audience.

Faking Body Language

Now, let us consider some of the practical ways to fake your body language properly, so that you appear confident and interested in someone, or make others comfortable around you even when you are not in the least any of these things!

Faking Interest

It is easy for anyone to tell you, “Show interest even when you are not interested.” The problem with this advice is that the average person (who doesn’t know how to fake their body language) is likely to become robotic in doing this.

First of all you need to understand that interest has a lot to do with the human attention span. And the normal human attention span doesn’t last for long, at least not without some form of disinterest at some point or a distraction. So, when you are faking interest in someone or something, here’s how to do it.

You have to look like you are interested, but don’t overdo it. Human beings don’t have a 100% attention span to anything for a long time. So, when you show interest (or fake interest in other people), be sure to keep the show up for only about 70% of the time. Trying to fake interest in someone for longer periods will expose you as fake!

No one likes it when they are being ‘taken for a ride.’ Well, that is what it feels like when you want to get something from someone by faking interest in them. The poorest way to do this is by showing interest in someone just right before you ask them a favor. For example, someone approaches you and offers you a compliment, and right after that, they go, “I was wondering if you could help me ...” and they blurt out whatever it is they really were after. It doesn’t take a genius to figure out that the earlier compliment was not an honest one but a means to an end; the end, in this case, the favor they want from you. So, if you want to compliment the person, that’s fine, but make sure to give a sincere compliment.

Discuss a variety of issues that will lead up to the favor you intend to ask. While this involves verbal communication, your body language throughout the interaction should show that you have a genuine interest in the issues or topics you talk about.

Making People Comfortable Around You

Closely linked to faking interest in people is learning how to make people comfortable being around you. If you can fake this successfully, you will be able to build a strong rapport with other people in a relatively short amount of time.

Interestingly, while you may feel it is fake and unreal at the initial stages of using these techniques, with time you will become so good at it that it no longer feels like faking. This is when you have moved from faking it to making it!

Mirroring: The Chameleon Effect

The chameleon effect is simply mirroring the other person's body language and speech pattern. Tuning yourself to reflect the other person back to themselves is a quick way to make them feel really comfortable around you and even like you in the process. When you mirror or mimic their sitting posture, tone of voice, gestures, body angle, expressions, and so on, you send an unconscious message to the other person that tells them you are like them in many ways. This makes them relax or let their guard down around you.

This technique may sound easy to use, but in real-life applications, it can be the worst giveaway that you are simply faking if you don't know how to use it. It goes without saying that being obvious about mirroring or copying the other person's body movement or speech pattern defeats the purpose of the technique. What you want to do is to make these movements flow naturally with what you are saying. Keep in mind that you are not a robot, and you definitely don't want the other person to catch on to what you are doing. So be mindful of how you shift your posture in response to theirs, how you tilt your head in response to theirs, and how you use

your gestures in response to theirs. As with all things, moderation is important here.

You must not copy every single move the other person makes throughout your interaction.

Effective Listening

You cannot fake listening to someone when half of the time your attention is clearly shifting from them to other things, like your phone, computer, or other things happening around you. Conversely, you will overdo effective listening if you keep your attention riveted on the other person the entire time! What you should aim at is to show them that you are listening without appearing to be trying too hard.

Nodding is a sign that you are following what they are saying, and it leads and encourages the other person to be more forthcoming. However, excessive nodding is a clear sign that you are not listening but simply want to appear that you are. It can also be a sign that you are trying to be a 'yes' man or a 'yes' woman, agreeing 'blindly' to whatever it is they are saying without thinking about it. This is usually a mistake that subordinates make with their bosses or employers. The other person will get a clear signal that you are not genuine in your agreement.

Use Their Name

This is one powerful 'relaxation' trick salespeople use. When you use a person's name in a conversation, you are sending a powerful unconscious message to them to relax and trust you more. Even in writing (email, text messages, and so on), mentioning the other person's name helps to build rapport with them.

As an example, instead of saying, "I'd like you to consider the benefits of this proposal," you can create a stronger bond with the other person if you use their name like this: "Jane, I want you to consider how this proposal will benefit you." It doesn't matter if the other person is a complete stranger; using their name shows them you were so interested in them right from

the very first time they introduced themselves, that you could remember their name.

Smile

A smile seems to appear simple; however, it is one of the most difficult to fake. The reason for this is simple: the muscles that move in your face during a genuine smile are controlled by impulses sent from the brain. You simply cannot fake those impulses. For this reason I will strongly suggest that if you must fake a smile, do it from a distance so that the other person will not be able to clearly read your eyes (if they know how to detect a fake smile).

However, if you are in a close range and you must fake a smile, don't let the smile linger on your face. A brief smile will do the trick. Holding a fake smile on your face is a dead giveaway that you are not the real deal.

When you are in contact with someone and you want to relax a bit, flash a quick smile, not necessarily showing your teeth because that will make you look very awkward, especially if it is a fake smile. To add more effect, you can raise your eyebrows slightly to cover for the fake smile.

Faking Self-Confidence

There are several ways you can fake self-confidence using your body language. The thing with faking self-confidence is that the effect is not only felt on the people you are trying to manipulate or persuade; you eventually feel it too because, as I have earlier mentioned, your brain may assume that you are actually feeling that way and will send a rush of hormones to increase your self-confidence and decrease your stress level.

So, here are some quick body language tips to use to fake self-confidence.

Using Low Tone

Nervous and anxious people usually speak with high pitches and at a quicker pace, whether they are males or females. On the other hand, when you speak with a low tone and a slower

pace (not a dull monotone voice!), it conveys a sense of authority or power.

Here is a simple trick you can use to lower the tone of your voice. Before you speak, tighten your lips together and make a humming sound for about ten seconds. This will return your voice tone to its optimal pitch. Also, when you finish your sentences, remember to make your voice drop at the end. This will make your voice sound more authoritative. When your voice goes high as you finish your sentences, it conveys a question rather than a statement or an order. It will sound like you are seeking approval from the other person or people listening to you.

Assume the Power Pose

When you need a quick boost of self-confidence, stand upright with your legs spread apart and your hands on your hips. Lift your head like someone who is truly confident and stay in that position for about two to three minutes. This is the power pose; it has the effect of increasing your self-confidence and making you calmer, especially when you are going into a meeting that makes you nervous.

Claiming Your Territory

When you sit, place your feet firmly on the floor, and spread your arms on the table in front of you. You can even hang one hand behind the chair you are sitting on. This posture says you are in charge of your space. And even if inwardly you are not too sure of yourself, it doesn't show when you carry yourself in this manner. It is an excellent move to hide your inner fears.

Detecting Romantic Interest Through Body Language



How beautiful it would be if you could just recognize that someone was interested in you! It will make it easier, and you would know you had your facts right before going ahead to make a move. It is possible with the power of body language. However, if you are clueless about what body language means, you will miss even the clearest and surest signs of attraction.

Think about it. It is better and quite assuring to approach someone who is giving you unconscious attraction signals rather than going to anyone at random. You risk embarrassing yourself and making a fool of yourself with this.

One thing about body language is that it is hard to fake, except for people who know how to. Hence, if someone likes you and they are embarrassed to let you know, the signals from their body will be clear. It is left to you to pick up on those signals and make your move. If you are interested in someone, there is a probability you have had eyes on them for any such mutual attraction. You do need to know the signs to look for, so that you won't miss out on a potential romantic relationship.

Many times, the body subconsciously exhibits some characters that show you are attracted to another person. Knowing these signs can help gear up your dating game and sharpen your

discerning skills to know whether someone is genuinely interested in you or not.

Even if you are already in a relationship, you can ascertain the level of your current relationship to know whether your love is reciprocated or not.

Basically, the body signs of attraction pass across some messages, such as “I am harmless,” “You can talk to me,” “I come in peace,” etc. This might not sound very romantic, but it is an essential part of the mating experience. In the same way, if your body language reveals unavailability, people and potential romantic partners will pick up on the signs and stay away.

Body language works in a unique and mysterious way. At times, all body cues of attraction occur without real effort, except when the person is faking it. The body responds when you find someone attractive. A signal is received from the brain and is interpreted via body language. This is why the pupils dilate when you find someone you are attracted to. You want to have more of that person. I am pretty sure many people cannot control this.

Also, watch out if your heart is racing. There is a big chance your heartbeat will rise if you are with someone you like. In understanding the body language of attraction, we will explain two dominant body languages of attraction: blushing and mirroring.

General Signs of Attraction

This chapter will shed light on a classic body language that reveals attraction before going into specific obvious signs that show the attraction of either sex.

Watch the Face

If you like something, there is a big chance it will take much of your attention, the same with whatever catches your interest. As a result, anyone interested in you will likely make more eye contact or even steal glances at you. As much as possible, you will be in the person’s line of sight. When you

make eye contact, their eyes will sparkle and widen, and their pupils will dilate. When talking to this person, watch the eyebrows as well. It will be raised often.

Still, on the face, they will often smile even without a cause. It will be a genuine smile with wrinkles at the corners of the eyes, and their teeth will be slightly exposed.

Tilting and Tossing Their Head

If someone is interested in you, they will tilt their head slightly while talking to you. It is common to women, and it indicates general attraction, not necessarily sexual interest. However, if accompanied by other gestures, it could signify attraction.

Women, especially, will use the head toss tactic (i.e., a quick shake of the head to the side and getting it back to the original position). They play with their hair in the process in a bid to expose the vulnerable part of the body, the neck.

Adjusting Body Parts or Clothing Accessories

In the presence of someone we are attracted to, we try our best to look good. Thus, there is a big chance someone might be interested in the person if they always give out grooming gestures in your presence.

It could range from adjusting the belt, the tie, or other clothing materials. A lady will adjust their hair, apply some makeup, etc., anything to help make them look good.

Body Orientation and Attraction

A person standing far away from you will show clear signs of attraction via their body language.

The body naturally tends to lean toward what attracts it or what it wants to engage in. A person far from you but interested in you will orient their body towards you. Their position will be such that their shoulders are parallel to yours.

Check the Feet

Turning the body towards you might be uncomfortable and might spell out desperation, especially when you are close.

The person, in this case, might not turn their body towards you, but could turn their feet. Feet pointing towards someone could indicate an interest in that person.

At times, the person might be occupied with something else while one foot is turned towards their object of attraction. It is a sign they want to get out of what is keeping them, to join you.

Reduced Personal Space

There is an extent to which you allow people to move close to you when interacting. This extent, however, depends on the level of relationship that exists between the parties involved. The more familiar, comfortable, and attracted we are with someone, the easier it gets for us to allow such a person to come closer.

With the above in mind, if you find someone allowing you in their personal space without much resistance, there is a big chance they like you.

Having examined the common signs of attraction, we will move to specific signs of male and female attraction. We start with the female species.

Common Surefire Signs a Woman Is Attracted to You

Although it is quite easy for women to pick up on signs of attraction from a man, it is not always so for a man. This is because the signs that a woman gives forth are subtle, and you must be observant and smart as a man to pick them up.

You, however, must also get your facts right as subtle attraction signs from a woman might be an indication of being polite. We have presented small telltale signs that a lady is into you in many ways. We hope this gives you a head start so that you do not miss out on any potential date again.

Sustained Eye Contact

Exchanging glances are a positive sign that she is attracted to you. You might catch her stealing glances at you. When you caught her and she turned away in embarrassment, she is

definitely attracted. If eye contact is direct and spans for ten seconds or more, it is a good sign. A woman interested in a man will make long and seductive eye contact with you. Watch out for beaming looks as well, and it reveals that she obviously likes what she is seeing.

The pupils will also often be dilated if they are attracted to you. If you catch her glancing at you from a distance and she winks, it is a sure sign she's flirting with you and wants you to know.

Hands and Legs

There are many things that the body language of a female can reveal. A woman who is sitting and facing you with the legs crossed is attracted to you. She might be playing with something, like her jewelry or hair, or even touching her neck.

Watch out for fidgeting with the hands as well or any sign of biting her fingers. She could be constantly crossing and uncrossing her legs. It could, however, be either positive or negative nervousness. But whatever the case, her attraction to you is unconsciously controlling her.

Body Stance

A woman attracted to you will display confidence in relating and talking to you. Her pose, stance, and all will reflect it. Watch the way she stands. If the feet are wide apart, she's attracted to you.

A woman not attracted to you, on the other hand, will close off her body. Besides this, there will be a distance between the two of you.

Laughing

Laughing, giggling while making eye contact, and touching, are sure signs that the woman is attracted to you. One thing that a woman does to get your interest is to lighten the mood. She will make an effort to make you happy, relaxed, and receptive as she shows her interest in you.

Also, watch out for the way she receives your jokes. If you are not a funny person and you see her laughing at your bad jokes, it is a good sign that she is interested in you. You have to cash in on this.

Higher Vocal Tone

A woman will often switch to a high vocal tone in the presence of someone who catches her interest. The voice gets higher (in the acoustical tone and not the volume) in the presence of someone they like. These are tactics to exhibit her femininity, which she believes is attractive to her object of affection. If you already know her normal pitch and the voice is higher than that, it is a sure sign.

Touching Her Face

Pulling the hair back and revealing some bare skin, especially the one on the neck, is a sign of attraction. This gesture might be interpreted as showing you her vulnerability as she trusts you. Watch when she covers her mouth as well. It could be when laughing or when she is not talking. While these hand gestures might be out of nervousness, they also indicate attraction.

Watch Where She Faces

The body is naturally drawn to what attracts it. As a result, facing you is a good sign. While it might just be that she is giving you attention while having a conversation, watch out for other signs already discussed.

If you are in a group setting (for instance with other people), watch if she is facing you. If she is, coupled with other signs discussed above, then you surely have someone who has a crush on you. Other subtle signs that a lady is interested in a man are as follows:

- Gazing at you while pouting and licking her lips.
- Standing with her hips slightly tossed forward, emphasizing the hips.
- Displaying a delicate part of the body like the wrist.

- Finding a reason to touch you.
- Displaying efforts to make the hips wider and her legs slimmer by crossing the ankle (this will point her knees at you).
- Touching or rubbing her cheeks and looking at you.

Be sure to examine the context and make sure you have two or more signs of attraction before you make any move. They are mere signs, not a certainty.

When a woman is attracted to a person, she will seek eye contact. This eye contact tends to be rather brief as women are not interested in winning a staring contest. They just want to signal to the object of their interest that they are willing to be engaged.

Another telltale sign of attraction in a woman is related to her hair. If you see a woman playing or pulling on her hair when speaking to someone they like, you can be pretty sure that she is indicating a willingness to be engaged.

Also, women who are interested in a person will allow for closer physical contact. Any time a woman keeps people at an arms' length, it is a clear indication that they have no interest in them. By the same token, any time a woman avoids eye contact and tilts their body away from the person they are interacting with, it is safe to assume they are not interested in being engaged.

Women are generally focused on faces. What this means is that when a woman is attracted to someone, they will not only focus on their eyes but also their mouth. They generally tend to watch the other party's lips when they speak. This is an instinctive reaction based on their desire to find a strong and healthy mate. Consequently, healthy-looking eyes, teeth, lips, and skin are clear indicators that a person is in good physical condition.

Women also drop many hints with their arms and hands. A woman who is uninterested will almost always cross her arms and/or legs at some point. If you find that a woman is sitting

that way on a date, then the other party has a tough time ahead for him.

Conversely, if a woman is actually interested in the other person, she will sit or stand in a very 'open' position, that is, hands at her sides (or folded on a table) and legs uncrossed. Also, leaning forward while listening to the interlocutor is a good indication that they are interested in what the other person has to say. If they make direct eye contact on various occasions, then the combination of clues is virtually a declaration of intent.

Some women refrain from eye contact when they are genuinely attracted to someone. They may cross gazes but quickly look away or perhaps look down. In some cultures, this is the norm, as it is a sign of submission. Western cultures don't normally have such customs though women may still prefer to avoid eye contact in order to prevent themselves from being too obvious.

Additionally, women will allow some type of physical contact as a sign of attraction. For instance, they may lightly brush their hand up against another person's or they may even give the object of their attraction a gentle tap on the shoulder or arm.

While this is, by no means, an invitation for further physical contact, it is a sign that a woman is comfortable and ready to take the interaction to a more personal level. This type of light touching can be reciprocated by similar touching.

Finally, a woman's voice says a lot about the way she feels. Women tend to speak with a higher pitch when they are in the presence of someone they are attracted to. Also, they may raise the tone of their voice in order to be 'noticed' by the person they are attracted to. In one-on-one interactions, don't be surprised if you see a woman speaking somewhat faster. However, if she begins to slow down, then that might very well be a signal that she has lost interest.

Common Surefire Signs a Man Is Attracted to You

Unlike ladies, the signs of flirting and attraction tend to be pretty more apparent in a man. Since men tend to be daring and, by societal values, are expected to speak their minds and make the first move.

He Tries to Appear Nice

On sighting you, he tries to make adjustments in his appearance. He smooths his hair, adjusts his tie, and buttons his coat. These are signs that he is surely attracted to you. He makes sure he appears presentable and likable before you come into view. He checks for food in his teeth, uses a breath mint, etc. Putting extra care in his appearance, especially if he's the nonchalant type, is a sign he is attracted to you.

He Puts His Best Foot Forward

A man who is really interested in you will show confidence when interacting with you, provided he is not reserved. You will see him flexing or puffing up his muscle during the interaction. In a bid to make the chest look broader, he will stand up straight and tall. If he emphasizes too much on his body parts, he surely wants you to notice his physique.

Look for Signs of Fidgeting

This is common with shy guys. Watch out if he fumbles with his button repeatedly. He might also play with his watch or jacket. He might find it difficult to stay calm and still in your presence. This is a good sign that he is attracted to you.

Uninterrupted Eye Contact

The eyes will give out the clues if he is interested in you. If you catch him stealing glances at you often, he does like you. Be sure to watch out for the dilation of the pupils. It is what happens when someone sees what appeals to him.

He Tries to Get Closer to You

When you like someone, you do everything in your capacity to get closer to them. You try to get their attention and maintain it for as long as possible. The way he carries himself and communicates with you will be unique if he's interested. He

will talk to you on what you love, and the conversation will revolve around making you feel important.

This is not surprising as people love being the center of attention. Hence, if a man strikes this kind of conversation, he might be attracted to you.

Men are a lot easier to read, as they tend to be far more overt about their interest in someone. They will generally seek the object of their interest and engage them in some manner. Typically, men will try to engage the other party by displays of strength, wealth, or status. These are signs that they are providers or protectors. In short, men try to position themselves as the best possible mate their object of interest can find.

Some general guidelines include direct eye contact, tilting their body towards the person they are attracted to, and seeking constant physical contact. The latter generally tends to make most women uncomfortable, as unsolicited physical contact can get rather awkward quickly.

Other not so subtle hints that men drop are following the object of their affection around, placing their hands or arms as a sign of possession and with frequent restlessness. In fact, fidgeting is a clear indication, as it is a sign that a man is nervous in the presence of whom he is attracted to.

In addition, some men might go silent (remember the freeze response?) and even fail to react in the presence of the object of their attraction. This reaction is partially due to the freeze response, but it is also due to the fact that some men freeze up when they don't know what to do or how to react.

This is why you see most dating advice that is oriented to men focus on what to do and what to say in various situations. What this does is that it eliminates a man's reliance on his wits by providing him with a set of tools. These tools are certainly useful though they may not be universally applicable.

One common method used by men is to approach and pull back. This method consists of approaching someone they are attracted to and then pulling away. Then, they will engage and withdraw until they are able to make progress, say, go on a first date. The logic beneath this approach is that men tend to come on very strong when they are attracted to someone. As such, this approach allows them to find a balance between displaying their intentions and giving the object of their attraction some space.

Conclusion

This theory of personality types is that you are born with, live with it, and you will die with your personality type. The personality type will evolve and develop over time. You might choose to apply or use it differently on your experiences. But personality type will often remain the same throughout your life. By understanding the personality types fully, you can learn to appreciate yours and recognize your weaknesses and appreciate your strengths, as well as those of other people around you

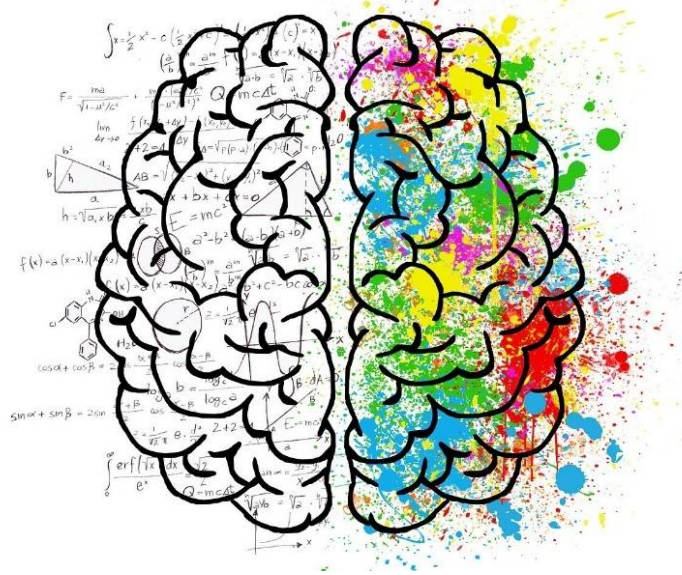
Accepting this about those around you and yourself, not only can enhance your capability to work more successfully with your workmates, but with everyone you interact with.

Personality types help you to understand a person deeper in their personality, and it will assist you in analyzing people more easily, giving you an upper hand when you encounter them.

When you learn how to analyze people in the right way, it helps in your personality development in the long run; personality development assists you to stand out from the rest. It plays a greater role in enhancing your communication skills. People ought to master the aspect of expressing their feelings and thoughts most appropriately.

Personality development molds you to a confident person who is much respected and appreciated wherever you set your feet. It assists you to instill positive values like willingness to learn, eagerness to assist others, friendly nature, punctuality, and flexible attitude.

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The Dark Psychology of Persuasion

The Art of Manipulation. How to Influence People. Hypnosis Techniques, Subliminal Secrets and Analysis of Body Language

© Joseph Griffith

Introduction

Did you know that persuasion occurs much quicker than influence? You will also usually come up first with a strategy for persuasion, because influence might end up happening without even trying. To be good at persuasion you have to practice. Since sometimes you only have one shot, you have to make sure that you are not going to ruin your chance to be persuasive.

Influence can make it easier to convince someone of something or to recover when you have failed to do it. If you persuade someone to do something, and get caught and labeled as a manipulator, it can ruin your credibility. Not all forms of persuasion are bad, but some people are wary that you might be trying to control them, so if done the wrong way, it can make them turn away from you.

Even a thirty-second ad can be persuasive. There is no time limit that says how quickly or how slowly you can persuade someone. You might have a year to persuade someone to move to a different neighborhood, or you might only have a minute to persuade them to sign a lease for a new apartment.

In either scenario, the right persuader would have no problem trying to convince the other person to do what they want. If something takes too long, however, it might turn into a form of influence, or you might just have to find a different way to be persuasive.

Sometimes you do not even have to say anything; just a look can be enough to persuade. Someone might be trying on a certain outfit, and without saying that it makes them look bad, the look on your face can be enough to make them realize they should choose something different.

At the same time, we also have to look at how not saying anything can persuade someone to make a certain decision. If someone talks about wanting to do something, and you give them a simple head shake, they might be persuaded not to

follow through with this at all and rather try something else instead.

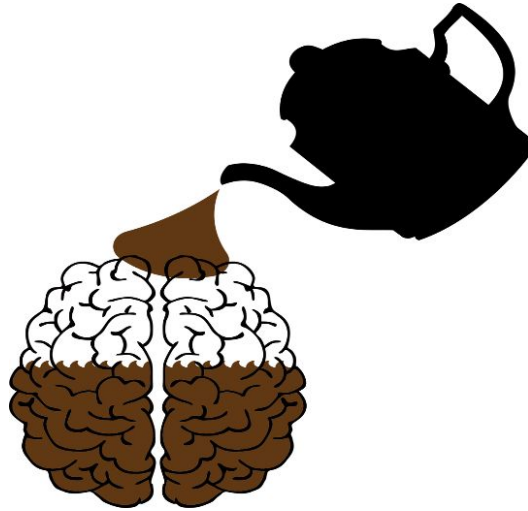
Even though it can be short term, moments of persuasion can have long-term effects. If you did persuade someone to sign a lease within a short period of time, that lease could be for twelve months and that person is now committed to a certain apartment. Before you attempt to persuade, you have to ensure that it is going to be mutually beneficial for both parties.

You do not have to have a close relationship with the person you are persuading. Sometimes we can persuade the salesclerk to give us a discount, or we can persuade a customer to go through with a larger sale. While influence requires a longer-term relationship, persuasion can be accomplished from the moment you meet someone.

You must be a persuasive person in order to carry through the motivation for a choice one way or another. If you come off as untrustworthy or someone who is not authentic, it is going to be harder to be persuasive. Persuasiveness comes naturally for some, but it can certainly be learned by even the most suspicious-looking people.

Influence occurs with people who might have been admiring the influencer for a while, so it is easier to become influenced by them. Persuasion requires a little more work. You do not have that trust to fall back on, so you have to make sure that you are building an authentic case for yourself.

Persuasion and Dark Psychology



When people think about persuasion, many different responses will emerge.

Some might think of the commercials they see around, advising we buy a specific product over another, while others think of persuasion in regard to politics and how candidates might try to influence the voters' opinion to get their vote. Both are examples of persuasion because the message tries to change the way the subject thinks.

Persuasion can be found in everyday life, and it is a beneficial force, as well as a significant impact on the subject and the community. Advertising, mass media, legal decisions, and politics will be affected by how persuasion works, and in turn, it will encourage the use of the subject. As can be seen, there are some crucial differences between persuasion and other types of mind control.

Brainwashing and hypnosis will need to be based on isolation to change their minds and identity. Control will also work on just one individual to get to the final goal. While persuasion can be done on one subject to change their mind, it is also possible to use persuasion on a bigger scale to persuade an entire group or even society to change what they believe. This can make it a lot more effective, and perhaps unsafe

because it can change the minds of lots of people at one time rather than the intention of just a single subject.

Many people fall under the fallacy that they are unsusceptible to the effects of persuasion. They think that they would have the ability to see any sales pitch that is thrown their way, whether the representative is giving an item or some originality, after which they can comprehend the circumstance that is going on and discover the conclusion through their reasoning.

In some situations this is going to be real; no one succumbs to everything they hear, they use logic, specifically if it goes totally against their beliefs, no matter how intense the argument might be. Also, most people will be able to avoid the messages about purchasing televisions and expensive automobiles or the most recent item on the market. Most times, the act of persuasion is going to be far more subtle, and it can be more challenging for the subject to form their viewpoints on what they are hearing.

When persuasion is brought up, most people may see it in a negative light.

They will think of a conman or a salesman who is trying to convince them to change all their beliefs and who is going to push and bother them till the change takes place. While this is one way to think of persuasion, this procedure can often be used in a positive way rather than in a harmful way.

Public service campaigns prompting people to stop smoking or to recycle can be forms of persuasion that can improve the lives of the subject. It is all in how the procedure of persuasion is used.

Aspects of Persuasion

Like other forms of mind control, there some aspects to look at when it concerns persuasion.

These elements help specify what persuasion is. According to Perloff, persuasion is defined as “A symbolic process in which communications attempt to convince other individuals to

change their habits or mindsets concerning a concern, through the transmission of a message in an atmosphere of complimentary choice.”.

This is one of the essential things that make persuasion different from the other forms of mind control; typically the subject could make their own free choices, even if the strategies of persuasion try to shift the subject’s mind with some specific instructions.

The subject can choose which way they wish to think, if they want to buy an item or not, or if they feel the evidence behind the persuasion is strong enough to change their minds.

Component of Persuasion

There are a couple of parts present in the persuasion that assists in specifying it even further. These elements consist of:

Persuasion is Symbolic.

This means that it uses images, words and noises to get the point across. Persuasion will include the representative intentionally trying to affect the subject or group. Self-persuasion is a significant part of this process. The subject usually is not pushed, and instead they are offered the flexibility to pick their decision. There are many ways that convincing messages can be transferred, including face to face, web, television, and radio.

The communication can also take place nonverbally or verbally.

Let’s consider these points critically.

The first element of persuasion is that it needs to be symbolic.

To persuade somebody to think or act in a particular way, you need to show them why they ought to change their thoughts. This is going to include the use of words, sounds, and images to get the brand-new point across. You can use words to launch an argument or arguments to show your position.

Photos are an excellent way to show the proof that is required to encourage someone to go one way or the other.

Some nonverbal hints are possible, but they are not going to be as effective as using words and images.

The second secret is that persuasion is going to be used in an intentional order to affect the way others are believing or acting. This is quite obvious; if you are not deliberately trying to influence others, you are not using persuasion to get them to change. The persuader is going to try various ways to get the subject to think the same way that they do. This might be as simple as having a dispute with them or presenting proof that supports their perspective.

On the other hand, it could get far more involved and consist of more misleading forms to change the subject's mind. More about the strategies that are used in persuasion will be discussed later in this chapter.

The unique feature of persuasion is that it allows some kind of free choice. The subject is permitted to make their option along the way. For the most part, no matter how difficult somebody tries to convince them of something, they do not have to go for it. The subject may listen to a thousand commercials about the very best cars and truck to purchase. However, if they do not like that brand or do not need a new car at that point in time, they will not buy it. If the subject is against abortion, it is not going to change their opinion no matter the number of people that come out to say how great abortion is. The subject most likely will not change their mind. This allows many flexibilities of options than what is discovered in other kinds of mind control, which might describe why lots of people do not see this as a kind of mind control when asked.

Persuasion is a kind of mind control that can happen in various ways. While brainwashing, adjustment and hypnosis have to occur on face-to-face basis, and in many cases in total seclusion, persuasion can occur in other ways. You can discover examples of persuasion all over the place consisting of when you are talking with individuals you know, on the Internet, and through radio and TV. When verbal strategies are used, it is also possible to supply convincing messages through

spoken and nonverbal means, although it is much more effective.

Over time, persuasion has been able to alter and progress from its first start.

Persuasion has been in existence for several years; it has been in existence since the time of ancient Greece.

This does not mean that the art and procedure of persuasion are precisely the same as it was way back then.

In truth, there have been many changes made to the art of persuasion and how it is used in modern-day. Some of the crucial elements of contemporary persuasion will be talked about in this chapter.

Modern Persuasion

Five ways that the use of modern-day persuasion is different from how it was used in the past.

These five ways include:

In ancient Greece time, persuasion was employed in composing and in disputes among the elites. The incidents of persuasion were not a big deal, and you would not see them very frequently. In modern times, it is difficult to go out without receiving some message of persuasion. Think about the diverse types and sources of ads that are out there; the average adult will encounter as much as 3000 of these every day. There are always individuals knocking on your door trying that you purchase something, that you accept their concepts, or you try out something new. Persuasion is far more part of modern life than it has been at any other time in history.

Persuasion travels quickly: back in ancient Greece it could take weeks or more for a persuasive message to go from one point to another. Since most individuals would not get the message, the effect of persuasion was very restricted. Many acts of persuasion needed to be carried out in the context of face-to-face interactions. In modern times, convincing

messages can cover a big range in barely no time at all thanks to the internet, radio, and TV.

Political candidates can reach all their constituents in just seconds, and any message can be spread out comfortably. When it can be spread quickly, persuasion takes a more prominent role.

Persuasion could mean lots of money: now that companies have discovered the power of persuasion, they are doing everything they can to make it work for them. The more effective they are at convincing customers to buy their products, the more cash they will make.

Some business are solely in convincing process, such as public relations business, marketing firms, and ad agencies. Other companies could to use the persuasive ways given by these businesses to reach and exceed the sales goals that they wish to achieve.

Persuasion has become more subtle than in the past: In the beginning of persuasion, the agent would say their views out loud for the whole group to hear, with the hopes of getting them to change their minds. Those days are over, and the process of persuasion has ended up being more discrete. While it is possible to discover acts of persuasion that are still extremely loud and in your face, such as in some types of marketing, lots of others go a more indirect route.

An example of this is when companies craft a specific picture of themselves, such as being friendly, to get consumers to buy their items.

You may also discover that instead of entering an argument with your good friend about attending a party, they will use peer pressure or list some facts to get you to come with them. Regardless of being more subtle, persuasion is still as reliable today as it has ever been.

The process of persuasion has ended up being more intricate: Other than persuasion being more subtle and sometimes more

challenging to explain, it is also ending up being more intricate.

The subject being targeted is more varied than in the past. Now they have more options, it is not only a shop in town to purchase everything they need, but now they can pick from different stores, from the hardware store to the grocery store and the clothes store.

On top of that, there is often more than one option for each of these shopping classifications. All these make it harder to discover an excellent convincing message for the customer or any other subject.

Why is Persuasion So Important?



Persuasion is something that we experience on a daily basis. We are going to be persuaded by friends and family to help out. We are going to see a ton of advertisements from companies that want to persuade us to buy their products and not the competitor's. We see persuasion so often that it is sometimes hard to realize that it could be bad, and that a manipulator could try to use this against us.

How does one get people to think and behave in a different manner and to follow their path? There are going to be a lot of subtle ways that you can press your agenda without turning everyone off and making it seem like you have some bad agenda in the making. When it comes to persuasion, Robert Cialdini is well respected for some of his ideas on persuasion and how to do it successfully, whether your intentions are good or not.

According to Cialdini, there are six principles that can be used to help out with the ideas of persuasion, and these six principles are going to include:

- **Reciprocity:** This is where you will do a small favor for someone, and then right away ask them to do one back.

- Social proof: This is when you convince the target to do something because it is popular, and everybody is doing it.
- Authority: Your target is more likely to do something if they believe you are an authority on that topic.
- Likeability: If you can become likable and they see you as a friend, they are more likely to do what you ask.
- Scarcity: This is the fear that an item is going to be in short supply, so they want to get it.

Understanding Persuasion and its Significance

The main aim of every negotiation is to come to an agreement about an issue. In coming to that agreement, a major skill you need is persuasion. You should be able to persuade and convince the other party to agree with you.

Being good at persuasion is a vital part of a successful negotiation. It is a very important skill that you and everyone who intends to have fruitful negotiations or who intends to exert some influence over others should have. Persuasion is effectively marketing and selling your point of view to the other party. You have to persuade the other party to understand your point of view and to even accept it.

As an entrepreneur or an individual going into a negotiation, you should be able to convince others to accept your ideas or your position. For example, it is persuasion what would help you get your employer to increase your salary when you are negotiating a raise, and this would only happen if you can convince your employer about how valuable you have been and how a salary raise for you would be beneficial to both you and the company.

Persuasion is mostly giving people reasons why they should do something in a way that they would be convinced to do it.

Contrary to what people believe about persuasion being a talent, it is a skill that can be learned and can be honed through

practice. If you are still in doubt about why persuasion is important in negotiation and why you need to learn how to persuade people, here are some reasons.

Changing Mindsets

This appears to be the most apparent benefit of persuasion; however, because of how important it is, it needs to be restated.

When people come to the negotiation table, they come with their beliefs, mindsets, and attitudes. Now, sometimes, these beliefs or mindsets do not favor you, and this means you have to change them through persuasion.

The mindsets or beliefs do not even have to be about the negotiation or the issue at hand. Sometimes they are about you, and you can use persuasion to change the way the other party views you.

For example, a former negotiation with an earlier client earned you a bad reputation in the industry; the status of an astute businessperson who everyone should be wary of when doing business. Now, when people have to do business with you they are very careful, and they are always on the defense so much that the negotiation process rarely goes smoothly. With persuasion, you can convince the client that your reputation is false. You can influence them to stop being on the defense, and you will end up having a smooth negotiation process and getting the best possible outcome.

Dispute Management

Paul is in a negotiation between the IT company he works for and a prospective client. A tactless colleague at the meeting has just said something the prospective client finds really annoying. Tempers are flaring; words are being exchanged.

Paul decides to step in and do something. At the office he is known as a tension diffuser who is able to influence people to agree with him. He calmly speaks to the client and then to his colleague. Apologies are exchanged, and everyone goes back to do what they were doing earlier.

When you have the ability to persuade people, you will be able to deal with any disputes that arise while you are negotiating. Sometimes deals do not go through because they are open or latent disputes or rising tensions, and the two parties have gotten to a point where their judgment is clouded by their emotions. It takes the skill of persuasion to handle this and ensure that everyone goes back to the negotiation table and that the deal is made.

This benefit of persuasion is particularly important because you should build relationships that leave room for further negotiation and business transactions after the initial negotiation.

Greater Sales

Stella is a businesswoman looking to sell her products. However, she is not getting much when it comes to getting customers buy her products. Also, there are competitors who have established brands in the industry and that get most of the purchases. Stella wants customers to support her business. She wants customers to buy her products. Not only is Stella looking for new customers who have not purchased a similar product, but she is also hoping to get some of her competitors' customers. She needs to convince them customers to buy her products.

When you are promoting your product or service to a customer, your ability to persuade them to see reasons why they should patronize you is a vital part of your making a successful sale. You need to be able to convince your target market that you understand their needs, and that you know how to provide great solutions to those needs.

Persuasion during sales will help you show the customer the merits of giving you their money. Persuasion is important for negotiating even the price that will be paid by the customer. If you want to make a sales deal happen, learn how to be persuasive.

Career Advancement

Everyone wants to grow. Whether it is moving to a new job or getting a promotion and a pay raise, career advancement is always welcome.

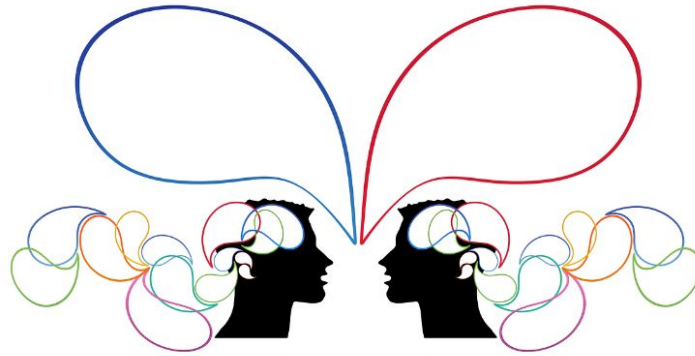
Career advancement also involves some negotiation. From negotiating your salary to negotiating a promotion and a pay raise with management; you need to have good negotiation skills to get what you want.

When it comes to getting your desired outcome as far as advancing your career, persuasion plays a significant role. If you are applying for a new job, you should be able to persuade your prospective employer to increase the initial offer that was made and to pay you either the amount you are asking, or something close. If you already work at a firm and you would like to take on more responsibility, you would like to be promoted, or you want a pay raise, you need to be able to convince the management of the firm to get what you want.

One good thing about persuasion is that its effects are not limited to a single person. You can use it for large audiences. If you are trying to pitch a product or service to a room full of potential investors, beyond persuading one person to invest in the product, you can persuade all the potential investors to make you great offers.

After discovering how persuasion can be beneficial to you, you should learn the types of persuasion. Learning the types of persuasion is a step in the right direction when it comes to learning how to use persuasion as a valuable skill while negotiating.

Techniques of Persuasion



Persuasion techniques can often go under other names and be referred to as persuasion techniques or persuasion strategies. There is no way they can be used to encourage somebody to think or act in a particular way.

The representative might talk to the subject while giving evidence to change the subject's mind, they could use some force or pull they have against the subject, and they can perform some services for the subject, or use other tactics.

This chapter will enter into more details about the different approaches of persuasion that are available and how each of them may be effective in the process of persuasion.

Use of Force

Depending on the situation, the representative might choose to use some force to convince the subject to think like them. This may happen if the ideas do not match up correctly, regular talking is not working, or when the agent is becoming frustrated or upset with the turn of the conversation.

Force is often used as a type of scare tactics because it provides the subject time to think rationally about what is going on when a regular conversation takes place, compared to the force that will be used when the representative has had less success using the other means of persuasion that are given. However, starting with power, in some cases, is excellent.

Sometimes, force may be used if the agent seems like they are losing control or when the subject can present inconsistent evidence to the agent, and the agent ends up being angry.

When it comes to the procedure of persuasion, it is not often the best idea to use force because many subjects will see the use of power as a hazard when they see that the representative will not offer other options to their demand.

The whole appeal of persuasion is that it left the subject with a choice. However if force is involved the liberty of option is gone, and the subject is more likely to feel threatened. If they feel threatened, they are less likely to listen and think about anything the agent is saying; therefore, the process may not proceed because of these reasons.

The use of force is generally dissuaded, and it should be avoided in the process of persuasion, unlike the other forms of mind control.

Defense of Influence

Another technique that can be used to encourage the subject to lean a specific way is to use the weapons of control.

Weapons of control that can make the agent effective in their purpose are commitment, reciprocity and consistency, material evidence, scarcity, preference, and authority. These six weapons of influence are very crucial to the representative, considering that they are part of the process of change in their subjects.

Reciprocity

The first weapon of control is the principle of reciprocity. This concept postulates that when a single person, the agent, gives the other person, the subject, something of value, the subject will try to pay back in kind. This generally applies when the agent performs some type of service, the subject will feel they have an obligation to render a comparable service to the agent for a long time. While the two functions might not equal, they have the same kind of worth so that the responsibility of each is equated out.

The act of reciprocation winds up, producing a sense of responsibility in the subject, which the representative will use as a powerful tool when they wish to use persuasion. The rule of reciprocity is very efficient because it assists the representative get the subject into the right mindset by instilling and subduing the subject with a sense of commitment. The representative may likely get the subject persuaded to do or act a particular way because the subject will have that sense of responsibility hanging over them.

Another advantage for the agent in using reciprocity is that it is not just a moral standing that will put the obligation on the subject; it is also a standing that is held up by social codes. The agent does not need to worry whether the subject will return the favor if they do not feel like doing so, the agent has some tools available to get this action.

As a community, people do not like individuals who are irresponsible in returning a favor or payment when they are given a free gift or service. If the representative does not feel like the subject is going to pay back to them, they will be able to inform the social group. They can tell other buddies or colleagues how they favored for the subject, but the subject did not return it when it was needed. Now the agent has forced social requirements on the subject, making it look like they will urge the subject to do something.

For the most part, the subject will be more than happy to reciprocate to the agent without requiring any outside forces. When the favor is given, the subject will begin to look for ways to pay back the agent not to seem greedy or self-centered. The representative will then have the ability to supply an option to the subject on how to repay this debt; the subject will feel appreciation at having this easy option and will likely go the way the representative desires.

Consistency and Commitment

The next weapon of control is commitment and consistency. The agents need to use both of these if they wish to convince anyone to change their point of view. They are much easier to

understand and can assist the subject in making their choices much better when things are consistent. It refrains from doing well for the agent to change the facts that they are using continually or to change other info that is needed to help the subject process the details. Instead of assisting with the procedure of encouraging, always avoiding consistency is going to make the representative appear like a phony and someone who cannot be trusted, leading to the failure of the persuasion process.

Consistency is one of the most crucial aspects of the persuasion procedure. This is because:

Consistency is highly valued in society: most times individuals like to have things remain a certain way. While there is much variety in day-to-day life, individuals feel safe knowing that everything will stay pretty constant. It allows them to remember what has happened, know what to expect, and be prepared if any changes occur.

If there were no consistency, things would be hard to plan, and there would always be confusion walking around. If you want to encourage a subject on a particular item, then you should ensure that your facts correspond and make sense to them.

Consistency results in benefiting the everyday life of most individuals. Have you ever tried to prepare a day when something unexpected shows up?

It can make things difficult and it may wind up feeling like a disaster. Individuals like consistency because it allows them to understand what will happen and what to do. They know when it is time to eat, when it is time for work, and when other things will happen throughout the day.

Consistency provides a shortcut that is very important for daily problems. Life is hard enough without needing to include other things that do not make sense. When people can have eternal experiences, it makes things easier.

Consistency gives the subject the ability to make the right choices and to process details. They need to be sure their

message is consistent if the representative wants to be successful to persuade the subject. There is no room for wrong proof that can appear later and mess up the entire procedure. Keep the facts concise and sincere, and it is far better for convincing the subject.

Something that connects consistency is the act of commitment. To understand that the subject is convinced, it is essential to have some type of commitment in place.

In marketing, this can mean that the subject is going to buy the product, or in politics that the subject will vote for this candidate. It varies depending on the nature of the persuasion.

According to the principle of consistency, if an individual makes up his mind to do something, either in writing or verbally, they are likely to honor the decision they made.

It has been found that this is more real in terms of written commitments given that the subject will be more concrete emotionally, and there is some strong evidence that they accepted the dedication. This makes a lot of sense; many individuals will guarantee that they will fix something or do something, just to reverse and refrain from doing it. Some people will do what they said, and they are more likely to do it if said than not promising at all; however, it is still tough to get the results that you desire in this way. Also, there is no chance to back it up given that an oral agreement will just end up being that he said and no one would win. On the other hand, if the representative can produce a dedication from the subject, they have the proof they need that the important things have been done.

The factor that it is so important for the representative to get the subject to agree to a dedication is because, as the subject dedicated to the brand-new attitude, they have more propensity to act in such a way that is fitting to that commitment. After that point, the subject will advance and begin to participate in self-persuasion for the cause. They will supply themselves in addition to others with many reasons to support the

commitment to avoid any issues with the agent. If the representative can work on that point, the representative will have a lot less work to handle.

Social Proof: Persuasion is a type of social interaction, and therefore it is going to follow the social rules where it is happening; the subject is going to be influenced by the people around them.

They will be willing to do what others are doing instead of doing their own thing.

The subject will base their beliefs and act according to what others are doing around them, how these same individuals act, and how they believe.

If the subject grows up in a city, they are likely to act like others who are from that city; on the other hand, those who grow up in a very spiritual neighborhood might spend most of their time praying, learning, and helping others.

Under this belief, the saying “the power of the crowd” can be true. The subject is going to know at all times at other individuals around them are doing. In this country it has nearly become a fascination to do what others are doing, even though people will say how they want to be different and be an individual.

Do what others are doing can be shown with an example. If the host says, “Operators are waiting, please call now,” the subject may feel like there are operators sitting there because no one is calling them for nothing. This will make the subject not to call because they figure if another person is not calling, then they should not either. If the host just changes some words and instead says, “If operators are busy, please call again,” there can be a different result. The subject is now going to assume that the operators are hectic with the calls of many other subjects, so the product needs to be excellent. The subject will likely call at once and not postpone it.

The Persuasion Technique of Social

When there are many similarities, the evidence is most effective in scenarios where the subject is not certain of what to do or in situations that are not clear and have multiple options; the subject will comply with what others around are doing, because the choices are so similar that any of those will work, and they will assume that the decisions others are making are the right ones.

The other way social evidence can be used is when there are some resemblances. For example, the subject is far more likely to change and adhere to those who resemble them in some way, if there is someone who resembles the subject that supervises. The subject is expected to listen and follow them more than if the individual in charge is different from the subject.

The representative will have the ability to utilize the idea of social evidence to help with the persuasion. The first method they can do this is enjoying the wording that they are stating. With the example given of the video game program, both of the quotes were saying the same thing, however by changing the phrasing they came up with two different meanings. Neither of them was a lie; they were just efficient at generating different reactions. If the representative has the ability to view the word, they can elicit the right action out of their subjects and encourage them to follow the same concepts.

Also, the agent will discover that there will be more success if they can get those similar to them to share in the idea. This is the reason politicians will try to project groups with concepts similar to them. They will customize their ideas to make them more attractive to these new groups if they need to reach a larger group.

Connecting representatives will try very hard to get the subject to like them. There is a fundamental reason for this; if the subject likes the representative, they are most likely to state yes to them.

Two primary factors will contribute to how well the subject likes the representative. The first one is physical beauty and

other similarities.

For the first one, if the agent is physically more attractive to the subject, they are going to be more persuasive because they can get what they want more quickly while also changing others mindsets. This beauty aspect has been proven reliable in sending beneficial messages that the agent might have, including talent, kindness, and intelligence. This all works together to make that an appealing person will encourage the subject more quickly.

The second element, resemblance, is more straightforward. It says that if the subject resembles the agent, they are far more likely to address in the affirmative to what the agent is asking. This procedure is quite natural, and most times the subject will not have to think of whether it is the best thing to do when they like and resemble the agent.

Authority

Among the ways the agent will be able to convince the subject is to end up being an authority. There is a propensity in many individuals to think that what a professional says on a subject is real. The subject is more likely to take pleasure in listening to a credible and educated agent; this implies that if the agent can bring these two things to the table, they are on their way to listen and believe them.

There have been studies to demonstrate how this authority method can work to persuade the subject to listen to what the agent wants to say; the study done was referred to as the Milgram research study and was an entire series of experiments began some years back. The participants included two subjects, and each was positioned in different rooms.

The first subject was attached to an electrical harness that might give electric shocks. The second subject was advised by the representative, who was dressed in a researcher's coat and looked an authority, to ask the first subject questions and to penalize them each time their answer was wrong.

The second subject was asked by the agent to give electrical shocks that came from a panel under the second subject's control. After administering a shock, the second subject had to pick the next time the highest voltage, and would continue to do this until high voltage of 450 volts was reached.

Something that was not known to the second subject was that the first subject was just a star who was making up the pain; this very first subject was not receiving any electric shocks. The experiment was conducted to see how well the second subject would follow someone in authority, not harming somebody on purpose. The declaration that went along with this study was, "When an authority tells regular individuals it is their job to deliver harm, just how much suffering will each subject be willing to cause on an entirely innocent person if the directions come from above?" According to this research study, most of the second subjects wanted to offer as much pain to the first subjects as it was available if an authority figure of some sort directed them. This led to the conclusion that most subjects were prepared to cause pain to others.

When it comes to persuasion, pain or discomfort is not something that is needed at all times to change the way that individuals think.

This research study was just an illustration of how the subject is going to respond to the agent if the agent can prove they are kind of authoritarian persons. Keeping this in mind can help the agent to reach their program.

Shortage/Scarcity is another kind of persuasion that individuals might be familiar with but is often ignored. When an item or idea has a limited schedule, it is most likely to be given a greater worth. According to Cialdini "people desire more of what they cannot have." When, while this might sound like it is describing a kid who is attempting to get into the cookie jar and they are told no, it can also describe how regular adults will act. The context is going to matter also when there is concern of shortage to consider. This simply means that within specific settings, the idea of deficiency may be a benefit.

The representative of persuasion will have the ability to use the concept of shortage to their benefit. They will have to find a way to make the subject believe that the item is limited, by explaining why that product is so unique and what it does that nothing else can do. The agent will need to work on their subject properly. The representative can also choose to go the other way; rather than discussing what the customer will get with the product or idea, they can explain what they will lose by not having the product. The agent could say something like, “you will lose \$5” instead of going with “you might keep \$5”.

This is just another way that the representative will have the ability to make something look like it is scarce.

There are two reasons this principle of deficiency works. To begin with, when items or products are difficult to get, they will generally get more value. The more worth an object has, the much better quality it will seem to have, even if this is not real. The second thing is that when something is not available, the subject may think that they are going to lose the opportunity of getting it in the future. The subject will start to give more worth to the service or product that is scarce, just by considering it is going to end up being harder to obtain when it gets scarce.

The idea behind this principle is that the subject is going to want the things that run out of their reach. If a product is easy to get, no one will desire it as much as when it is harder to get. If the representative can plant the concept that their ideas, products, or beliefs are hard and scarce to come by, they will have a higher chance of seeing success in their persuasion efforts.

Persuasion Techniques

If the representative wishes to succeed in encouraging the subject into something, they are going to have to develop some strategies that will assist them out. Each day the subject is going to be confronted with a different persuasion. Food makers will work to get the subject to buy the brand-new items, or more of the old, while studios will advertise their

most current blockbusters. Since persuasion can be discovered nearly anywhere, it is going to be very difficult for the representative to know a way to impress their perspective on the subject.

The methods that come with persuasion have been observed and studied for some years, all the way back to ancient times. This has been done because influence is so beneficial to a broad range of different people.

The official research study of these techniques has grown to start in the early 20th century. Since the final objective of using persuasion is to convince the subject of a given argument, internalize it, and after that embrace it as their new attitude, there is a great deal of value in finding which strategies of persuasion are the most effective. The three most valuable persuasion techniques that will be treated in this section are: producing a need, appealing to social needs, and using packed images and words.

Develop Need

One of the ways the agent will use to get the subject to change their point of view is to create a requirement, or they can appeal to a need that currently existed in the subject. This type of persuasion will interest the subject if appropriately done; this means that for the agent to be active, they will need to attract the fundamental requirements of the subject, such as their requirement for self-actualization, self-confidence, food, shelter, and love. The reason for this is because the subject is going to need these things, the technique is going to work perfectly.

Food is not something we can do without for long. If the representative can persuade the subject that their shop is the best or that by changing their beliefs they could get more food or shelter, there is a higher possibility for success.

Attracting Social Needs

Secondly, the representative could influence to the social needs of the subject. While social needs are not as effective to

use as the primary needs, they are still a valuable tool that can be used. Individuals like to be desired and be part of the crowd. They want the status that some products can give them and to feel like they belong in higher social standing.

The concept of appealing to the social requirements of the subject can be discovered in most television commercials; in them the viewer will be motivated to buy a product so that they can end up being widely known or be much like everybody. When the representative interest the social requirements of the subject, they can reach what may interest the subject.

Utilizing Loaded Images and Words

When it has to do with persuasion, the choice of words can make all the distinction. There are various ways to say the same thing; however, one way may lead the subject into action while the other not. When it comes to using persuasion, saying the ideal words, the right way is going to make all the difference.

Persuasion is a powerful tool of mind control typically underestimated and neglected. Possibly this is because it offers more choice to the subject compared to the other kinds of mind control. In the other options, the subject is forced by the representative into submission, often in isolation, and while doing so ends up not having much choice in what is going on.

In regard to persuasion, the facts remain that the subject can comprise their mind, even if the circumstances are placed in a particular way to show them in the best light.

How Persuasion Impacts our Life



Have you ever asked yourself why there are some people, and even situations, which can persuade us so much more than others? But here is one thing that most of us do not know. How persuaded a person can be has something to do with the state in which they are in. if you are alone, hungry, tired, or just in need of something very important, then you can be more persuaded? It is easy to have a desperately thirsty man do anything you need in exchange for a glass of water.

Therefore, ensuring that your primal physical needs and emotions are met in a satisfying manner puts you at a position where you are less quick prey to being cheated by those who appear to just offer empty promises. These people might also be expecting too much in return for the little favor they could give you.

Anybody or anything that appears to meet your emotional needs will appear very persuasive to you.

You will be wrong to think you can easily notice when someone is trying to persuade you about something, but a good number of these needs are very subtle, and we are usually not so conscious about them. According to Robert Cialdini there are six principles of persuasion. These principles make the whole point that being persuaded is not necessarily a

bad thing as others might think. If you are able to persuade a person to wear a safety belt when in a car, or not to drink and drive, then persuasion can be a great thing.

However, when we take time to consider some of the awful things that people have been persuaded to do by their leaders, then it becomes apparent that understanding the psychology that is behind persuasion is very important for all. But the truth is that the six principles that were introduced by Cialdini could be employed the wrong way. Those who are savvy can make full use of these six principles of persuasion in an ethical way to make society great and to give people some fulfillment.

To prove the truth in this, a questionnaire was sent by the Stanford Social Innovation Appraisal to the consultants and executive directors of various non-profit organizations. In the questionnaire, they were asked which among the six rules were most relevant in their fundraising works. The results of this survey, as well as the other interviews that followed up, suggested that at least 4 out of the 6 rules give special opportunities for non-profit organizations. The four principles that were identified included the following:

Reciprocity – People will always try to pay back, with lots of kindness, what they have been offered by other people. This is the same rule that prompted the gift that Ethiopia gave to Mexico.

Scarcity – The fact is that opportunities will appear more valuable when they are not available in high numbers.

Authority – People will go to decision-making authorities as a shortcut to making lasting decisions.

Consistency – Once a person has taken a stand or has made a choice, they will find interpersonal and personal pressures to behave in a consistent manner with their commitment.

Despite the fact that the use of the mentioned principles will optimize influence, they are optimally employed by just a fraction of those who could easily benefit from them. A

number of nonprofit leaders always hesitate to use any of these principles because they do not understand them or even know how to use them. There are also others who are much aware of what the principles are and even how they work, but they still dishonestly import them. They end up achieving just short-term goals while leaving their main target in a manipulated state.

Non-profit leaders who are successful in their lines of work understand so well the rules of influence and even employ them in an ethical manner. Instead of placing people in a hammerlock kind of situation, they go ahead to uncover all the pre-existing affinities.

Here are the principles of persuasion that make up the power of persuasion:

Reciprocity

The first principle of persuasion is known as reciprocity. We always feel obliged to do something back to those who do good things to us. At times, we consciously do not realize this. Some of the common phrases that we use when someone does something great to us include the following:

- I owe you something.
- I am much obliged.

A person who is trying to persuade the other may use this principle by first doing something, no matter how small it is, to the other individual. This explains the origin of the widespread use of a free sample in the marketing spaces. While working on the report that contained the six principles, Cialdini quoted out the instance where Ethiopia offered thousands of dollars to Mexico in humanitarian aid after having experienced an earthquake in 1985. The reason why this is a great example was that Ethiopia was also, at the same time, suffering from civil war and a crippling famine. Unknown to many, Ethiopia was reciprocating for the diplomatic help that Mexico offered when they were invaded by Italy in 1935.

It is a fact that people do some good things to others nearly all the time without imposing conditions to have the same favor back. However, you should not forget that the feeling of being grateful to somebody is one of the most powerful influencers. Each one of us has learned to live up to the rules of reciprocity, and we are also fully aware of the social sanctions that risk the violators of this golden rule. A portion of the power of reciprocity is based on the fact that an individual can decide to trigger a feeling of obligation to do a favor that is not invited. But people will always feel obliged to repay the favor, whether they have been asked or not. A number of nonprofit organizations follow this golden rule when they send free gifts through the mails and expect a donation back.

Self-Consistency

Self-consistency is the second principle of persuasion. According to Cialdini, those who commit either in writing or orally to some goal or idea are more likely to either strive for the goal or hold to the idea. This is due to the fact that commitment, in itself, establishes the idea as a congruent self-image. Even if the original motivation is taken away after the agreement has been made, they will still continue to honor the agreement.

Human beings have this tendency to present a consistent image to the world and even to ourselves. It is dangerous to role-play or be in the character of an individual who does not subscribe to your school of thought. This is because you will be very sympathetic to the idea, even if you are sure that you are just role-playing.

Two Canadian psychologists discovered something very interesting about people who are at the racetrack. They discovered that people at a racetrack are usually very confident once they have placed their bets. Nothing about the horse changes. The track also remains the same. However, in the mind of the bettor, the prospects of the horse have greatly improved. This dramatic change is brought by a very common

tool of social influence that is found in people and that directs their actions with very silent powers.

The Social Proof

This is also another powerful principle of persuasion. The quote that million people cannot be wrong can have some adverse effects. Since we are herded creatures we do certain things just because others are doing it. This is so evident in the fashion industry where people wear certain clothes because others are doing it. People will do things they have seen others do even if they are not so sure of the outcomes. Because of the principle of social proof, testimonials have become so powerful.

This, however, does not ignore the fact that there are better reasons why people do certain things. There is still what has been defined as the madness of crowds, and this is what pushes people to do things they have not tried before. The madness of crowds is a tendency to believe or do certain things just because lots of people are in it. One of its dangers is that it can actually stop us from thinking for ourselves.

In all the circumstances that we always find ourselves in, we think a behavior is correct if we find other people doing it.

This explains why in situations that are difficult and awkward, people have the tendency of looking across the room at other people before behaving a certain way. We do this just to make sure that our reaction is socially correct or accepted, especially when we step out. Nobody desires to be the odd one out in everything. Social proof is very crucial to us due to the fact that we might make fewer mistakes as we go along with the crowd. Even though there are pitfalls when going with as opposed to going against the grain, like the bystander effect, those who are skilled at persuasion have exhausted the main idea of social proof by mentioning the fact that everybody is doing it, and so there is nothing wrong about giving it a try.

The Perceived Authority

Perceived authority is the fourth principle of persuasion. We assume that something is just fine because the teacher or the scientist has said so, or because it is an order coming from the president. Little known to us is that there is usually a dark side of all this. A typical example is the ex-Nazis who were asked to explain the cause of their actions, and all they could say was that they were following orders. According to famous Stanley Milgram's experiments in the 1960s, normal people can be forced to perform very cruel and highly objectionable acts just because of the universal principle of making a blind response to the authorities without thinking twice. The major problem is that it is so easy to fake authority by just putting on certain right trappings, which is a uniform or a type of behavior or speech. This is one of the things we all fall for all the time. For a while we hand over our responsibility of thinking by ourselves to somebody else just because they are wearing a badge.

Likeability

This is also another common principle of persuasion. Likeability can appear all that sinister, but the problem lies with liking. It is a common fact that likable people can get persuasive. So, it is not surprising when various studies state that we will easily buy from people we like as opposed to just buying from random people. That explains why salespersons are usually very likable and attractive. And that's where the power of persuasion comes in because we will be easily persuaded by people we adore.

Modes of Persuasion



After taking a look at the different types of persuasion and what they all mean, you may be able to see why dark persuasion is such a bad thing and how it can be harmful to the victim. Being able to recognize the different techniques that the manipulator may use can make it easier to understand when it is being used on you.

So, how exactly can a dark persuader use this to carry out their wishes? There are a few different types of tactics that a dark manipulator is going to use, but some of the most common are:

The Long Con

The first technique that we are going to look at is the Long Con. This technique is kind of slow and time consuming, but it can be really effective because it takes so long and is hard to recognize or even pinpoint when something goes wrong. Some of the main reasons why some people have the ability to resist persuasion is because they feel that they are being pressured by the other person, and this can make them back off. If they feel that there is a lack of rapport or trust with the person who is trying to persuade them, they will steer clear as well. The Long Con is so effective because it can overcome these main problems and give the persuader exactly what they want.

The Long Con is going to require the dark persuader to take their time, working to earn the trust of their victim. They are going to take some time to befriend the victim and make sure that their victim trusts and likes them. This is going to be achieved by the persuader building artificial rapport, which sometimes seems excessive, and other techniques that will help to increase the comfort levels between the persuader and their victim.

As soon as the persuader sees that the victim is psychologically properly readied, the persuader is going to begin their attempts. They may start out with some insincere positive persuasion. The persuader is going to lead their victim into making a choice or doing some action that will actually benefit the persuader. This is going to serve the persuader in two ways. First, the victim starts to become used to the persuasion of that persuader. The second is that the victim is going to start making that mental association between a positive outcome and the persuasion.

The Long Con is going to take a long period of time to complete because the persuader does not want to make it too obvious what they are doing. An example of this is a victim who is a recently widowed lady who is vulnerable because of her age and her bereavement. After her loss, a man starts to befriend her. This man may be someone she knows from church or even a relative. He starts to spend more time with her, showing immense kindness and patience, and it doesn't take too long for her guard to drop when he comes around.

Then this man starts to carry out some smaller acts of positive persuasion that we have talked about before. He may advise her of a better bank account to use or a better way to reduce any monthly bills. The victim is going to appreciate these efforts and the fact that the man is trying to help her, and she takes his advice.

After some time the man then tries to use some dark persuasion. He may try to persuade her to let him invest some of her money. She obliges because of the positive persuasion that he has used in the past. Of course, the man is going to

work to take everything he can get from her. If the manipulator is skilled enough, she may feel that he actually tried to help her, but the money is lost because he just ran into some bad luck with the investments. This is how far dark persuasion can go.

Graduality

Often when we hear about acts of dark persuasion, it seems impossible and unbelievable. What they fail to realize is that this dark persuasion is not ever going to be a big or a sudden request that comes out of nowhere. Dark persuasion is more like a staircase. The dark persuader is never going to ask the victim to do something big and dramatic the first time they meet. Instead, they will have the victim take one step at a time. When the manipulator has the target to only go one step at a time, the whole process seems like less of a big deal. Before the victim knows it, they have already gone a long way down, and the persuader isn't likely to let them leave or come back up again. Let's take an example of how this process is going to look in real life. Let's say that there is a criminal who wanted to make it so that someone else commit the crimes for them. Gang bosses, cult leaders, and even Charles Manson did exactly the same thing.

This criminal wouldn't dream of beginning the process by asking their victim to murder for them. This would send out a red flag, and no one in their right minds would willingly go out and kill for someone they barely know. Instead, the criminal would start out by having the victim do something small, like a petty crime, or simply hiding a weapon for them. Something that is not that big of a deal for the victim, at least in comparison.

Over time, the acts that the manipulator is able to persuade their victim to do will become more severe. And since they did the smaller crimes, the persuader now has the unseen leverage of holding some of those smaller misdeeds over the victim, kind of like for blackmail. Before the victim knows it, they are going to feel like they are in and very deep. They will then be

persuaded to carry out some of the most shocking crimes. And often, by this point, they will do it because they feel like they have no other choice.

Dark persuaders are going to be experts at using this graduality to help increase the severity of their persuasion over time. They know that no victim would be willing to jump the canyon or do the big crime or misdeed right away. So, the persuader works to build them a bridge to get there. By the time the victim sees how far in they are, it is too late to turn back.

Masking the True Intentions

There are different methods that a persuader is able to use dark psychology in order to get the things that they want. Disguising their true desires is very important for them to be successful. The best persuaders can use this approach in a variety of ways, but the method they choose is often going to depend on the victim and the situation.

One principle that is used by a persuader is the idea that many people are going to have a difficult time refusing two requests when they happen in a row. Let's say that the persuader wants to get \$200 from the victim, but they do not intend to repay the money. To start, the persuader may begin by saying that they need a loan for the amount of \$1000. They may go into some details about the consequences to themselves if the persuader doesn't come up with that kind of money sometime soon. It may happen that the victim feels some kind of guilt or compassion to the persuader, and they want to help. But \$1000 is a lot of money, more than the victim is able to lend. From here, the persuader is going to lessen their request from \$1000 down to \$200, the amount that they wanted from the beginning. Of course, there is some kind of emotional reason for needing the money, and the victim feels like it is impossible to refuse this second request. They want to help out the persuader, and they feel bad for not giving in to the initial request when they were asked. In the end, the persuader gest

the \$200 they originally wanted, and the victim is not going to know what has taken place.

Another type of technique that the persuader can use is known as reverse psychology. This can also help to mask the true intentions during the persuasion. Some people have a personality that is known as a boomerang. This means that they will refuse to go in the direction that they are thrown and instead will veer off into different directions.

If the persuader knows someone who is more of a boomerang type, then they are able to identify a key weakness of that person. For example, let's say that a persuader has a friend who is attempting to win over some girl they like. The persuader knows that the friend will use and then hurt that girl. The girl is currently torn between the malicious friend and an innocent third party. The persuader may try to steer the girl in the direction of the guy who is actually a good choice, knowing that she is going to go against this and end up going with the harmful friend.

Leading Questions

Another method of dark persuasion that can be used is known as leading questions. If you have ever had an encounter with a salesman that is skilled, verbal persuasion can be really impactful when it is deployed in careful and calibrated ways. One of the most powerful techniques that can be used verbally is leading questions. These leading questions are going to be any questions that are intended to trigger a specific response out of the victim. The persuader may ask the target something like, "how bad do you think those people are?" This question is going to imply that the people the persuader is asking about are definitely bad to some extent. They could have chosen to ask a question that was non-leading, such as "how do you feel about those people?"

Dark persuaders are masters at using leading questions in a way that is hard to catch. If the victim ever begins to feel that they are being led, then they are going to resist, and it is hard to lead them or persuade them. If a persuader ever senses that

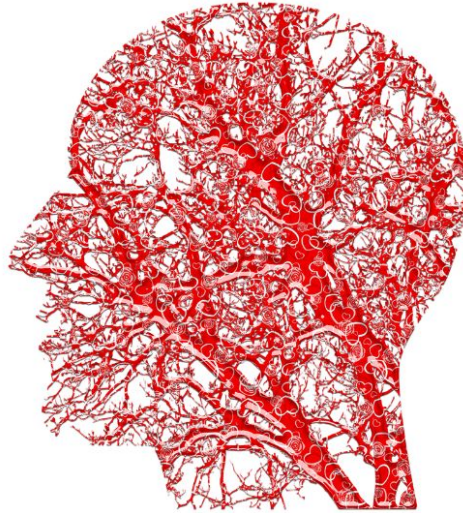
their victim starts to catch what is happening, they will quit using that one and switch over to another one. They may come back to that tactic, but only when the victim has quieted down a bit, and is more influenceable again.

The Law of State Transference

The state is a concept that is going to take a look at the general mood someone is in. If someone is aligned with their deeds, words, and thoughts, then this is an example of a strong and congruent state. The law of state transference is going to involve the concept of someone who holds the balance of power in a situation and can then transfer their emotional state onto the other person they are interacting with. This can be a very powerful tool for the dark persuader to use against their victim.

Initially, the influencer is going to force their own state to match the state that their target naturally has. If the target is sad, and they talk slowly, the influencer is going to make their own state follow this format.

Persuasion vs. Manipulation



Many people fail to recognize the nuances between manipulation and persuasion. Despite the fact that both seek to convince someone else to do something else, they are quite different in enough keyways to be classified completely differently. One is only beneficial to the manipulator (manipulation) while the other, ideally, should benefit both people. Because of these key differences, manipulation becomes far more insidious than persuasion. The manipulator sees the other person as a tool, a means to an end, whereas the persuader sees the other person as a partner.

Defining Persuasion

Though persuasion involves changing the mind of someone else, it is not necessarily a bad thing—there are plenty of ways that persuasion can be used innocently or benevolently. Persuasion is any method that will actively change the thoughts, emotions, actions, or attitudes of another person toward another person or thing. This change is seen as a persuasion. It can be done inwardly toward oneself through changing one's own attitudes, or it can be done to other people as well.

Usually, persuasion is used as a form of influence—it is everywhere. It is present in ads, politics, schools, professions,

and just about everywhere you could think of. If you can think of something, chances are there is some sort of persuasive layer to it somewhere and somehow.

When persuading someone, there are four key elements that must be present. These four elements are:

- Someone who is doing the persuading
- The message or the persuasion
- A target recipient for the persuasion
- A context that the persuasion is received

Each of these four key elements must be present for something to be considered persuasive. Of course, this means that manipulation would fall within the category of persuasion as well.

Defining Manipulation

In psychology, manipulation is a type of influence or persuasion, but unlike regular persuasion, manipulation is covert, deceptive, or underhanded. This means that, unlike regular persuasion, which seeks to be most honest, manipulation is often untrustworthy. The manipulator will have no qualms about lying about the situation or attempting to coerce the target into believing something, so long as he gets what he wants.

The manipulator seeks only to further serve himself—he does not care about the target and does not care about hurting the target. The target is seen as little more than collateral damage—a necessary sacrifice to get the desired results. As such, manipulation tactics are oftentimes quite exploitative and are almost always meant to be insidious and harmful.

Successful manipulation requires three key concepts to happen. These three are:

- Concealing the intentions and behaviors while remaining friendly upfront

- Understanding the ways, the victim or target is vulnerable and using those vulnerabilities to the advantage of the manipulator
- Being ruthless enough to not care about the harm caused to the victim

Manipulation can take several different forms, but most of them follow the pattern of being covert, harmful, and causing no guilt to the manipulator. Several of these methods will be discussed at a later point in the book in various chapters.

Key Differences

Ultimately, persuasion and manipulation are quite similar: They are both forms of social influence, but that is where the similarities end. While persuasion is generally positive, even within dark psychology, manipulation is not. Manipulation is harmful, ruthless, and insidious in every way, shape, and form.

When you are trying to decide whether something is manipulative or persuasive, there are a few questions you can ask yourself to decide. This simple test can allow you to analyze what you are doing and saying to ensure that you are making the choices that work best for you. If you are not looking to manipulate, but the questions tell you that you are erring on the side of manipulation, you know to tone it down a bit, lightening up on the manipulative factors. These questions are:

- What is the intention that has led you to feel the need to convince the other person of something?
- Are you being truthful about your intention and the process?
- How does this benefit the other person?

The persuader is going to be attempting to convince the other person from a good place—they intend to help the other person somehow. While they may benefit too, they are primarily looking out for the other person's best interest. For example, you may try to convince someone to buy a specific car because it will work better for their family than the car that

the person is currently looking at. This would be seen as persuasion—you are offering facts about the other car and showing how it would likely serve the person longer and better.

On the other hand, the manipulator is not concerned with the needs of the other person—the manipulator is going to attempt to push for whatever benefits him or her the most. There is no good intention and there will likely not be much truth either. It is also not likely to benefit the other person much or at all and may even be detrimental to the other person. For example, the manipulator may try to sell a car that is no good for the buyer simply because the other car may be worth more money and therefore net a much higher commission. The car is not likely to be very good for what the buyer needs, but that is not the manipulator's concern. The manipulator would see that as something the buyer should know on his own and not bother pointing out the ways that the buyer may be making a bad decision, even if the manipulator knows the decision was wrong.

Ethical Persuasion

With persuasion and manipulation so closely related and really only differentiated in a few keyways, you may be wondering how to keep your own persuasion ethical. You may even be wondering why anyone would want to persuade, even ethically. There is a simple reason for this: Persuading others can oftentimes be quite beneficial to the other person, especially when you do so in order to better the other. Think of the best leader you may have ever encountered in your life. Perhaps it was a teacher that just had a way about him that always convinced people to behave. His very presence was enough to keep even the most troublesome students in line, even though those students rarely wanted to actually be in class. He could genuinely keep people involved in class and appeal to everyone, keeping engaged even the students who would largely avoid actually learning in school. He was able to do this through the persuasion of his own. Does this make the teacher a bad person? Not at all—he simply knew how best to deliver his messages to his targets, and in doing so, he was able to persuade those around him to pay attention.

Ethical persuasion can be used in a wide range of situations. It can be used with your own children to keep them behaving well. It can be used at work to defuse stressful situations. It can be used to come to some sort of agreement with a spouse or friend. There are endless possibilities for ethical persuasion if you are willing to give it a chance.

Defining Ethics

Now for the boring part—Ethics. Many people hear the word and feel their brain instantly shut off simply due to the connection to philosophy. However, ethics are important in every context, even if you do not intend to use any of the skills you will be presented within this book.

Ethics, as simply put as possible, are the moral principles that guide everything we do. They are meant to govern the

individual's behaviors, ensuring that they are behaving in ways that are beneficial and respectful to those around them. Think of the golden rule you may have learned way back in kindergarten—treat others the way you want to be treated. That is ethics at its simplest.

Importance of Ethics

Despite how boring ethics may be, there is no way to deny that it is important. Think of doctors and lawyers—they have strict codes of ethics that must be followed in order to make sure that proper client-professional relationships are established. While you may not be a doctor or a lawyer, you should still be striving to live an ethical life simply to feel as though you have not wronged anyone. When you are able to manage ethics, you are able to make sure that those around you have their basic needs met. By behaving ethically, you are ensuring that you are respecting those around you, while also fostering credibility between yourself and others.

When you remain ethical, you are able to better your own relationships with other people. They will see you as a valuable ally and asset—someone who is always mindful of everyone else and not stepping on toes. This is perfect when developing personal relationships as well as developing professional relationships at work.

Ethics can also aid in decision making—since they dictate a specific standard that should be followed, people are able to more quickly create snap-decisions that will be responsible and capable of ensuring that others are cared for. Overall, when maintaining an ethical point of view, you are able to remain professional and reliable.

Remaining Ethical

While it may seem difficult to juggle ethics when attempting to persuade someone else of something, there is a helpful anagram to help you: TARES. This stands for truthfulness, authenticity, respect, equity, and social responsibility. When you keep this in mind while attempting to persuade those around you, you will be better able to keep your own behavior

in check. Remember, persuasion, in the right context, can be beneficial to everyone involved. It does not have to be avoided simply because it falls within the same category of social influences as manipulation. If done properly, persuasion is a powerful tool that will enable you to continue to act in an ethical manner while still persuading someone else to do what you see is right.

Truthfulness

When you are testing your persuasion and intent, start first with analyzing the truthfulness of what you are saying. You want to remain truthful and honest when attempting to persuade those around you for good reasons—you want the other person to be informed. When remaining ethical, you should recognize the other person as being their own person with their own free will that deserves their own respect, just as you would want for yourself. You would not want someone else infringing upon your own free will, and as such, you should make it a point not to infringe on others' free will either.

When testing for truthfulness, ask yourself if what you have said is true. Beyond that, though, you must ask yourself if you have omitted any information that you felt would negatively influence the person or keep the person away from acting in the way you would prefer him or her to do so. You must make sure that you are truthful in your communication as well as in your lack of it—make sure you leave no pertinent information out, regardless of whether the other person has asked about it or not. You want to make sure that the other person is as informed as possible because you want the other person to willingly agree to do what you are asking without coercion and without manipulation.

Authenticity

The next test for ethical persuasion is determining the authenticity of what is being presented. At a glance, this may seem similar to verifying truthfulness, but it goes a little further. In truthfulness, the important part was making sure

that everything was accurate and reported wholly and truthfully. With authenticity, you are checking the veracity of the message you are trying to convey. You must ask yourself whether you are doing what you are doing with good intentions. This means that you are not stereotyping, generalizing, or using fear to scare the person into agreement with you.

Ultimately, you must make sure that the message you are conveying is done for good reasons. An easy way to test for this is to ask if you would buy into what is being said if you were presented with just the information on its own. For example, if you are trying to persuade someone to buy a car and you were in that person's situation, such as trying to buy a family car that will fit three car seats, would you take the message that you are presenting as honest, authentic, and trustworthy? If you feel as though you would agree with the reasoning you are providing, the message is likely authentic. If you think that you may have a problem with the information presented, you should probably reevaluate the situation and your own behavior and words to make sure you are lining your persuasion up with ethics.

Respect

Next, you want to evaluate to make sure you are acting and persuading with respect. Are you recognizing the individual needs of the person you are attempting to persuade? Is what you are saying something that you would be comfortable announcing to other people as well, or would you be embarrassed or ashamed to be trying to persuade a perfect stranger of the message you are delivering? For example, if you are attempting to persuade someone to buy a minivan, are you appealing to some sort of gender stereotype, or are you genuinely offering up the benefits a van has to offer completely neutrally, such as discussing how spacious the seats are and how nice it is to have doors that slide open instead of swinging open when you are trying to keep track of kids.

If you feel that your message hinges upon something stereotypical in any way, or is not tailored to the individual you are attempting to target with your persuasion, you should probably look into ways you can change the message. You want to make sure that what you are attempting to persuade the other person of is not offensive, nor is it done in an offensive manner. You should not, for example, say that the other person must not be educated because they are from a specific minority that has a lower rate of higher education and that because of that, they likely want this one specific car that many lower-educated minorities ask for. That would not be appropriate in this situation—it does not respect the individual as a person and is not respectful in general. Avoid the stereotypes and seek to really get to know and understand the individual you are helping, in order to ensure that the information you present is as relevant, respectful, and persuasive as possible.

Equity

The fourth step in analyzing your persuasion, is then equity. When you are attempting to make sure that your message is equitable, you are seeking to ensure that both you and the other person are on an even playing field. This is incredibly important—you are not looking to lead by coercion or through playing upon the other person's ignorance. You should seek to make sure that when trying to persuade the other person, you are offering up as much information as possible to ensure that he or she feels that an informed decision is possible.

Oftentimes, when people attempt to persuade others, they play off of a lack of information. When someone is misinformed, it is much easier to take advantage of that misinformation. For example, if someone came in for medical treatment and asked for something that was far more expensive and far more than the person actually needed, it would be unethical for the doctor to accept that without ever discussing less invasive options that would be appropriate for treatment. You want to do the same with your persuasion. Back to the example of the car salesperson, if you have someone coming into trade in his car

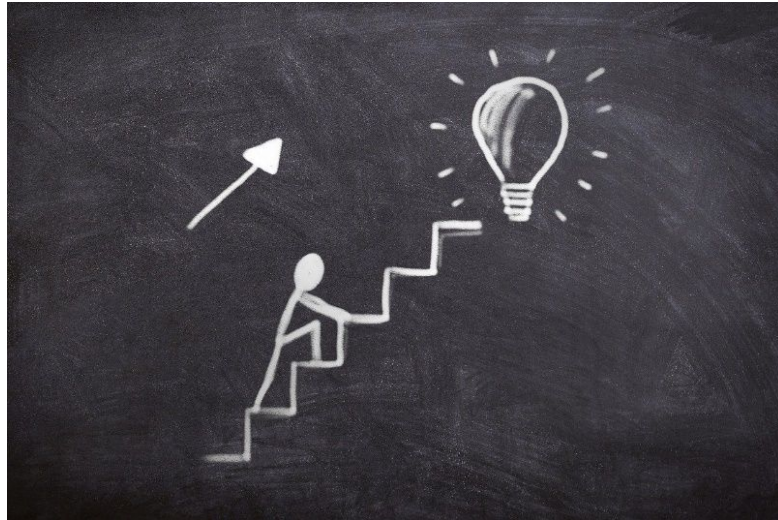
because he has hit 100,000 miles and the person has always heard that after 100,000 miles the car is no longer reliable and needs to be replaced. As a salesperson, you may have thought that it would be the perfect opportunity to get in an extra sale, but as the conversation continues you learn that the person is not in a good position to get a new car but felt that he had to do so simply because of the mileage, even though everything was working properly. It would be unethical of you not to point out the information that you know would keep the person from buying the car, because not pointing that out would simply be taking advantage of his lack of information on the topic. That is not equitable—the other person deserves an even playing field when making decisions, even if giving that information can cause the person to decide against what you are attempting to persuade him to do in the first place.

Social Responsibility

Finally, the last method to check for ethical persuasion is social responsibility. This is when you stop to see if your persuasion is beneficial advice as a whole. If it is not, how can you change how you are persuading to ensure that you are doing so in a way that protects those who may be at a disadvantage? Remember, the point of persuasion is to convince people to do things on their own—it is not intended to be harmful to other people, nor should it be causing others distress.

If your persuasion is generally a good thing and will not have negative implications to the world at large, for example, you are not persuading someone to think of something in a racially biased manner, and it has passed through all of the other steps, then your persuasion method is likely sound, and you are free to move forward with it. If it failed anywhere along the way, you are likely going to want to make sure that you are working to make your persuasion methods more ethical. Remember, ethics are respectful. They treat people with basic human decency, something that everyone deserves.

The Psychological Theories of Influence and Persuasion



Attribution theory

The attribution theory of persuasion looks at how people attempt to describe others' actions through situational or dispositional attribution. Situational attribution, also called external attribution, attempts to explain the behavior of other people in the context of their environment and surroundings. Situational attribution primarily involves aspects of an individual's environment that are beyond his or her control. An example of situational attribution would be to explain that a person's behavior is due to the family environment in which they grew up, rather than indicating that it is just their choice of actions.

On the other hand, dispositional attribution of internal attribution tries to explain a person's behavior by observing their traits, dispositions, motives, and abilities. It occurs when people do certain things because it is easier for them than doing the right thing for those around them.

Fundamental attribution is when people incorrectly attribute an achievement or deficiency based on external and internal factors, but it is actually the opposite. By default, people tend

to make dispositional attributions when trying to understand a person's behavior when, in fact, they should grant situational attributions. This is especially the case if we don't know someone very well, so we don't have enough information about their situation.

When we try to convince other people to do things for us, or even to like us, we tend to explain positive actions with character traits. However, when we try to explain our negative behavior, we tend to use situational attribution.

Conditioning Theories

Conditioning is one of the most important concepts in persuasion. The concept of conditioning has to do with encouraging someone to do something for themselves rather than directing them to do something, like the concept of obedience.

Conditioning is widely used in the advertising industry, where brands try to evoke positive feelings with their brand or logo. For this reason, brands turn to ads that encourage people to laugh, feel sentimental, or use upbeat music and images. Once these commercials are done, they display the brand's logo to connect positive emotion with their product.

Conditioning is used because emotions affect the way people perceive products or brands. People tend to shop because it makes them feel good. The basis of emotion is an important factor in the purchase. Ads are repeated because they hope that by repeating the message multiple times, the viewer will be more likely to buy the product that way connecting with a positive emotion or experience.

Theory of Cognitive Dissonance

Leon Festinger first proposed the theory of cognitive dissonance in 1956. According to this theory, people, by nature, always strive for mental coherence. All of our thoughts, attitudes and beliefs may be unrelated, consistent, or at odds. Also, our thoughts, attitudes and beliefs may not be

related to our behavior. When we feel that there is inconsistency in our thoughts and actions, we feel uncomfortable. An excellent example of cognitive dissonance is a person who practices an unhealthy lifestyle, knowing that it is bad for them.

According to Festinger, we are motivated to reduce the dissonance until we feel there is harmony between our thoughts and our behavior. It suggests that there are four ways people use to reduce the dissonance:

1. Reduce the importance of cognition
2. Change your mind about one or more aspects of the behavior
3. Reassess the cost/reward ratio
4. Increase the overlap between thinking and behavior.

In the situation of the person who leads an unhealthy lifestyle, you can make changes to adapt and become healthier, you can reduce the importance of a healthy lifestyle and convince yourself that it is not. I may pose a risk or conclude that healthier lifestyle rewards outweigh the benefits of an unhealthy lifestyle.

Theory of Social Judgment

Social judgment theory suggests that people's natural reaction is to find a way to sort the information in their heads when presented with a compelling idea. The information is first evaluated and compared to the person's current beliefs, also known as the anchor point or initial latitude.

These latitudes have different levels: we tend to assess whether it falls within the range of avoidance, acceptance, rejection, or indifference. The involvement of one's ego plays a very important role in determining where the idea falls. If the idea with which we are trying to be persuaded has to do with how we see ourselves or something that matters to us, the margin of maneuver of non-commitment and acceptance is usually much smaller. In comparison, the margin of rejection would be less. The anchor point is a person's center of

acceptance, and it is when someone takes a position that it is most acceptable to them.

When an audience obtains information, they tend to distort the information first to fit their unique needs. When you are within a person's acceptance rate, they will integrate the information and probably consider it closer to their anchor point, even though there may still be at a great distance. Therefore, when trying to convince someone, it is important to know your audience's different situations. The best way to be successful would be to use compelling information that is almost acceptable to your audience, if you want to change your anchor point. When people repeatedly suggest an idea, they tend to gradually adjust their anchor points. But if you suggest ideas that fall within the area of rejection and their avoidance attitude, it will not result in a change in actions or beliefs.

Inoculation Theory

The inoculation theory is often observed in comparative types of advertisements. The inoculation theory suggests that one party has a weak argument whose credibility can be crushed by the public, so the other party's best argument will follow.

Narrative Transport Theory.

Narrative transport theory claims that people's attitudes can change when they get lost in a story. Try to explain the compelling effect of stories on individuals as they can experience narrative transport when different conditions are met. Also, the story's transport occurs when the listener wants to enter another world because the story evokes certain feelings, especially empathy for the characters in the story.

The Barnum Effect

Have you ever been at a fair when you are approached by a person wearing dark colors, covered in large costume jewelry, claiming that she can reach out to the dead? She may have started the conversation with something along the lines of, “I can see him... He says he misses his bubba dearly,” or something else incredibly vague. After all, most people have lost someone in their life at one point or another, and by inserting a vague nickname as well, they are likely to get someone to stop and listen. If what she says even vaguely applies to someone, especially if it is related to an emotional topic such as the loss of a loved one, the other person is likely to stop and listen, interested in what is going to happen. Even if the other person has never believed in the paranormal, a simple vague statement that could apply to most people is enough to instill doubt and draw in interest.

What is the Barnum Effect?

The Barnum effect is the effect that you see when people take something exceedingly vague, and declare that it must be tailored to them. For example, imagine a horoscope—People often talk about how much of a Taurus they are because they are so stubborn, practical, and ambitious. Never mind the fact that many people can describe themselves as stubborn, practical, and ambitious, people are wholeheartedly convinced that those vague descriptions of a person’s personality are so specific that they must be trusted. This concept applies to many different paranormal instances, such as astrology as briefly touched upon, and fortune-telling.

People will fall for vague hints at something that is clearly fishing for feedback in order to get something that could actually be utilized in a way that would be beneficial for the one attempting to manipulate others. People think that even the vaguest of hints is enough proof to legitimize whatever is being said, so long as they can at least in part identify with it.

Using the Barnum Effect to Persuade

When attempting to use the Barnum effect in order to actively persuade someone to do or believe something, you must start first with Barnum statements. These statements refer to any generalizations that could be true about the vast majority of people. Because they hold true for so many people, you can fool people into believing that you are getting a gut feeling or a paranormal sort of intuitive information.

People are more likely to believe that someone is a legitimate psychic or fortuneteller when what they are told is even remotely related to them. This leads to a wide range of people using this effect as they convince others that they are psychic, magic, capable of communicating with the dead or even reading crystal balls, tarot cards, or palms. Any of these things, which science rejects as impossible, can be attributed to the Barnum effect.

Ultimately, psychology has studied the Barnum effect in two ways—in creating feedback for people in experiments, and in congruence with computers that are meant to give personality feedback to see whether people are more likely to believe true descriptions of themselves rather than a vague list of personality traits that could in some capacity it may apply to nearly anyone. In the end, it turns out that people are just as likely to accept vague, nearly meaningless descriptions than the truthfully generated personality descriptions that were actually personalized just for them.

It appears also that people are much more likely to accept positive statements. People are more inclined to reject a negative statement than a positive one when it is describing the individual's personality. For example, someone is far more likely to accept something that says, "I am always stubborn and hardheaded," as accurate when contrasted with something like, "I am horrible at respecting authority."

Because people are more naturally inclined to accept positive statements, you can use positivity to counteract negative comments if you combine them. For example, you can say that

someone has trouble with authority, but they use that trouble respecting the authority of others to always look for ways to better leadership positions, or to use it as a natural drive-in order to encourage them to actively pursue leadership.

When you learn that people want to naturally follow vague statements that are largely positive, you can use this to your advantage, especially in a sales job. Imagine again for a moment that you are a car salesperson. A woman walks in wearing sunglasses, some trendy clothing and with a handbag that you recognize as a name brand. You instantly peg this person for someone who is likely to prefer status symbols over practicality, based on the brands that are covering her head-to-toe.

In trying to talk to her about buying a car, you can then use the Barnum effect to influence her decision. Start with a vague comment about how much she seems to care about her appearance, leaving it just general enough that you did not imply anything serious, but leaving room for her to latch onto the idea that you understand her completely. When she is convinced that you are able to understand her and her needs, she is more likely to willingly go along with whatever it is you are suggesting at that moment. If you recommend that she gets a fancy car, she is likely to do so, and if you recommend she gets something more practical, but spin it just right to fit with the label you have assigned, she is also likely to do so.

By utilizing the Barnum effect you can use small tidbits that are vague to create a false understanding of the people around you, and the people you are attempting to persuade will eat it up.

The Power of Social Pressure



Social pressure is essential in persuasion and any author studying this subject will explain that it has to be executed, as it can be effective in influencing behavior of the target. It is in our nature that we are quite vulnerable to the surroundings and the behavior of others around us is constantly impacting on our decision of how to behave. When we are in a situation where everyone we are in contact with are behaving in a particular way, we feel an urge to also follow suit. That is the point with this step, which is about ensuring you can create an external force of social pressure that calls on your target to conform.

There once was a study that aimed at measuring the extent of the susceptibility of people to be influenced into displaying a certain behavior. They put the participants to sit in a horizontal line. They drew a line on one paper of 12 centimeters long. On a separate paper, they drew other three lines; line A 8-centimeter, Line B 12 Centimeters, and Line C 6 centimeters. Seven participants were spread horizontally in front of the display of the lines. This means that each one had a perception of the papers and the displayed lines based on the angle from where they were seated. But the standard line on the first paper was 12 centimeters.

They asked the participants to say which of the three lines on the second paper were the same length as the standard line.

The person sitting at a position of advantage obviously recognized that it was B. He would even be surprised that people were asked to sit there and be asked such an obvious thing. So, when they asked the person sitting at the farthest end with an angle elongating the length of Line C, and they answered it was C, he was totally astounded.

Then when asking the second one, he also seconds the first one and says line C, and then surprise turned into a shock. So, you question your own view and really evaluate what you saw.

You are full of doubts about what you are seeing and you seek to confirm if you have left something out when looking at the lines. However, the time allowed for one to decide is limited and it is quickly counting down. As you continue to stagger in a state of confusion and doubt, the rest of the participants still go on saying Line C is the one.

And then it is time for you to say which line is equal to the standard one and you surely are panicking at this point. So, this means there is total disorientation of your perception, and you are starting to think probably the choice of the others is the correct one. But you have no time to keep analyzing and to give the reason and what do you, you stand your guns and say Line B is the one? Not according to what came out of this study.

In this study, six participants had actually been hired to cause the confusion and only one was a fresh participant who was being studied to assess his conformity. The hired ones were supposed to just create an environment of confusions to influence the perception of the fresh participant. The researchers did not expect the pressure to be too powerful to the extent that was witnessed in the study. They tried that with several other fresh participants and as many as 76% of the fresh ones were influenced into also adopting the perception of the hired ones. They also said it was Line C away from the obviously correct answer that it was Line B the one equal to the standard line.

The Psychological Explanation of the Power of Social Pressure

There are two reasons why people are susceptible to fall prey to social pressure.

Informational Influence

People will usually drop their opinion or belief system and adopt that of others once they start thinking that perhaps they are wrong. They are doubting their beliefs and are asking themselves just how come so many others are of a different opinion or have a different belief. You start to have self-doubts and to find some reason that strengthens the fact that you could be wrong about all this.

It even becomes more confusing for one if the perception that is supposed to be correct is obscured in ambiguity. When a situation occasions ambiguity or a state of obscurity, then the power of the informational influence becomes almost inevitable. We easily can distrust what we perceive compared to what others perceive.

If one also likes a clear point of reference, that for example can be an authority, one becomes more susceptible to others and social pressure in this regard.

One is not sure that what they think is going on or what is actually correct.

They have not seen it before or heard about it and for lack of experience they trust others more than themselves. Having experienced something or heard of it means that there is a point of reference that can make one be sure. However, there is no authority to refer to that can make you say what you are holding is the correct viewpoint. So, your opinion is vulnerable. When, however, the answer is clear to you because you have a point of reference, then the informational influence is replaced by normative influence.

Normative Influence

This is a more powerful persuasive avenue of social pressure than the previous one, that gives a reason to follow certain

behavior or belief for not suffering certain consequences. The persuasion, in this case, is triggered by the consequences of keeping certain belief as opposed to adopting a new one. In the experiment detailed earlier, the fresh participants were forced into accepting that Line C resembled the standard line against their internal perception, because of fear of being different. They could not afford to stand out from the rest and be on their own. Those participants who came and were not required to say their choice of the resembling line, but, instead to put it in writing wrote the correct answer. This is because of the security that comes with the anonymity that assured them nobody would know they gave a different answer. It covered them up and there was no social pressure on them. The pressure to conform was minimal under the conditions of cover where they were assured that the rest will not know what they had decided.

They felt-covered from what they sensed as being perceived different, and this made them keep their belief of how they saw things.

The point here is that people usually have sensible about their surroundings.

People have a very prominent sense of belonging and a sense to just fit-in, as opposed to standing out from others and being judged. To stand out suggests that they are unconventional or are doing something not acceptable since most of the other people are doing something else. They are vulnerable to these fears of isolation and are uncomfortable appearing unconventional or against the belief of the majority. It is usually thought that being isolated can lead to rejection, as you feel you do not have the qualities to be a member of the group. The thing is that one wants to fit in to avoid social rejection.

The rejection is explained as having a painful sensation which is why people naturally try to avoid it. It is experienced in the same way as people experiencing physical pain, and hence is avoided in a similar fashion as people avoid physical pain. What would be the strategy to persuade someone about?

Place Emphasis on Social Norms

There is one thing about norms or ethics which is that they are greatly situational. So, you can literally use social norms and appeal to them while pointing them in the direction you want. For instance, if you found yourself in a library and there are people discussing in a noisier way that is typical in a library, and you realize no one seems to care about it, you start thinking that this library is more socially permissive and mildly unruly, and that everyone seems to know that. So, you settle down and become okay thinking this is the way things are. You know then that here you do not hold on to the convention of staying quiet in a library. If you did, you think you would be isolated in this particular environment and therefore suffer social rejection.

This already explains what you have to do to persuade your target to adopt the attitude you desire.

You just have to alter circumstances and create a norm that suggests that this is the way things are. For instance, if you are trying to keep people from littering and the compound is all littered, it will not impact on the people to stop littering however much you speak to them. People will be bound to litter based on how much they have found garbage in the place. When you walk in a place that has just a few pieces of litter, only few people would litter, since most people would appreciate the largely clean environment and would avoid littering.

So, you influence the people to avoid littering by keeping the place clean at all costs. So, people will see that cleanliness is the norm and will follow suit. You have not given speeches on littering. You have just been psychological.

The same has been applied in other areas such as in tipping. If you place a collection bag for tipping at a workplace, and you want people to leave huge sums of money, you can persuade them through the same strategy. You place money in the bag with notes of certain value. So, the people you are targeting pass by and see that other people are dropping in the bag

something, and they will feel pressured to also do so. That comes from seeing that the bag already has money. Then when they are about to tip, they will notice this and they will not want to appear out of the norm as people there are dropping what seems a generous amount of dollars. So, they will follow the norm and reach for the dollar note in their pockets to tip.

So, at the end of the day to take what is in the bag, and you make the difference and keep the initial notes you put back in the bag to continue playing the game. It will shock you that you will end up collecting huge sums of money by simply appealing to the social norm, or creating your own circumstantial norm.

The strategy not only can be used to encourage behavior such as generosity, as explained above in the case of tipping and keeping the neighborhood without litter. It can also be used to diffuse negative actions and behaviors such as fighting alcoholism in a college environment among the students. This is by pointing to a norm that is desired.

You do not post placards on the notice boards stating that “it has come to the attention of the college management that there is a lot of alcoholism happening among students. Exercise moderation as you drink.” This is a statement that reinforces the norm of alcoholism and hence is ineffective at being successful to impact on the attitudes of students towards alcoholism. However, another statement could state, “We realize that since the past semester and the current one, students have displayed a pattern of responsible drinking which is a positive trend towards a sober college. We encourage you to keep up the trend.”

This second message is far more persuasive as it draws on a positive norm and anyone reading it will think other people are becoming responsible towards alcoholism. They will question their irresponsibility and try to act in a manner that is consistent with what others are doing with regard to drinking. The effectiveness of discouraging a negative behavior is to appeal your message to a norm that appears to be embraced by

many pointing to the behavior that is desired, as opposed to referring to negative behavior.

The norm in the second statement is that people in the college are drinking less or in moderation, and hence anyone who is overdrinking could feel isolated and feel a compulsion to conform.

Persuasion through Reciprocity Norm

Reciprocity refers to our suitability to do towards others what they do towards us. This is because of human connection that tries to maintain balance through a two-way style of relating. People are generally overwhelmed when they receive favors from others, and it makes them feel vulnerable. They always keep wondering what they have to do in return; the seesaw tilts the balance on your side. You are left unsettled and indebted without anyone saying that you have to repay back one way or another.

However, reciprocity desires to be even with someone by getting out of their debt. You want to untie yourself from the power of debt by doing something to them that will balance the favor received.

Failure to reciprocate is experienced as pain as it drives one into social rejection and isolation by their feeling of indebtedness. So, the way for you to persuade is to simply dish out some favors to your target even when they are not expected.

That is an obligation you placed on them and they can play right in your arms since they feel indebted to you. Capitalize those favors to get to your desired ends on those people.

There are many opportunities when you can actually do favors to people, even when they are unsolicited. You just have to look around and be perceptive. It is not being random with favors but strategic and knowing that whoever is receiving the favor will at some point be needed for you, and you have already tilted the balance on their side. They will step up and not disappoint you because they will feel they have to show

back the same benevolence that you showed them with the favor.

Compliments

People are naturally gregarious and like to relate in, they feel they belong and are appreciated. However, in being gregarious, they want to stand out and be enviable. And they like it when they make others feel they are a bit better. Due to this need we are naturally vulnerable in our pursuit of approval. We seek to impress and when we find approval we feel satisfied and we bring our resistance levels down.

The point is that people are quite pleased when they receive compliments. These could be in recognition of their looks, personality, actions, or behavior. However, you do not come out randomly complimenting throw around compliments for the sake of it. They are an approach at persuasion and they should be strategically used. You are not just going to say good hair now, excellent speech then, and a nice smile before, love your calmness after... it is typically a show of neediness and makes you bogus at it.

You have, however, to come out as genuinely pleased by something of your target and you share your feeling about it. Mention the quality and praise it as a show of respect for the personality that has your admiration.

Using compliments can go a long way towards making you likable and also has the power to arouse a sense of indebtedness in your target. Usually, when someone says something that charms you to recognize something about you, it makes you smile at them. Perhaps it could just be the icebreaker to a conversation that you have been longing to have with that person and you then get to know each other better. Someone says they like your hairdo or compliments your facial expressions; you will quickly be thinking of finding something about them that you will comment favorably. It also prompts a sense of reciprocity that could go beyond just another compliment thrown back.

Incentivize Favorable Behaviors

Each and every person wants to be successful in life. However, when it comes to success, one can never walk alone. You must be able to work with other people and to a large extent, persuade other people to work with you. Essentially, in order to be successful in life you must know how to persuade others to do what you want. despite any limitations that you may have.

The power of persuasion can be instrumental in enabling you to secure direct assistance in undertaking a certain activity, that is designed to advance your goals and objectives in life. You will, therefore, be in a better position to complete the task and complete more tasks. Furthermore, being able to convince others to do things for you will enable you to complete more tasks and attain greater success. The power of persuasion is also very important when it comes to your ability to convince other people to see things from your point of view. For instance, you might be in a situation where you and your colleagues need to take a vote on a certain issue affecting the company. Your power of persuasion will enable you to convince them to side with you in the voting, thus ensuring that you are able to get what you want in terms of the policies and practices that your company seek to put in place.

This chapter will discuss various ways through which you can persuade others to do what you want to help you attain your objectives.

Proper Explanation

The proper explanation is indeed very important when you are trying to persuade others. Proper explanation simply involves clearly letting other people know what you want to do and why you want to do it? It is therefore important to ensure you are in a position to take your time and explain clearly to others the reason you are selecting a specific course of action. The

overall objective is to enable other people to see things from your perspective.

While explaining your intended course of action, you must also allow others to ask questions if there is something they do not understand. Such questions will improve their understanding and will make it easy for them to accept the activity or action you have suggested. You should also allow critique in case the situation calls for it.

Positive criticism allows other people to raise whatever concerns that they may have as well as giving you an opportunity to address such concerns.

People will have a greater incentive to be persuaded by your suggestion once they have been assured that their issues have been addressed.

Explain Benefit to Others

One of the most important points to remember when working with people is that they will always be interested in finding out what is in it for them. This is basic human behavior, since no one wants to participate in an activity with no direct benefits for them. For this reason, you can use persuasion as a way to highlight the benefits others will receive if they accept your suggestion. You should clearly outline and explain such benefits to them. This will end up convincing them that by doing what you want them to do, they will end up reaping the benefits.

Furthermore, it is important to note that no one really likes a person who comes out as self-centered. This is a person who always seems to care about what they want but at the same time pays very little attention to the needs of others. That is why, you must at least appear to care for the person you are looking to help you. When you go out of you to explain that you are not simply doing this for yourself but for others as well,

then they are more likely to accept you as a person and help you where you need their help.

Offer an Actual Gift

Sometimes you may need help with an activity that will only benefit you. This can happen since people have different needs. Personal favors are very important in life since they let you to get what you want and when you want it.

Despite the fact that personal favors will only benefit you as an individual, you should never shy from going out of your way and asking for them. However, when it comes to such favors the ideal approach is to offer a direct gift that can act as a token of your appreciation.

This should not be something big but rather a small gift that is meant to show the other person that you appreciate their willingness to go out of their way to assist you. Similarly, you can simply indicate that by doing you a favor, you will in turn owe them a personal favor should they need one. This is due to the fact that some people might not really need a gift but simply the assurance that should ever need your assistance, then you will be more than willing to assist them.

Ask in Person

It is always a good idea to personally ask for help when you are trying to persuade. The power of persuasion is significantly enhanced if you are in a position to look into the eyes to the person you are asking for help and convince them to offer you the much-needed help. Also people will be able to feel like you appreciate them when you are in a position to personally ask a favor from them. A personal one on one meeting is, therefore, a good persuasion incentive that will increase your chances of convincing other people to help you or even to see things from your perspective.

Use Persuasive Words

Words are often said to have a strong influence on both yourself and those around you. This is because words can invoke emotions and feelings that can have the 'make or break' effect. When used wisely words can have a positive

impact on your life, but when used negatively their impact will be equally negative.

In persuading others words can also be used to provide an incentive for other people to help you. It is therefore very important to ensure that you are able to use words like 'please', 'kindly' 'may I' and other words that will make you sound polite as you try to persuade other people to follow a certain course of action.

People are more likely to respond positively if they are asked to do something in a polite manner as opposed to when they are made to feel like they are obliged to do the same.

The use of persuasive words also impacts human psychology since, in many cases, people would respond positively to vulnerability. When you use persuasive words, you come across as vulnerable and this is important in ensuring that you have the desired effect on the psychology of the people that you are trying to persuade.

The Art of Influence and Persuasion?



Being influential and persuasive is a skill that you can actually develop. With the right tips and knowledge, you can master the art of influence and persuasion and apply it in various aspects of your life. If you are an entrepreneur or someone whose daily routine needs to convince others to see things based on your own perspectives and get them to agree with you, then mastering persuasion is an advantage. You need to hone this type of personality from the time you have chosen your own career.

With excellent persuasion skills, it will be easier for you to present your new ideas to the public. You can persuade the correct partners to be part of your network, create and present solutions to the right people, convince potential investors to fund your ideas, and convince customers to buy from you.

The good news is that you can have this skill. Here are just some ways for you to master the art of persuasion:

Practice Repetition

Repetition is an effective way for you to get the attention of people. A lot of people, especially entrepreneurs, make the wrong assumption that their passion in their chosen field is enough to help them clearly send their message to the right

audiences and stand out from the crowd. This is a wrong assumption because with the excessive amount of information that the public can access from various sources, it would be difficult for you to stand out. In fact, the majority of the public today already have created filters as a means to ignore unsolicited inputs.

You can combat this by ensuring that you practice repetition. Note that you will most likely convince the public that your message is worthy to be heard if they see and hear it many times – both in verbal and written form. The good news is that with this repetition, you can also absorb the skill of persuasion into your own personality, especially because it aids you in mastering it.

Use Imagination

Another way to master the art of persuasion is to use your own and your target audience's imagination. For instance, you can say things like “can you imagine how happy you will feel buying this product?”. This will give your audience the opportunity to paint a clear picture of what they can expect to receive if they agree on what you are saying or take what you are offering. Let them imagine the pleasure of following what you are suggesting, and the pain that they will most likely feel if they do not.

Try to Obtain an Early Yes

If you are an entrepreneur, for instance, then try to persuade your target audience to agree with you, even in just trivial matters. It could be as simple as the weather, whether the color of an object is blue, politics, etc. Keep in mind that getting someone to like you is one of the most important aspects of persuasion. It would be possible for you to reach that goal if the person you are dealing with agrees with you.

If you are still a beginner in the art of persuasion, then try to let your target audience clearly see the actual value of what you are offering. You should also clearly indicate what they will be missing if they decide not to have it. Take advantage of

the power of leading questions, like “do you want to”, “have you been wanting to”, etc.

The questions should be leading enough that they will have a difficult time saying no to them. You need to customize the questions to ensure that they suit the type of conversation you are having with your audience to persuade them to agree with you at the earliest possible time.

Build Your Confidence

You cannot expect to master the art of persuasion if you are not confident yourself. Your audience should see how confident you are with what you are saying. How can you expect someone to believe in what you are saying if you have doubts about it? No matter how competent you are, if your target audience does not sense your confidence, then you will most likely lose the fight and be left unable to convince them.

When it comes to building your persuasion skills, note that you can develop your confidence by fully understanding how important it is to facilitate a need. Keep in mind that many people need your help, and you hold the answers to a certain problem they are facing. Believe that what you are offering or saying is important and can provide a solution to a problem – that is regardless of the field you are in – whether you are in web design, foods, etc.

Keep in mind that someone will always find your products, services, and solutions helpful. Believing that you have something that is of great value to someone can significantly increase your confidence, thereby making it easier for you to convince/persuade someone.

Improve your Listening Skills

The ability to listen to someone intently – whether it is your customers, friends, colleagues, starting entrepreneurs, small business owners, or industry experts – contributes a lot to successfully persuading someone. Through intent listening, you will learn a lot more about the field you are in. Try to listen more than speak. Note that the time you spent not

speaking are frequently the most important since the other party will most likely feel that you are genuinely valuing their time.

Listening is also known to be one of the keys to being persuasive. In a study conducted in a business school in Columbia, for instance, researchers discovered that a lot of workers value listening skills so much that this led to the successful implementation of persuasion. With the set of experiments and tests they conducted, they were able to find out that one's ability to persuade or influence has a huge relationship to the timing one chooses to be verbal when doing the act. Remember that even if you do not speak and just merely listen, you can still persuade others using body language and cues.

Learn How to Integrate Connection in All Your Persuasion Endeavors

Regardless of whom you are trying to influence/persuade, forging a connection is crucial. Keep in mind that as humans, there is a great likelihood for them to respond positively if you use emotional appeals by connecting to them. The great philosopher, Aristotle, for instance, discovered that it is greatly possible for humans to be influenced if one uses a mix of credible, logically argumentative, and emotional appeals. Using emotional appeals more also increases the number of people who can be persuaded.

If you are an entrepreneur who needs to persuade people most of the time, then you can also use and mirror that concept to your advantage. A wise tip is to connect to them in a more emotional level by matching your voice inflections, physical cues, and charisma. This is a huge help in building an emotional connection, thereby allowing the person you are talking to realize that you also have similarities. This will eventually forge a bond of trust.

Learn How to Give Praises

You also need to learn the art of giving praise when it comes to developing your persuasion skills. If you just focus on shooting people with your ideas without even listening to them or making them feel that you also value them, they will feel like they are insignificant. This will cause them to focus on mending their hurt egos, instead of listening intently to what you have to say. The good news is that you can be more likable to them if you start to offer them praise. Find something good about the person you are talking to and praise them.

Once they find you likable through the praises that you give, it will be easier for you to persuade them to listen to you and agree with your idea. Praising someone can make them feel like they are attaining their personal achievement. They will then like you more and they will start thinking that you will be of great help to them when it comes to reaching their full potential.

Just make sure that you are careful when offering praises, though. Avoid resorting to using empty praises. Doing so will only damage your efforts.

The Basic Techniques of Persuasion

Persuasion is a technique used in the world of dark psychology to net victims in a non-coercive but mind-engaging manner. The strategies used in persuasion are designed to appear ethical or create a rhetorical appeal to the audience. This approach makes it easy to manipulate victims without detection. The main components of persuasion are ethos, logos, and pathos. These terms mean credibility, logic, and appeal to emotions, respectively. The three devices classify the speaker's appeal to the audience with varying degrees.

1. Persuade Only Those Who Can Be Persuaded

We can all be influenced at one time or another, provided the timing and the context is right. However, for some people, it can take a lot of persuading. Take a look at the politicians and their campaigns - they focus their money and their time almost exclusively on the small percentage of voters who are responsible for determining the outcome of an election. The very first step to successful persuasion is to identify and focus on the people who can, at that moment in time, be persuaded to follow you and your point of view. By doing this, a certain percentage of others - those who cannot be persuaded at that moment in time - will be influenced later on to change their course.

2. Get Your Timing and Content Right

These are the building blocks of persuasion. Context is what provides a standard for what is and is not acceptable. For example, an experiment carried out on Stanford prisoners showed that students who overachieve could easily be molded into prison guards with a dictatorial nature. The timing is what dictates what we are looking for from other people and from life. Often we marry someone very different to whom we may have been dating in our younger years, simply because what we want at any given time is subject to change.

3. Uninterested People Cannot Be Persuaded

You simply cannot convince people to do something if they genuinely are not interested in what you have to say. In general, the human race is concerned primarily with themselves and most of their time is spent thinking about three things – health, love, and money. The very first step to persuading someone is to learn to talk to that person about themselves. Appeal to their self-interest and you have their attention. Continue to do it, and you will hold their attention for long enough to persuade them.

4. Reciprocity is Compelling.

Whether we like it or not, most of the time that someone does something for you, you feel innately compelled to return the favor. It is the way we are made, a survival instinct that goes back many millions of years. You can use that reciprocity to your advantage by giving someone something they want; you can then ask for something much more valuable back from them, and they will feel compelled to do it. The principle of reciprocation is more effective if you are the first one to give and if your gift is personal and unexpected.

5. Be Persistent but not Overbearing

If you are prepared to keep on asking for what you want, to continue demonstrating real value, you will ultimately succeed in the art of persuasion. Take a look back through history and look at the large numbers of figures who have persuaded people through persistence, in both message and endeavor. Look at Abraham Lincoln, look at what he lost – three sons, his mother, his girlfriend, one of his sisters. He failed abysmally in business, and he also lost at no less than eight elections. Still, his persistence paid off when he was finally elected as President of the United States. He never gave up and neither should you.

6. Be Sincere in Your Compliments

Whether we admit it or not, compliments do have a positive effect on us, and we are much more likely to place our trust in

a person who is sincere and who makes us feel good. Try it – be sincere when you compliment a person, pay them compliments for something that they honestly wouldn't expect it to. Compliment them on something they had to work for: it can be something as simple as their clothing choice. Don't compliment them on their beauty or on other things they were born with. It is quite easy once you learn how to do it, and it costs nothing. The rewards will speak for themselves.

7. Set Your Expectations

One of the biggest parts to persuasion is learning to manage the expectations of others when it comes to placing trust in you and your judgment. If a CEO were to promise his employees a pay increase of 20% and then give them 30%, he would be rewarded much more than the CEO who promised 20% and only delivered 10%. Learn to understand what other people expect of you and then over deliver on it.

8. Never Assume

This is a bad mistake to make, assume what people are looking for. Instead, offer them what you have of value for them. Take the sales world; often products and services are held back because it is assumed that people simply do not have the money to buy them, or they have no interest in them. Be bold, get out there and say what you have to offer, say what you can do for them and leave the choice to them. Be persistent, and it will pay off.

9. Make Things Scarce

Virtually everything has a value these days, on a relative scale. We need the bare necessities to survive, so they have a far higher value than something we do not need. Often, we want something because someone else has it. If you want to persuade people to want what you are offering, it may not be enough to point out the benefits of things or services we are offering. It could be much more effective if we would tell people about its uniqueness and what they could lose. That would create a scarcity feeling, and the less there is, the more

people want it. The logic of scarcity is very simple: when something becomes scarce, people want it more.

10. Create a Sense of Urgency

One of the finer points of persuasion is being able to instill such a sense of urgency in people that they simply have to act straight away or miss out. If a person doesn't have any real motivation to want something now, they aren't likely to want it later on down the line either. It is down to you to persuade them that time is running out. Persuade them now or lose them forever.

11. Images are Important

Most people respond better to something they can see. Quite simply if they can see it, then it is real; if you just talk about it, then it might not even exist. Images are potent, and pictures really do speak a thousand words. You do not actually have to use images, just learn how to paint that image in a person's mind.

12. Truth-Tell

Sometimes, hard though it may be, the easiest way to persuade a person to trust you is to tell them something that no one else will say, something about themselves. Facing up to the truth is often the most meaningful thing any of us will go through. Do it without any judgment and without an agenda and you will be surprised at how quickly that person responds favorably to you.

13. Build Up a Rapport

The human race is a funny thing. We tend to like those who are more like us, and this often goes way beyond the conscious into the unconscious. By "copying" or matching your behaviors, regarding cadence, body language, patterns of language, etc. you will find that it is easier to build up a rapport with them and easier to persuade them to your way of thinking.

14. Be Flexible in Your Behavior

Have you considered why children are often so much more persuasive than adults are? It is because they are quite happy to work their way through a whole list of behaviors to get what they want – crying, being charming, pleading, trying to strike bargains, etc. Parents are stuck with just one response – No – which often turns to another – Yes. The more different behaviors you have in your repertoire, the more likely you are to be persuasive.

15. Transfer Your Energy

There are those who drain us of our energy, and there are those who fill us with energy. To be the most persuasive you have to be full of energy and you have to know how to transfer that energy to others.

16. Be Detached and Calm

If you are in a situation where emotions are running high, you will always be the most persuasive person if you are calm, show little to no emotion and remain detached from the situation. In times of conflict, people will turn to you for help, and they will trust you to lead them in the right direction.

17. Use Anger in the Right Way

Most people really don't like conflict and if you are prepared to escalate a situation to a level of high tension and conflict, many of your adversaries will back down. Don't make a habit of doing this and never do it when you are in an emotional state or are on the verge of losing control. Do use anger in the right way to gain the advantage.

18. Be Confident, Be Certain

The most intoxicating and compelling quality is certainty. If you are confident and full of certainty, you will have the edge in persuading people to follow you.

Subliminal Persuasion



The best part about subliminal psychology is the total lack of consciousness in it. You are essentially employing a foolproof method of psychology that is undetectable. This can obviously be harmful in that it means you can be manipulated without even knowing it. But it can also be beneficial if you must manipulate someone yourself.

Ethical questions aside, subliminal psychology is a powerful way to get your way, unchallenged and undefeated. But that is just the problem: There are many ethical dilemmas involved in using subliminal psychology.

That is why this method is not recommended for use on friends, family, and people you care about. The best course of action is to be direct, transparent, and honest. Now when is subliminal psychology right? Well, that is up to you to decide. It might be right if you are defending yourself from a manipulative person, or if you are trying to get ahead in business.

Now let's explore a bit more into how this clandestine science works and how you can use it. Alternatively, if you notice someone using these methods on you, you can recognize it for what it is and deflect it.

How do Subliminal Messages Work

The entire secret behind this psychology is targeting the subconscious without the subject's actual awareness. You sneakily work on someone's mind to bring about some sort of change or action or feeling, without the person ever knowing. There are many methods that help you accomplish this.

First, what acts on the subconscious? Any stimulus from the outside world will convey a message that your subconscious analyzes and internalizes. However, most of this stimulus bypasses our conscious awareness because it is too fleeting, too minute, or too common. Scents, sounds, images, body language, even textures, are all potential clandestine messengers.

Second, what stimulates the conscious mind to pay attention, thus making something not subliminal? The simple answer is anything so out of the ordinary that the conscious mind thinks it might be important and worthy of further thought. So, to be clandestine, the key is to avoid seeming out of the ordinary or suspicious. If you do something, you want to act like you are just doing what you are supposed to. Do everything out in the open, obviously, and without acting furtively. "Move along, nothing to see here" is your motto.

To really understand how to become a clandestine subliminal mastermind, it is helpful to observe intelligence officers, such as CIA agents. These people do not creep in the shadows in trenchcoats like the movies show. No, they are out in the open, talking to targets, making social connections, attending parties and events, becoming instrumental team members in enemy governments. They are not only in the open, but they are acting normally as if they are doing absolutely nothing wrong. This way they avoid arousing suspicions. Your goal is to emulate this behavior by acting as if you are doing nothing wrong and nothing unusual.

Limitations of Persuasion and How to Overcome Them

Divergent Views

There are various limitations that might undermine your capacity to persuade other people. Such limitations refer to conditions or scenarios that have the potential to undermine your ability to persuade others. First and foremost, your power of persuasion can be limited by the fact that the people you are talking to may have a totally different perspective on the issue that you are trying to put across. Even though their perspective might not really hold water, they have their reasons for holding onto their respective positions.

When you are presented with divergent opinions regarding an issue you are passionate about, you are likely to abandon your position and go with the opinion of others.

However, this should not be the approach you take, since by doing so you will not be able to achieve anything meaningful. Instead, you must hold onto your position and look for ways to convince others to see things your way.

One of the best approaches to overcome divergent opinions as a persuasive limitation is to actually give room to accommodate such opinions. This simply means that you should allow others to share their thoughts and opinions on the issue at hand in a comprehensive manner.

When you allow other people to ventilate any issues that they might be having, they will be more likely to identify pitfalls and other potential issues with their own perspectives, and this will make it easier for them to be open to the idea of embracing your perspective.

Many people usually hold onto their perspective because they have not been presented with an alternative rationale to the issue. However, if you are able to make a case for your rationale and clearly explain the advantages that will accrue to

the other person, then you stand a better chance to successfully persuade them.

Cultural Differences

Culture refers to the general way of life associated with a community or a group of people. People identify with different cultures based on their geographical locations, religious beliefs, and even political ideologies. When it comes to culture it is important to remember that there are those people who are highly sensitive to issues that touch on their culture while others might not be as sensitive.

Cultural differences can also limit your ability to persuade other people. Many people are likely to hold onto their positions on account of their cultural concerns. For this reason some people might disagree with your perspective because it goes against their cultural norms and beliefs.

In case you find yourself in such a position, the best approach to use would be to try and address such cultural concerns in the best way possible. Ideally, you should come up with a perspective that does not fundamentally alter your original stance on the issue but that takes into consideration the cultural concerns that the other person could be having.

This approach will significantly increase your chances of persuading others to agree with your position and offer you the much-needed assistance.

Social Prejudice

Prejudice is something that can also limit your persuasive potential. Prejudice simply means a set of beliefs held by different people regarding other people. For instance, they are those people who might believe that women might not be very good at undertaking certain tasks as compared to men.

Prejudices are most often than not inaccurate and they have the effect of undermining the potential of those people who happen to be misjudged.

Prejudice is something that can significantly interfere with your ability to persuade other people. This is especially the

case when the person you are trying to persuade has some misconceptions about you.

Such misconceptions will affect the way they think about you and your ability to meet your obligations under the proposal that you are putting across. For instance, you may have a proposal regarding a great business idea, and you are trying to convince your friend to associate with you to startup. However, your friend might be hesitant to come on board because of a previous venture that you tried but did not manage to get it off the ground. Due to your previous failure, your friend might, therefore, believe that you do not have what it takes to start and successfully run a business.

In case you come across prejudicial bias that can undermine your ability to persuade others, the best approach would be to try and win over the other person despite their previous beliefs and assertions. For instance, you might illustrate evidence that is contrary to their beliefs. In this case, you can highlight to your friend some of the successes that you have had but they might not be aware of. If you are to do this, then the person might be persuaded to overcome their bias and give into your suggestions.

Lack of Credibility

Credibility refers to an inherent quality to be trustworthy. A person is regarded as a credible individual if people around them find it easy to trust them. On the other hand, if people find it difficult to trust you, you will have low credibility. Credibility is something that has the potential to affect your ability to persuade other people. If you have high credibility you will find it easy to persuade others to agree with you. On the other hand, if your credibility is low your ability to persuade others will be equally low. It, therefore, follows that low credibility undermines your persuasive potential and that it is important to enhance your overall credibility in order to overcome this limitation.

One of the ways through which you can improve your credibility is by having reliable references. These are simply

people who have interacted with you in the past and can thus vouch for your ability to deliver on a certain aspect. For instance, you might be trying to persuade a potential employer to hire you to fill a certain vacancy in their organization. In order to ensure that you are able to effectively persuade them to bring you on board, you can quote previous employers you have worked with and whose experience with you has been positive. Once such information has been verified, you will be able to improve your overall credibility and make it easy for the potential employer to seriously consider you for the position.

Put Yourself in the Shoes of Others

The Great philosopher Aristotle once said that ‘It is not possible to educate the mind without first educating your soul’. This simply means that it might not be very easy for you to persuade other people if you cannot at the very least, take into account the issues that they are trying to raise. A lot of people who happen to fail in their persuasive initiatives can attribute such failure to their inability to put themselves in the shoes of those they are trying to convince. Many people are inherently self-centered in their overall approach to life. This implies that such people only seem to put their interests first, and totally forget to pay attention to the interest of other people.

Putting yourself in the shoes of other people implies that you should try and see things from their perspective. It is very easy for you to focus a lot more on what you need and totally forget what other people need as well. This is a fundamental mistake that most people make, and it significantly undermines their ability to persuade others.

If you really want to persuade someone else to come on board and embrace your ideas, you should at least be able to make it known to them that you appreciate their divergent views on the issue. In fact, you should be willing to adequately analyze their perspectives and point their positive and negative aspects. If possible, you should be willing to go a step further and integrate any identified positives into your own idea. This will

ensure that whatever proposal you finally end up with is inclusive and likely to benefit all parties involved.

Image Matters

It is often said that people should not judge others by the first impression that they have of them. First impressions can be very deceptive when working with others since they might result in you totally misjudging the other person. However, when it comes to your ability to persuade others, your first impression can serve to either limit or enhance your persuasive potential.

Imagine a scenario where you want to present a business proposal to a bunch of senior executives. You take your time and prepare a very nice proposal but when the day comes you show up with a rugged t-shirt and a pair of faded jeans. In a second scenario you prepare an equally good proposal but this time you show up with a tailor-made business suit with shoes to match. In which occasion are you likely to be successful in persuading the executives to adopt and fund your proposal?

The obvious answer to the question above is the second scenario. The example above illustrates the fact that the image and impression of yourself that you put out there does indeed go a long way in improving your ability to convince other people. Ideally, you should try to create an image that resonates with the message that you are trying to pass across.

In this example you are trying to convince a group of executives that you have the potential to make it in the corporate world. You need both a good idea in the form of a business proposal and also an image that resonates with this idea. If you are able to get this combination right, then you will find it much easier to convince others to come on board and buy into your idea.

Be Careful on How You Handle Objections and Hostilities

As you try to persuade other people, you will often come across objections from various sources. Some people might be objecting your views simply because they do not believe that

what you have put across is the best course of action. Similarly, other people might object to your suggestion because it does not address their specific interests on the matter.

Whatever the rationale behind the objections, you must ensure that you are able to handle them in the most appropriate fashion.

First and foremost, you should never be hostile to another person simply because they are objecting your idea. Always try to appear accommodative during the negotiation process and do not sound rude even if the person is behaving rudely towards you. Try and calm them down and assure them that indeed their concerns have been noted and will be looked into.

Do not be Vague

When it comes to your powers of persuasion, it is important to ensure that you are able to avoid vagueness. Being vague in this context implies that you are not specific in terms of the person or group of people you are addressing your message to. For instance, you might be facing a dire situation and in need of assistance from others. In case you are faced with such a scenario, the best approach to use would be to try and persuade a specific person to assist you or even extend the same message to a specific group of people.

Many people make the common mistake of being vague in their persuasion initiative.

Vagueness acts as a persuasive limitation since it results in a situation in which no single person feels obligated to respond to you. However, if you channel your message to a specific individual or even a group of people for that matter, then you will find it much easier to convince them and persuade them to come out and help you.

Furthermore, it is important to note that people are more likely to respond positively if they are directly engaged. When you are able to direct your persuasive message to a single person or even a specific group of people, then there are more likely to be persuaded by your message. For instance, social media has become one of the most ideal platforms for communicating and persuading other people. Social media, however, are typically designed as an open platform where many people can connect. If you want to use this platform effectively for persuasion, however, you should prefer the use of one-on-one communication such as the use of inbox messaging in Facebook or Direct Messaging in the case of Twitter. If you can use these options, you will find it much easier to connect with others and persuade them through social media platforms to offer you the much-needed assistance.

All in all, your power of persuasion can determine your capacity to influence the actions of other people. If you are good at persuading them, then you will most likely be

successful in making them work towards the realization of your dreams in life. However, the art of persuasion might not be as easy as you may think. You have to learn and understand some of the ways through which you can persuade other people despite your personal limitations. Some of the ways of persuading others discussed here include clearly explain what you want, explain how your suggestion will benefit the other person, asking for favors in person, using persuasive language when asking for a favor and asking a specific person to assist you as opposed to a group of people. If you are able to master all these methods of persuasion, then you will find it easy to convince other people to do things for you and with you. In the end, your overall success potential will be determined by your persuasive ability.

Conclusion

Everyone has somehow been involved in things they did not matter to them at all. Not because they wanted them, but because there was some pressure piled up to push you into getting involved, taking a certain action, or also disassociating with something. In some circumstances you have found yourself subscribed to a fitness journal or to some business or lifestyle magazine, and when you receive it you start wondering why you had to.

You also have looked at how you interact with people. They make a request to you and you make requests to them. You should come to think of it. That is why some requests have to be accepted and at the same time others are rejected. At times competitions happen to win capital for investment in a great business idea. Everyone usually has an idea and all of the ideas have the potential to do well on the market. Yet only one winner is picked over the others. The thing is what made the difference in how they pitched their business ideas?

All these questions and others revolve around influence; the powers to impact on others and alter their opinion, perception, thinking and eventually their actions and behavior. This relies on the ability to persuade and it is all a game, a game of psychology. You study people and understand their behavior and thought patterns and you know what can make them tick. Then you devise the mechanism of achieving exactly that.

So, influence and persuasion play in the circles of psychology. It targets the mind and follows up to impulses, feelings, and actions. Like a game of psychology, persuasion has to be understood in terms of how it plays out. Because we are all subject to persuasion. If not, we also are attempting to be an influence on others. So, you have to gain knowledge of this psychology.



HOW TO DEAL WITH TOXIC PEOPLE

Do You Know Someone Toxic who puts your life in Conflict? I Would like to offer you a way to Exclude Toxic and Narcissistic People from your life, or to Limit their Influence on You.

© Joseph Griffith.

Introduction

Toxic people are everywhere. They work with us, they live in our neighborhood, attend our same church, live in our own house, are part of our friends and family, and of course, these toxic people are the ones that every day make us want to go home and dissolve ourselves in our bathroom sinks. Toxic people are a fact of life, but it doesn't mean you have to deal with them regularly. A toxic person can bring you down. Once you begin to associate with a toxic person you will become a toxic person too. Once this happens, it will be hard to break away from them and to get back to your normal happy life. Even if it means quitting your job, leaving a best friend or a family, or even moving away from your neighborhood, don't sacrifice your sanity just to maintain toxic friendships.

They are everywhere, but you don't have to have them in your life. Toxic people are everywhere, in every situation, and unfortunately sometimes we become friends or even partners with them. It usually happens when you feel lonely and you need some attention. You find someone willing to listen to your worries, but on the other hand what they are really doing is that they are using you. Some of them will give no warning to you that they are what they are. On the contrary, they will tell you that you are the love of their life, and they will convince you to be in a relationship with them. And only after that is when you come to realize that they are toxic. But by then it might be too late, because now you have given your heart out to someone that is just bringing you down. The relationship might even turn into a friendship, which sounds okay on the surface. But if you analyze it, you will realize that you are the one doing much more than your partner.

In other situations, after a few months you might realize that now the friendship is not as good as it was in the beginning. In that is the case, it might be time to move on. The problem is that you might not be able to decide that on your own. Remember, people are not only made up of actions but they can also be a mix of actions and feelings. If you have not

noticed it, the feelings may be similar, but the actions might be very different.

That is why you might be stuck in a friendship or a relationship that is not as good as it was in the beginning. You might even get stuck in an abusive relationship that doesn't end because a toxic friend or partner always makes up excuses and blames you for everything. Even if you think you know someone well, that person might be toxic so you should always be careful when dealing with them. Even if you don't know the person well, try to use the content provided in this book to make your decisions in a way that will help you, and will protect you from being another victim of a toxic person.

Chapter 1 What Makes Someone a Toxic Person



“Toxic people!” We usually give this name to people we don’t like, or to people who bully us and make us suffer emotionally. You know, those who step on you and make you feel small. Or those who bring out the worst out of you, and make you depressed and anxious.

But what qualifies someone to be considered a toxic person? What does it mean to be a toxic person?

You might have your own definition of what a toxic person is and even have in your mind right now one person or more, and your entire being screams, “a toxic person is anyone who is like [insert their name here]!” I get that. We need to set a standard to which we will always refer to, a trait that plays as a litmus test of whether a person is toxic or not. Let’s start with the general definition, which comes from the obvious destructive behavior of the toxic people:

A toxic person is someone who hurts other people. He/she selfishly put his/her needs first and doesn’t respect other people’s needs. He/she only cares about being at the top, not only by working to get there but also, more importantly, by making other people fall.

Now, here is a more precise definition that we will be using from now on, because it underlines the roots of the toxic behavior the toxic people/bullies have:

- He/she is someone who doesn't accept the responsibility for their shitty emotional baggage (by the way, we all have this type of baggage). He/she projects their insecurities onto others and tries to make people suffer, look small, or feel insecure.
- Toxic people come in all sizes and shapes, as we will see. What is common among all of them is that they are not emotionally stable, not sane nor mature (even if they pretend and look, act, and breathe as if they were sane and mature), and are not capable of feeling secure unless they project their insecurities onto others.
- Emotional stability is about: being aware of your emotions and being responsible for dealing with them, and being responsible for not hurting other people because of them, and apologizing if you ever did.
- And oh, they make up a lot. Almost everything they do is a desperate attempt to make up or compensate for what they believe they lack. If you are not sure that you have something, you will often go around telling and showing people that you have it, even when it is unnecessary. But when you are confident that you have something, you will not feel the need to constantly prove and tell other people that you do.

This is just a quick overview of what toxic people are. They are insecure and they hurt. And, contrary to common belief, insecure people don't have to be closed-minded and shy and harmless (although some insecure people are). Insecurities can cause some people hurt others and be called toxic because of this. So, to answer the question of what makes someone a toxic person, we can safely assume that insecurities, and the inability to handle them, are what make some people become toxic.

Yes, it is not the insecurities themselves what turn people into dicks. It is, again, the inability to handle those insecurities in a

healthy way. It is the refusal to accept the responsibility of managing those insecurities in a healthy way. It is the projection of these insecurities onto others: It is the insecurities of having insecurities.

Toxic people want to feel less insecure not by dealing with their insecurities in a healthy way, but by making other people look and feel more insecure than themselves. They deny their fears and self-doubts and project them onto others. They strive for power because they feel weak, they want to look strong because they are terrified of the fact that they might be weak.

But there is no reason you should allow them to do that to you. You don't have to put up with this type of behavior anymore. We will get to that after answering a few more questions.

Can Someone Become a Toxic person with no Bad Intentions?

Absolutely yes.

It's all about the fact that toxic people are insecure people who don't want to accept responsibility for their insecurities.

Some of them may be evil. Some of them not.

Some of them may be your friends or family members. Some of them don't want to hurt you and screw up your life. They are just clueless about how to handle those painful insecurities.

This is not to say that they can be excused and just left alone. No. They still have to be held accountable for their actions and words. And they ought to be stopped when attempting to hurt you or anyone else.

When you start looking for "asshole's signs", you are going to find many. Some people are not total toxic but they carry some dark traits that show up on certain occasions.

The downside of this is that if you start believing that all toxic people have bad intentions and secretly want to take over the world and screw you up, you are going to live in constant fear. Why? Because you will feel that many of those who are

around you are cold-hearted toxic people that have bad intentions.

Don't play around with their intentions. Some of them are bad characters and they want nothing but the worst for you. We cannot deny that there is evil on earth. Some are toxic people but not with the worst of intentions. Just learn to protect yourself from them. The best strategy is to not interfere with their intentions, as much as possible, and just deal with the fact that they are being a jerk and toxic.

Chapter 2 Common Traits of Toxic People!



Toxic people have some traits that are common to them. The most important trait is that they have no control over their negativity, their anger, envy, lust, greed, arrogance and so on, and these emotions keep seeping into their thoughts, their emotions, words and actions, like if they were poisons. You feel these emotions in them and you are affected by their negativity.

Not all toxic people exhibit all these traits. Some exhibit only one or two and some exhibit all of them. Some exhibit their traits only at work and some only at home. Some show their toxicity when with some persons and some show them with everybody. With toxic people who show their toxicity only with selected persons, you have a problem. Since you don't know whether you are dealing with a toxic person or not, you will be affected by their negativity. On the other hand, if you know that you are in the presence of a toxic person, you can easily deal with them.

Toxic people are found everywhere. They can be in your family, at work, and even in clubs, social organizations, or religious groups. No matter where you are, in the presence of

toxic people you will be affected and affected in an adverse way. No one can become toxic overnight. To become one, your personality has to be damaged, and this is only possible through 'indoctrination' by toxic people or through 'deep emotional bonding' with them. You may have noticed that toxics come in groups. They form a group. They speak of a common philosophy or religion. They have their meetings. They have their leaders. They have their fanatics. They have their seminars. They have their coaching classes. They listen to the same music. They worship the same god. They meditate at the same temple. They share the same beliefs, which form their philosophy and religion. They follow the same social code of ethics. They share the same emotions, attitudes, fears, hopes, and joys. They have been indoctrinated into the same toxic way of life and have become toxics. They live in a toxic world. They are toxic people.

Imagine you are in a hospital and you find out there are poisonous fumes due to a leak in a chemical container. It can affect you. If you live long enough, you will be affected. The same thing happens to you when you are in the presence of toxic people.

Toxic people live in a world of negativity and they seem to thrive on it. If there is a positive event to be shared, they have a negative reaction. If there is a negative event to be shared, they have a positive reaction. If something positive happens to you, they look for that negative side, which makes them feel good because they want to extract some negative feelings out of it. If something negative happens to you, they look for that positive side, which makes them feel good, because they want to extract some negative feeling out of it. They want to have fun with anything negative, because then they will feel good. They want to focus on the negative, since that makes them feel good. They want to insist on the negative, which makes them feel good. They want to learn about what is negative, because that makes them feel good. They want to share negative attributes, which makes them feel good. They multiply negative attributes, which makes them feel good. They alter

the negative attributes, which makes them feel good. They celebrate the negative attributes, which makes them feel good. They demonstrate the negative attributes, which makes them feel good. They interfere in the negative attributes, which makes them feel good. They demand the negative be done, which makes them feel good.

Some of their traits are:

- hatred
- negativity
- criminal behavior
- cheating
- lying
- conflict management
- extortion
- criminal ways, etc.

You are affected by the bad emotions these people have. The negative emotions that they call up have a downhill effect on your health and happiness. Some people have unexplained physical and mental conditions, which are the result of being around toxic people. Some have psychosomatic and psychogenic conditions. Some are constantly in fear. Some in conflict. Some are physically unable to have healthy relationships. Some are haunted by the fear that they may become like those people. Some are fortunate enough to only have high levels of anxiety.

The presence of toxic people creates an atmosphere of certain fear and of inability to enjoy life. Fear drags you down. You are affected by the fear and you react in a way that you think it will save you. This reaction creates the next reaction in the chain. You are dragged lower and lower by bad emotions. You are pulled lower by the fear. You are pulled lower by the conflict. You are dragged lower by the manipulation. You are dragged lower by criminal behavior. You are dragged lower by the cheating. You are dragged lower by the conflict-oriented ways. You are dragged lower by the cheating again, which is a criminal offense.

It is good to note toxic people common traits so you know how to live with them:

1. Negative emotions are easily triggered by a small insult.
2. They share dark thoughts all around.
3. They are short-tempered.
4. They feel bad about themselves and about others.
5. They think something is wrong with the world and the way it works.
6. They see problems as an opportunity for drama.
7. They pull others down with their negativity.
8. They have a poor self-image.
9. They try to make others feel bad.
10. They expect other people will make them feel good.
11. They are always suspicious and looking for trouble.
12. They look for reasons to make other people feel bad.
13. They are unable to produce positive emotions.
14. They come up with inappropriate emotional claims.
15. They force people to produce negative emotions.

If you have to deal with toxic people in your life, I recommend you to hold the following four Ds.

1. Don't react, just listen.
2. Depersonalize. It is just a critical mind that shouts.
3. Distance yourself. Don't get into conflict. Don't give them space to manipulate.
4. Delegate. Put back your sword, leave the fighting to your allies.

It is important to understand that toxic people may be part of your life. You will never get rid of them completely. However,

you have to limit their influence on you. You can show them a better way. You have to be more conscious of how they affect you. You can prevent their bad input from reaching your life. Think of it as a barrier that protects you against them. Make it stronger. Make it more effective. You can make it unbreakable. It is the only defense you have against toxic people.

Chapter 3 Learn to Identify Toxic People AND in What Circumstances They Are at Their Worst.

Understand that toxic people are well-known manipulators in their behavior and they seek to unethically manipulate and control other people (in fact, that is what they do). They are good at getting others to do what they want. They lack conscience and they are very self-centered and self-willed – they always want things THEIR way, and get upset if things don't go their way. Even more, they are pathological liars – they are unable, they cannot tell the truth about anything. Most of all, they want to cover up their bad behavior and let you down.

The key to identify these persons is to understand the way they do things, perhaps even, how they do not behave in certain ways. If you are not 'in this special circle', you may not be aware of who they are. They are generally toxic because they do not know how to function in society in an acceptable way (consider other people's needs, other people's feelings, ethical behavior etc.)

Below are a few traits to look for. Make sure that if you find many (or most of them) you may assume that someone is a narcissist or at least has some narcissistic traits.

- Full of themselves. I know a guy who goes around telling people that he is a king.
- Great first impressions. They seem charming and charismatic, at least at first. Not everyone who makes a good first impression is a narcissist of course. However, most narcissists have been able to hone this skill because it helps them appear powerful and have more fans. Also, from my point of view, because narcissists have troubled relationships that often don't last, they often have to find themselves in new

relationships with new people, so they have to charm those people to get new followers and even new relationships.

- Obsession with status and power, even if they pretend the opposite.
- Perfect social media accounts. We all post our good sides and our good times on social media. However, a perfect and flawless social media account may indicate that the person is deliberately trying to project a certain image. Also, pay attention to pictures, as narcissists usually have solo photos where they are the center of the picture. However, don't take social media as a stand-alone sign and collect as many signs as possible.
- Looking down at other people. (Exceptions for high-status people).
- Bad history of relationships. Especially romantic relationships.
- Poor self-awareness. Not always. But take into account that self-awareness is a humble journey that sometimes includes calling yourself ugly names. Not something narcissists find funny.
- Empathy is as bad as it is their self-awareness. I believe that there is a correlation between self-awareness and empathy. You cannot relate to what other people are feeling or going through if you are not aware of your feelings and shortcomings.

Ideas on how to deal with toxic people:

In a nutshell, dealing with toxic people is a battle of wills. If you are not sure you want to deal with them, then avoid them. But beware, there is always a cost to pay when you do so. You have to decide what is what you want: to avoid them and feel good about yourself, or to deal with them and have the stress and extra costs of their bad behavior. Always remember, you always have to deal with ALL people you have any contact with for one reason or another (psychologists will tell you that toxic people are emotional vampires.) You may be given the

choice that you cannot decide for yourself. You may be pressured to do things that you don't want. You may like other people in general but you cannot relate to toxic people. You can get angry or frustrated but, in the end, you feel like a victim. There are other options. You can accept that toxic person are what they are – but you don't have to deal with them. To get out of this relationship, you may identify what you want. And you can set your limits. You can go ahead and deal with that and, if it doesn't work out, you can deal with the problem separately. You can learn to be more assertive and be more honest with yourself. You can accept that if it does not work out, then that is life and you move on.

Types of Toxic Conditions You Should Avoid

No doubt you have a hunch about who they are. It is even possible that you have experienced it more than once in your life, so you should know the enormous emotional cost and the wear and tear you may suffer when you get to deal with someone who makes you feel bad.

Regardless of this, something strange always happens under toxic conditions: you know who they are, but you cannot see it when you are involved in one. Why not? You may be too emotionally involved. Love and thought can sometimes be like wearing a blindfold that prevents you from seeing the actual truth of the situation.

That is why we should talk to you today about six different types of toxic conditions that everyone should be able to identify to avoid them and set the boundaries needed to protect yourselves. We should also be aware that when we discuss this problem we are not just talking about romantic relationships; You can have toxic friends and even poisonous family members.

Conditions Where A Person Has Control

Sometimes it is easier to forget about everything and let your partner make the essential decisions - then they will be responsible for the things you do. You think he/she takes good care of you but you must be very careful. If you let someone else decide all the time, it may come a day when he/she starts making decisions for you.

Don't let this happen, whether it's a relationship with a partner or with a friend. You should always have a balance between interests and personal investment. When one of the two starts doing more than the other one or starts to make the decisions for both, soon problems may arise.

People Who Put Their Needs Before Yours

People who continuously insert the personal pronoun "I" in their sentences can undoubtedly be the most harmful personalities, leading to a classic example of toxic conditions.

Those who are incapable to look beyond their little world will never be able to give true happiness to another person. Nor they would be able to offer you the respect you deserve. Remember that!

Those Who Cannot Trust Others

Also, there are people who due to lack of confidence or understanding do not have the emotional openness to show respect, compassion, and empathy for another person. If conditions are based on mistrust, most likely there will always be jealousy and misunderstandings, that will manifest in the form of constant quarrels, which eventually will break down your self-confidence. It is a vicious circle and it is not worth to stay in it.

Conditions Based on Persuasion

“If you loved me, you would be with me now, so it must be that you hate me.” If you have ever heard such a phrase, you undoubtedly know how awful it feels, how much it hurts to hear these words from the mouth of the person who loves you.

But don't be fooled. People who rely on persuasion and manipulation, who use techniques like this one above to abuse their relationship, never feel true love and neither respect nor understand you. This is a clear sign of a toxic relationship.

Relationships Based on Lies

Some people are pathological liars. They do this to achieve their goals, to gain total control of the world they build up, and to continuously have the upper hand in their relationship, which is based on lies. They can say they love you, that you are the best thing that has happened in their life. But instead of showing you their love, they behave in a harmful and humiliating way. Their lies eventually revealed, you may forgive some of them. But in the long run, they destroy you from the inside. Don't let that hit you.

Chapter 4 Gaslighting



Gaslighting is a form of mental abuse, commonly used by narcissists. The term comes from a 1938 play. The play portrays a man attempting to make his wife insane by messing with the lights inside their home. The wife in the play tries to point this out to her husband, but he totally denies that the lights of the house are changing at all. She starts to question herself, and now he is in control. He has gaslighted her, and this is a brilliant example.

Many people deal with narcissists on a daily basis; however, it is surprising how many don't understand what gaslighting is. Gaslighting is one of the narcissist's favorite tactics to get complete control and power in a relationship. That way they abuse their partner and make them second guess every thought and idea that crosses their minds.

Sometimes you are dealing with a narcissist, and you have no other choice.

For instance, if they are a parent or a family member, it is very likely you just cannot get rid of the burden they represent. Narcissism can also be experienced in romantic relationships, as well as on those of a friendly nature. Realistically, any relationship in your life could be with a narcissist, and every one of us is going to have the challenge to deal with this. It is not only hard to deal with. It is oftentimes hard to recognize.

Narcissists have huge egos, and they only know how to love themselves. They will go to great lengths to have people perceive them in a certain way. They often tell stories of grandeur and think that there is no one better than them. Most narcissists are charismatic and can very easily draw the attention of a crowd. This can make it easy to fall for them, and for them to gain control of you and of your life. Recognizing a narcissist early on is the best defense against them.

If your partner ever repeatedly tells you that you are making things up or that you are remembering something incorrectly, they are likely trying to gaslight you. This happens slowly over the relationship until the victim cannot tell reality as it is. If you are being affected by gaslighting, you may be finding yourself questioning reality, your relationship, or possibly even your level of sanity. These are all signs of gaslighting.

This tactic is not only a form of mental abuse, but it is also a form of emotional abuse. When a person suffers from emotional abuse, this will take a toll on every aspect of their lives. They will likely have very low self-esteem. It is also common for those who suffer from emotional abuse to have problems with anxiety and depression. They often feel a sense of helplessness. In a gaslighting situation, they will become dependent in every way on their narcissistic partner. They start to accept abuse as something normal and acceptable.

As noted, emotionally abused suffer a lot of damage throughout their entire lives. They will likely question or not understand their own feelings. They will likely not trust their instincts, and they may even question their sanity. When these types of behavior become an everyday occurrence, it puts all of the power and control in the hands of the narcissist. Once someone is no longer able to trust their thoughts and ideas, it is much more likely that they will stay in an abusive relationship regardless of how terrible it is for them and for their well-being.

The victim of gaslighting will suffer, but so will the people that care about them.

Victims of this type of manipulation withdraw from the people they love, and that love them. They no longer trust what their most trusted ones have to say or what they think. Oftentimes, their relationships with anyone other than the narcissist will dissolve completely. This is painful and harms everyone that cares about the victim. Trying to make the victim understand that what it is happening is not right is almost impossible. This is especially true in terms of narcissistic relationships that have been going on for some time.

Also, gaslighting is exceptionally effective in keeping a person under the narcissist's thumb. Mental and emotional abuse are ways for the narcissist to gain power within the relationship. They will gain control by any means necessary, even at the expense of their partner's happiness and well-being. Gaslighting is only one of the many forms of manipulation that the narcissist will use to maintain the style of life that they find suitable.

The effects of gaslighting do not take place overnight. It takes quite a bit of time and it is typically quite gradual. At first, their tactics may just look like simple misunderstandings. However, over time, the abusive behavior will become continuous.

People on the outside of the relationship may be able to see the pattern of it, but it is unlikely that the partner affected by it will be able to see it.

There are several reasons that the abused party will not understand it when their friends, families, or loved ones try to tell them what is happening. Most narcissists will do their best to isolate their partner, which can lead to breakdowns of important relationships in the inability to hear what people that truly care about them have to say. Victims of this type of abuse can also become extremely anxious or confused. This can make extremely difficult just talking to them.

Depression is another element that comes along with gaslighting. People tend to disassociate with what is going on

around them. Additionally, they may experience a lack of trust with people that care about them the most.

One of the saddest things about being in a relationship with a narcissist that uses gaslighting tactics is that, eventually, the partner that is being abused will feel as if they need the narcissist to survive. Because they cannot define true reality; they feel that they need their narcissistic partner to define reality for them. This makes the situation insanely difficult to get out of. It takes a lot of time and effort to help somebody open their eyes and realize that the person they love the most is abusing them and taking advantage of them.

Gaslighting not only manipulates the person. In fact, it is also a form of brainwashing. It lays seeds of doubt in the victim in every area. They will not be able to perceive the world as an individual, they may lose their identity completely, and they will likely feel very little self-worth. The thoughts, statements, and accusations of the gaslighter are consistently deliberate falsifications.

Their intention is to make the person they are dealing with feel crazy, and thus, the narcissistic gaslighter holds all of the power and control within the confines of the relationship.

It does not matter how intelligent you are when it comes to gaslighting. If you do not see the signs and take action quickly, you will likely surrender to the wishes of the narcissist in your life. This is because it can be hard to recognize. There are misunderstandings in every relationship due to poor communication or simple human errors of memory, so it can be easy to brush off the signs of gaslighting, especially at the beginning.

There are a variety of different signs that you are dealing with a narcissist that is using gaslighting tactics.

For now, simply know that if you notice constant miscommunications where you are the one in the wrong, you may be dealing with someone that means you mental and emotional harm. You must remember that this form of manipulation is a slow process. When you are aware of the

experiences you are facing, being aware of what is happening at the time can offer you the protection you need to avoid staying in a relationship with someone who uses gaslighting.

The narcissist loves gaslighting because it is so hard to perceive. Tools such as accusations, denial, lying, and misdirection are all used to divert the person they are focused on off the trail of truth. It often leaves them feeling as if the issues they have are simply part of their imagination. Also, they end up feeling like everything is their fault because of the things that the narcissist says and does. Gaslighting truly can make a person go crazy.

Effects of Gaslighting

1. Gaslighting can have catastrophic effects on a person's psychological health; the procedure is gradual, chipping away the person's certainty and self-esteem. They may come to accept that they deserve the abuse.
2. Gaslighting can also influence a person's social life. The abuser may manipulate them into cutting ties with friends and relatives. The individuals might also isolate themselves, believing they are unstable or unlovable.
3. Even when the person escapes the abusive relationship, the effects of gaslighting can go on. Even then the person may question their judgement and find hard making decisions. They may also be more reluctant to voice their emotions and feelings, knowing that they are probably going to be discredited.
4. Gaslighting may lead a person to develop mental health concerns. The constant self-uncertainty and disarray can lead to anxiety. Sadness and low self-esteem may lead to despair. Post-traumatic stress and codependency are also common developments.
5. Some survivors may struggle before they can trust other people; they may be on constant guard for further manipulation. They may criticize themselves for not having caught the gaslighting earlier. Their refusal to show vulnerability might prompt strain in future relationships.

Are You Being Gaslighted?

Gaslighting may not include all these experiences or feelings, but if you recognize yourself in any of them, give it additional attention.

- You are constantly re-thinking yourself.
- You are asking yourself twelve times a day, “Am I too sensitive.?”
- You regularly feel confused and even stupid at work.
- You keep saying ‘I’m sorry’ to your mom, father, sweetheart or boss.
- You wonder now and again if you are “good enough” for your sweetheart/ wife/ representative/ companion/ little girl.
- You cannot understand why you are not happy, with so many beneficial things in your life.
- You buy stuff for yourself, things for your apartment, or other personal items, thinking of your partner, considering what he/she might want rather than what might make you feel incredible.
- You often rationalize to your loved ones the behavior of your partner.
- You end up denying facts to your loved ones, so you don’t need to clarify or rationalize.
- You realize something is out of place, but you can never fully communicate what it is, not even to yourself.
- You start to lie to keep a strategic distance from the put-downs and reality turns.
- You have difficulty deciding on basic issues.
- You think twice before raising discussion subjects even if you are absolutely right.
- Before your partner gets back home, you go in your mind through a list to see anything you may have failed during the day.
- You have the feeling that you used to be a different person — increasingly sure, progressively carefree,

always more relaxed.

- You begin addressing your better half through his/her secretary so you don't need to say things that may worry or cause concern to him/her.
- You feel as if you can't do anything right.
- Your children start to attempt to protect you from your partner.
- You get yourself angry with people you have generally been on very friendly terms before.
- You feel sad and dreary.

How to Stop Being Manipulated by a Gaslighter

Gaslighting has become a hot topic nowadays because it is a harmful manipulation tool, be it an emotional, psychological or manipulation thing that is happening to many more people than we even realize. That is why, we have talked about what gaslighting is and how do you know that you have been a victim of gaslighting, and the tactics that gaslighters use.

As stated before, gaslighting is a subtle way for someone to avoid responsibility after that person has done something wrong. In extreme cases, it is a way to emotionally abuse or gain power over somebody in harmful ways. It will not make sense if you don't recognize what gaslighting is and if you don't realize that it is happening to you. So we are going to talk about some ways to deal with gaslighting.

Clarify Yourself

The first thing is to clarify to yourself how is that you know you are being gaslighted, and then write it down. Write down the specific things that are done or said to you, that make you think that you are being gaslighted. Write down specific examples as they come up and write down the things that this person is making you feel crazy, make you question yourself, make you feel like you are losing, and making you question your sanity. Those people use certain ways to gaslight you.

Ways than can be noticed, and it's up to you to notice them, but if you are not aware of what the person is doing, you might not even realize that it is happening to you.

Do Some Ground Exercise

Start doing some grounding exercises and just take time to be quiet and be still with yourself, so that you can start connecting with yourself again. You might spend some time to do some deep breathings. Whatever those grounding and meditating exercises do it to start connecting with yourself again, because gaslighting makes you doubt and question yourself.

Believe in Yourself

It makes you feel like you can trust yourself again. You need to start taking time to connect with yourself again, you need to take time to start tuning with your inner wisdom and tune with your ability to believe and trust yourself. Because that has been taken away from you, if at some point in your life you have been gaslighted for a long time. You need to reconnect with yourself so that you can start to realize that you had been manipulated. You need to be able to trust yourself and see that this person only wants to mess with you and to throw you off. So, you need to get things backgrounded, by taking the time to connect with yourself in your thoughts, your beliefs, your perceptions, and ground yourself in that stuff.

Decide whether you want to continue the relationship.

If it is someone who is currently in your life that is taking advantage of you, and if it is becoming a big issue, then you might need to decide whether you want to continue the relationship. So you must decide if you need to distance yourself from that person or to discontinue the relationship altogether. This is a very serious matter when someone is making you feel small, weak, or makes you feel insignificant, stupid, crazy or insane: Then you need to take it seriously and

decide if it is worth continuing in that relationship. Even though there are certain times that these people will be caring, loving and wonderful, and allow you to have a great moment with them. But other times, they try to make you feel small, stupid or crazy, so you need to listen to yourself and decide if it is worth it. Decide if that person is worthy of staying in your life since that is how they are treating you and making you feel low, and taking away your ability to feel confident about yourself.

Contact a Trusted Loved One or Friend

Reach out to somebody like a friend or a trusted loved one and tell that person that chances are you have been a victim of gaslighting for a long period. And that it has affected your sense of self-worth and the ability to trust yourself. Then you need to do some healing that is not just going to go away. You need to dig into it because things like that will start to impact your core beliefs. It will begin to manipulate your self-worth, so you need that intervention to be able to heal from it and be able to get ahead of the wounds, the pains, hurt, and damage that this person might have caused you. So this is something that you need to take seriously.

Take a Stand

The last one is to take a stand and not let yourself continue being a victim. Once you recognize that the gaslighting is happening, then you want to be able to see what the person is doing. You need to confront him/her and say something like: "I see what you are doing and I'm not going to fall for it." No matter how hard they try to convince you, and no matter what tactics they're using, saying that's not what happened, that you are lying, that you are making this stuff up. Try anyway to take a stand and regain your power back instead of being a victim or of allowing yourself to get manipulated or even abused in this harmful way.

If you are doing some of these things and implementing some of these strategies, they will help you to be able to regain your sense of clarity, and then you will start to trust yourself again. You will be able to connect with yourself and even believe in yourself, and you will be able to trust your senses, your memories, your perceptions, and your version and your interpretation of reality, and you will be able to put a stop to people that are playing these mind games with you.

Having healthy boundaries is great in any area of your life, especially when it comes to gaslighting. You need to set these limits, say no way, this is not going to happen to me, and no way am I going to fall for this. I am not going to let you treat me this way. Having healthy boundaries is crucial.

Recovering from Gaslighting

Gaslighting is a secret form of abuse that blossoms with uncertainty. A person can end up distrusting everything they feel, hear or remember. One of the most significant things a survivor can get is the recognition that their feelings or opinions are valid. People who have been subject to gaslighting may also wish to seek therapy. A therapist is a natural party who can aid in reinforcing one's sense of reality. In therapy, an individual can modify their self-esteem and recover control of their lives. A therapist might also treat any mental health concerns caused by the abuse, for example PTSD. With time and back up, a person can recover from gaslighting.

Chapter 5 Narcissism



Oftentimes, the term narcissism is used to describe someone who has an inflated sense of self-worth. However, it is a little more complicated than that. A person who exhibits these narcissistic traits could suffer from a personality disorder called Narcissistic Personality Disorder. When a person suffers from a personality disorder, it affects how they relate to others, how they think and behave.

Narcissism is also known as the pursuit of gratification from selfish or vain admiration of your idealized self-image. Narcissism comes from the Greek mythological figure, Narcissus. He was the son of a god and he fell in love with his reflection in the spring water.

As a psychoanalytic theory, narcissism was first introduced by Sigmund Freud in his essay **On Narcissism** in 1914. Narcissistic Personality Disorder has been listed in the American Psychiatric Association's **Diagnostic and Statistical Manual of Mental Disorders** since 1968.

This means that if narcissism causes a person distress and dysfunction, it is considered a personality disorder. A person with Narcissistic Personality Disorder will often show some of the following traits, in such a fashion that makes it seem that they view themselves as superior:

- They have to be admired
- They have an oversized sense of their successes

- They cannot bear criticism
- They think they are very important

How to Identify a Narcissist?

Identifying a narcissistic person can be easy in certain circumstances but very difficult in others. Those who are overtly narcissistic are naturally easier to spot. They are often loud, they get all the attention, and they always want people to surround them.

Covert narcissists can be difficult to identify because although they have the same common traits of seeking attention and have an equally inflated sense of self-importance, the ways they show it are quite different.

You will not find a covert narcissist immediately bursting into a rage the moment you defy them. They will simmer in favor in private, and their anger is usually manifested when you least expect it. Once the harm is done, they will again go back to their usual self, leaving the victim with the idea that it was all their imagination, and it was just an off-hand thing that happened.

The difficulty of identifying a covert narcissist makes it all the more difficult to deal with them. It is not easy to understand that narcissistic behavior is not always associated with NPD or Narcissistic Personality Disorder, which is a stable behavioral pattern, and involves cognitive, emotional, and interpersonal patterns.

Hence, when you meet a narcissistic person, you have no idea what type of narcissism the person is afflicted with, and whether it is a personality disorder that can also be tackled with professional help. But what you would have to do is to identify whether he/she is a narcissist at all and then get the person the help they need.

A narcissist will have some triggers that will alert you about their personality. Here are some of the signs to look out for:

Do they often talk down to you? A narcissist will always talk down to you. For a covert narcissist, this is probably difficult

to identify at first, but you will often find that he or she would take a condescending tone while speaking to you. On the off chance that they listen to what you have to say, they will give the impression that it is not because the narcissist is genuinely interested in your opinion but that they are just humoring you. When this keeps on happening time after time, there are high chances of their being a narcissist.

Do they dismiss anything you say or your plan? A narcissist will almost always dismiss your plans and your ideas. In some cases, it happens immediately, as with an overt narcissist. In the case of a covert narcissist, it could happen more slowly. He or she will give the impression to be thinking on whatever you have to say, but in the end, they will always dismiss your ideas. Any plans you have, they will manage to find some flaws in it and they will subtly remark how you cannot get anything right, unless they step up to help you out.

Are they disrespectful of you in public? A narcissist will often be rude to you in public. It is because narcissists resent their partners getting any attention on them. So, the moment that starts happening, they will do anything they can to hurt your self-confidence, and by the time you go out of the room to gather your thoughts and make things easier for yourself, they would have managed to monopolize the limelight. They will insist that you cannot be as successful as you are, unless they helped you out, or maybe your success was just a coincidence, and you did not deserve it at all.

Will they often try to superimpose their ideas over yours? A narcissist will always try to superimpose their images over yours. The moment you have to say something, they will try to show they can do it better. If you try to do something, they will show it can be done better and only their way. Your ideas will always be played down, no matter how best you try to present them.

Do they become aloof and distant the moment you deny something they said or did? Narcissists can become very distant and cold in a matter of minutes. At one point they are all friendly and happy, talking to everyone and basking in the

limelight. The moment you say or do anything that is not in keeping with what they wanted to hear, they can shut you off. It is like not getting their favorite drink when they have ordered it. While overt narcissists will stomp in rage and break into an outburst, covert narcissists are more likely to give you the silent treatment, and unless you make it up for them, they will refuse to come out of their shells.

Are they always showing off their achievements to others? While it is alright to mention your successes from time to time, and it is a typical human trait to seek validation from others, a narcissist will keep on doing this all the time. They will always speak of their achievements, sometimes even at the cost of others. At times, narcissism can make a person look like an over-achiever, and truly propel them to achieve something great in life, but they do it without humility even if they do so.

Will they always say that others need improvement, and they are perfect? For a narcissist, everything they do is perfect. If anything goes wrong, it is because of someone else's fault on the team or in the workplace, or it was the wife's or the children's fault at home. They are perfect and need no improvement whatsoever. If anyone does manage to find fault with them, it is the other person's problem and not theirs.

Does he always try to outdo others? Narcissists will always try to beat others without giving others their dues, which could lead to very unhealthy competition at the workplace, or cause relationship issues at home. It is alright to play a bit from time to time, as it keeps the other person motivated, but too much can lead to friction. With narcissists, there is always a chance of conflict because of their habit of taking all the credit.

Do they ever acknowledge it was their mistake? Narcissists will rarely admit their mistakes. They are stubborn, and they will refuse to see anything is wrong with them. Apologizing is something below them, and they will in turn make the other person feel inferior by continually pointing out their mistakes.

For the victims of narcissistic abuse, it is challenging to keep up with these mood swings, and life becomes a constant struggle in trying to find out what the narcissist wants. If this goes on for long periods, it could lead to very traumatizing life experiences for narcissistic abuse victims. If you feel that anyone you know at work or your partner is showing the signs and symptoms mentioned above, suggest therapy. Sometimes therapy can help with a narcissistic attitude. If the problem runs deeper and has become a deep-rooted psychological problem, it could be way more challenging to control the narcissistic side of the personality.

However, therapy is always the right place to start, and it gives an idea of the extent of the problem. Not all narcissists are unmanageable. At times, they manifest such behavior because they feel they would be left behind if they do not always develop ways to protect themselves and to promote themselves to others.

Once they feel seen and heard and they start believing there are people around who are ready to listen to them, then the narcissistic behavior could come down over time. Residues of narcissistic traits will always be there in a narcissist. Still, it becomes easier to live with them if both parties involved have a clear understanding of the condition, and they are also willing to consider what is at stake if they choose to take different paths.

Narcissists can give you a hard time, but the good thing is that unlike other conditions, their behavior can be regulated, unless the person also has other traits that turn them violent. If it is only an emotional condition, then with some help, you could still choose to live a long life with a narcissistic partner.

However, it is a fact that there will always be some sacrifices to be made on the partner's behalf, and it is essential to understand one's limit to get out of a lifetime of trauma. However, by setting some limits for yourself, you could find a way of co-living with a narcissist and eventually find a middle-ground convenient for both.

Chapter 6 How to Cope with Narcissistic Behavior



At this point, you already have an idea that talking to a narcissist and convincing them to give you what you want can be very hard. It may be difficult, but it is doable. Here are some things that you need to keep in mind.

1. In the mind of a narcissist, their interests come first.

How do you make a narcissist think that they should be on your side? The answer is simple: turn the situation into something that is also beneficial for them. All you need is to create the right deal to put on the table.

Think of it as dealing with a difficult customer – you need to first know what their needs are, and then what pattern you need. If you want to convince a rather narcissistic company owner to give you a well-deserved raise, give them what they want – they want you to keep working for them, and that is what promotion or a raise will do for them. Place the situation as something beneficial for them, or an event that will make them look good.

2. Feed the ego carefully.

The best way to make a narcissist eager to listen to you is through praise. If you want to talk to a rock star that is not

likely to give you the time and day to tour in your area because he thinks he is too important, talk to him first about how great his art is and how you think it is important for the people in your town to hear his music. This way, you are telling him what you want him to do, and then meet his demand to be praised.

3. Be prepared to listen a lot.

Narcissists like to talk, and their topic is always themselves and their interests. If you need this person for a particular project, then be prepared for long bouts of a listening session. The advantage is that you will figure out more about their interests, and figure out what they need to hear to seal a great deal.

You also need to listen a lot because narcissists tend to pull strings and turn the table around when you are not watchful. Make sure that you observe their body language and verbal shifts. Stand your ground and be prepared to maneuver back to the topic.

4. Make them think that it is their idea.

Narcissists are persons who think that their ideas are the best, and if they came from them, then they are worth hearing. If you want to make narcissists agree with you, make them think that you think that their idea is great because it is what a person like them would think. That might give you an instant audience too.

5. Be specific about your needs.

Get straight to the point when you are asking a narcissist a favor. While it would always be a good idea in any conversation, it pays to be direct in asking narcissists for anything. It allows you to engage with them less and be able to make sure that you can redirect them back to the topic. It also helps you to set up boundaries with them as well.

At this point, you may think that narcissists are extremely difficult to deal with, but do not get it wrong – they are not

bad. They are still people that are worthy of being loved, and they are capable of changing.

The tendency toward narcissism is quite common, and it is present in all of us. At times, you might not know if someone has a particularly high degree of narcissism until you are deeply involved with them. Only then you realize that all the traits you were attracted to, really are narcissistic qualities you cannot stand anymore. You might have a parent, a sibling, a partner, or even a friend who exhibits narcissistic traits and you may be forced to deal or work along with them. It doesn't mean narcissists are unlovable; it merely is that at times it makes it rather difficult to love them. People with high levels of narcissism might be fun, good at what they do, and quite charismatic and charming. If you have a say in the matter, you might like the idea of reforming narcissists instead of cutting off all ties with them. No two individuals are alike, and likewise, all narcissists are not the same. So, the way you decide to handle a narcissist in your life will depend on the type of narcissist you are dealing with.

Vincent Egan, a psychologist associated with the University of Nottingham, in 2014 compiled data from an online sample of over 800 participants. The main objective of the study was to understand whether it existed a relationship between NPD and wellbeing. The findings of previous researchers show a difference between vulnerable and grandiose types of narcissists. A vulnerable narcissist's façade of self-absorption and self-centeredness is a means of disguising their weaknesses. A grandiose narcissist, on the other hand, truly does believe in their superiority and greatness. Such narcissists might be as good as they seem to believe they are.

How to Live with a Narcissist?



Occasionally, it might not be possible to leave the narcissist. A parent might recognize narcissistic traits in an adult child, but severing ties with the child might not be an option for the parent. A spouse might not be willing to leave the narcissistic partner for religious or financial reasons. A child may realize the parent is a narcissist but may not have the heart to cut the parent out of the child's life. In all the situations mentioned here, severing ties with the narcissist is not an option.

How can anyone learn to put up with all the narcissistic traits of an individual without losing their sanity? How can you tolerate the narcissist's manipulative, controlling, and even annoying ways? Well, here are a couple of ideas that will come in handy when living with a narcissist.

Study Them

You need to study the narcissist, not from the perspective of a loved one, but as an outsider. If you cannot do this, then none of the other tips talked about before will work. When you objectively start studying the narcissist, you will better learn how to detach yourself mentally and emotionally. If you can analyze a narcissist's behavior dispassionately, it will give you the clarity you need to restore your emotional balance.

Call Out

Most narcissists tend to be immensely proud of their narcissism and think of it as a positive personality trait. You

must call out the narcissist for their narcissistic ways. It will only work if the narcissist also values and cherishes the relationship you share. If that's the case, then use a measured and non-sarcastic tone to tell the narcissist that their narcissism is showing.

Cycle of Abuse

The narcissistic cycle of abuse is unique, and there are four steps involved. The stages are to feel threatened, abuse others, become the victim, and feel empowered. A narcissist goes through all these stages quite regularly. Learn to identify the different behaviors or words the narcissist uses in each of these stages. Once you can identify each of these steps, it is easier to break the cycle.

Tactics of Abuse

Narcissists tend to be creatures of habits. If narcissists realize that a specific tactic of abuse works, they will keep repeating it. A person can be subjected to seven types of abuse: physical, emotional, verbal, financial, spiritual, sexual, and mental. Some common tactics used by narcissists include coercion, gaslighting, love bombing, aggression, threats, twisting the facts, and shifting the guilt. Make a note of all the different tactics the narcissist uses and come up with ways in which you can counter those tactics.

Play a Game

Narcissists tend to use their charm to attract others by asking them questions about the other person. However, they seldom listen to the answers and instead use the questions to talk about themselves. Instead of getting irritated when they do this, you can try this: play a game to see how quickly they change the topics and increase this time with every conversation. Try to get the narcissist to stick to a subject for longer with each conversation you have.

Be Wary of Surprises

Look at the Trojan horse as a cautionary tale while dealing with narcissists. The Greek army wanted to invade Troy's city

without being detected, and they filled a giant wooden horse with gifts and a hidden army. When the horse was inside the city, the Greek army overtook the city. Every contribution that you receive from a narcissist must be treated with a little caution.

Feed Their Ego

A narcissist needs a lot of attention, affection, praise, and adoration to thrive. So, by complimenting them and feeding their fragile ego, you can easily handle living with a narcissist. You must be prepared to keep feeding their ego; if not, be ready to deal with their tantrums. If leaving the narcissist is not an option for you, you will need to get used to it. A couple of simple compliments can go a long way while trying to deal with a narcissist. It is not manipulation. Instead, it is about understanding their personality disorder and using it to help smooth things out.

Manage Your Expectations

Narcissists lack empathy. They certainly expect sympathy from others, but they will seldom reciprocate. This absence of empathy makes it difficult for a narcissist to develop close and intimate bonds with others. It would help if you learned to accept and make peace with this. So, stop seeking empathy or compassion from the narcissist and instead try to manage your expectations.

Insecurities

Narcissists are often riddled with several insecurities. If you use their insecurities as retaliation, the narcissists will only get offended and become too defensive. Instead, it would help if you worked on supporting the narcissists to protect their insecurities and vulnerabilities.

Boundaries Matter

If you want to avoid the blame game, you must establish certain boundaries. It is unlikely that narcissists will apologize for their mistakes, but they will expect this humility from you. They can also exaggerate other people's wrongs to reduce the

intensity of their own. Instead, it is time to place every mistake in context. Don't apologize to maintain peace, and don't bother shifting the blame onto the narcissist. Prevent yourself from lowering yourself to their level while handling them.

Embarrassment

Nothing triggers a narcissist more as public humiliation. Being publicly humiliated is the ultimate act of transgression for a narcissist. If the narcissist does something which can lead to public embarrassment, try to stand by his/her side. Narcissists value loyalty, especially when shown in times of their shame. Apart from this, try not to subject the narcissist to any public humiliation.

Seek Good

A personality disorder doesn't make anyone evil; it merely distorts the person's perception of reality. Sometimes, it is hard to find any good in the narcissist. A little practice will help while trying to seek any interest in the narcissist. Whenever you experience any negative feelings about the narcissist, try to replace it with something positive.

You must evaluate things for yourself, whether you want the narcissist in your life or not. If yes, you need to develop a lot of patience and become immune to their negative traits.

Get your Life Back on Track

It is essential to note that narcissists are not individuals who switch into their disorder while under stress. Narcissism is referred to as a personality disorder for this reason. It is who they are at all times and not just at some times. Your traits of compassion, empathy, and forgiveness are the ones the narcissistic partner uses against you. In this section, you will learn about specific things you can do to kick start the process of recovery and get your life back on track.

Set Boundaries

You need to set boundaries. If you want the process of healing to begin, you must establish a protective wall around yourself. Memories related to the narcissist and the relationship will

undoubtedly trigger pain and other unpleasant emotions that, in turn, will slow down your progress. So, cut off all ties with the narcissist. You can block that individual on social media, your phone, and even on email lists. Throw away all the things that will remind you of the narcissist. It is time to remove all traces of connection with them.

Eliminate All Toxicity

It is time to get all this toxicity out of your system so you can start thinking once again. The best idea is to begin externalizing it. You can start maintaining a journal to write about what you have been through, talk to friends you trust, consult a therapist, or even join a support group. A support group is a great help because it will connect you with others who experienced all you did.

Acknowledgment

It would help if you acknowledged the narcissistic abuse you were subjected to in your past. It would help if you accepted that the narcissist was a toxic individual and tried to hurt you consciously and without remorse. Please understand that you were not only tricked and manipulated, but you were abused too. Your ability to endure pain was used against you, and with each cycle of abuse, the narcissist kept pushing your limits. The narcissist managed to get away with his acts by your seeing the good in the narcissist, and ignoring the warning signs springing up around you.

Realization

You must realize that some part of you knew that you were stuck in a toxic situation. However, you chose to silence that little voice in your head. Now it is time to take some responsibility and to rationally analyze what happened. Maybe you experienced a feeling that something was wrong during the initial phase of the relationship. Perhaps certain things the narcissists said didn't add up. A post-mortem analysis of the relationship is essential. Now you know that there were several red flags you chose to ignore, and it is time to look at such instances.

Self-inquiry

Surviving narcissistic abuse is your wake-up call! Your vulnerabilities make you susceptible to manipulation. If you no longer wish to be manipulated and want to prevent manipulation at all costs, you must discover your vulnerabilities. There are specific common vulnerabilities like the need for security, need to be loved, and acknowledgment. These vulnerabilities can enable manipulation if left unchecked.

Healing

If you want to heal yourself, you need to take a walk down your memory lane and revisit your childhood. It helps create a sense of cohesiveness and eliminates any unresolved issues while fostering a strong connection with your inner self. Your inner child was hurt because of narcissistic abuse. Your inner child needs your help to heal. Only when you reconnect with your inner child will you be able to understand the root of any fears and insecurities you harbor. No, it doesn't mean that you must start acting childish. Instead, it means it is time to connect with your childlike side. It is about re-establishing a connection with that part of your psyche that is pure and innocent. There are methods in which you can heal your inner child. You can start saying loving things to your inner child and treat him/her with consideration and love.

Focus

There are times when you feel like your past is drawing you in. The combination of cognitive discord and the trauma bond you shared with the narcissist is the reason for this. If you feel like this, it means that you are yet to understand and to process some emotions. It is quintessential you keep working to overcome the abuse you were a victim of. Instead of letting your past rob your present, allocate some time for yourself where you can analyze your past.

Be Patient

You must be patient with yourself. You cannot hurry up and rush through the process of recovery. There will be times when you feel like you are staring at a bottomless pit of despair; you might get frustrated or might even feel quite depressed. Well, this merely means you need to concentrate on healing yourself.

Chapter 7 How Narcissists Control You



Manipulation is not a good thing, no matter what form it takes. Mental manipulation is some of the worst. Oftentimes, mental manipulation is referred to as psychological manipulation. Many people have experienced mental manipulation in their life; however, not everyone recognizes it. If you have not recognized it, there have likely been very negative impacts on you because of it. Even if you do recognize it, depending on how long it has gone on, the effects can be devastating.

Mental manipulation has the aim of changing the view of other people through deceptive or underhanded practices.

The manipulator will find advancement through these tactics, and more often than not, it is at the expense of another person.

This type of manipulation tends to emotionally exploit people so that the narcissist can gain power. Mental or psychological manipulation can be seen all over the world. From families to the workplace, it is unfortunate how often manipulation of this nature can be spotted.

It is important to understand that there is a difference between social influences that are healthy in nature and psychological manipulation. Most of us are influenced by people we are in contact with. It is the compromise that we make in many of our relationships. These compromises are not manipulative but well thought out and understood in reality by both parties involved. Mental manipulation is quite different. It will solely

benefit the manipulator regardless of the negative impact it causes on the other party. The imbalance of power is intentional. The manipulator's agenda is made possible by exploiting their victims.

There are a variety of different tricks that are commonly used by the person trying to mentally manipulate someone else. Knowing their tricks can better prepare you to deal with someone who is trying to exploit you for their gain.

We are going to look over a variety of different tactics that mental manipulators may use to try to control you or get their way.

The first thing a manipulator may do to try and gain power over you requires you to meet with them in a space that is theirs. Interaction in spaces that are considered to be theirs gives them more dominance. This could be their car, home, or even their office. These are spaces where they are dominant and have some sort of control. The feeling of ownership over the space gives them power, and they know that you will not feel a sense of ownership or familiarity, which makes it easier for them to stay in control during any discussions that are taking place.

The second thing a mental manipulator may do is to always allow you to talk first. This may seem endearing in the beginning; however, it is a tactic that allows them to take control. They will let you speak so they can search for weaknesses and so they can understand your base pattern of thought. Salespeople use this trick frequently when they are trying to figure out if you will bite on what they have to offer. They will, in general, ask a lot of generic and probing type questions. These questions help them to figure out your thinking pattern and your behavior. From there, they can figure out what your strengths and weaknesses are, allowing them to make an offer you simply cannot refuse. This tactic of asking questions to attain a certain outcome can be done in personal relationships and at your workplace. You can see it pretty much everywhere.

The mental manipulator may also try to take control of you or of a situation by falsifying facts. They may lie or make excuses to throw you off guard. Mental manipulators tend to be very two-faced. They frequently like to make the victim believe that they are causing the problems themselves. They do this by altering the truth. It is also very likely that if you are dealing with a mental manipulator, they will withhold or change key pieces of information by exaggerating them or understating them.

The fourth sign of mental manipulation is overwhelming people with statistics or with facts. Narcissists tend to present themselves as experts in a variety of different areas. They try and take advantage of people by presenting them with statistics and empirical data to back up what they are saying. Typically, they will talk about topics that the person they are speaking with knows little about, so that rebuttals cannot occur.

We see this fourth sign happen in a variety of different areas. It is common in financial situations, sales, negotiations, and even discussions between professionals. Additionally, it can be seen in social or relationship arguments.

Because this tactic makes the person look like an expert, it gives them a sense of power over you.

It makes it easier for the manipulator to convince you to agree with their agenda. Sometimes there is no end game; it is simply to allow the manipulator to feel intellectually superior.

Mental manipulation can come in the form of extreme bureaucracy. Mental manipulators will try and use procedures, paperwork, laws, and committees to attain or keep their powerful position. This makes your life much more difficult, and the technique can be used to keep you from looking for the truth. It helps the manipulator to hide their weaknesses, flaws, and downfalls. It also allows them to evade judgments from other people.

Many mental manipulators will also use the tone of their voice and the emotion behind it to try and gain control. They believe

that raising their voices will make people submit to them. This is a pretty aggressive form of manipulation, but it is surprising how often it works. An aggressive voice, paired with strong body language, certainly makes an impact. Many people will submit because these types of expressions are intimidating, and it is simpler to just lie down and follow what they are saying.

Negativity is frequently utilized by manipulators. They even go as far as to surprise people with negativity.

This allows them to throw you off balance and gain an advantage psychologically. This can be done in a variety of ways. A good example is someone letting you know at the last minute that they will not be able to hold up their end of a deal. The fact that they do it at the last minute is a clue, since coming at you with no warning does not give you time to prepare a counterattack. You may even find yourself making concessions so that the manipulator keeps working on the task they have agreed to do.

A lack of warning gives a person very little time to make an informed decision. This is a common tactic of salesmen, negotiators, and manipulators. When you put pressure on someone to decide, by stating that something is a limited time offer or that there are consequences in not answering right now, it gives power to the person doing the persuading. Their demands are more likely to be met because of the tension that is caused by a lack of time.

Manipulators also like to hide behind sarcasm and humor. They will make remarks that are critical and try to pass them off as a joke. They understand that these types of remarks will make you feel inferior, and your sense of security in yourself will be weakened.

They may make sarcastic comments on a variety of different things, including your looks, the age of your electronics, your credentials, or even your background. By trying to make you feel bad or look bad before your peers, they believe they will get superiority.

Alongside sarcasm and humor, manipulators are infamous for judging and criticizing others so that they feel inadequate. It is not as low key as negative humor. We say this because when a manipulator decides to go this route, they will ridicule, marginalize, or dismiss you openly. They do this to maintain superiority and keep you feeling off-balance. If they can grow the impression that you have something wrong regardless of how hard you are trying, you will likely start to feel inadequate or as if you could never be good enough in any way. When the negative is consistently focused on without any solutions, it is very damaging to a person's self-worth.

Another tactic that mental manipulators like to use is to give people the silent treatment. When you are trying to get ahold of somebody via a phone call, email, text message, or a variety of other ways and they deliberately do not answer, they have gained power. This is because they know that you are waiting on a response that they are refusing to provide.

Their intention is to place uncertainty in you.

They use silence as leverage, and they are playing with you ahead of game.

Mental manipulators are also fantastic at playing dumb. Feigning ignorance is one of their favorite tricks. They pretend that they have no idea what it is that you want or what it is that you are asking. When they do, many people will take over the task themselves. We see children do this frequently so that they can talk their parents into doing the chore or task for them as they don't want to do it. When adults use it, it is typically because they are trying to hide something or avoid an obligation.

The second to last tactic that emotional manipulators like to use is commonly referred to as guilt baiting. This is when a person targets another person's emotional weaknesses or vulnerabilities. It allows the manipulator to coerce someone into meeting their requests or demands. They frequently do this by blaming others. Additionally, if they know your soft spots, they will likely use them. You may even find that they

make you feel responsible for their happiness or their unhappiness.

The last trick that mental manipulators like to use is victimizing themselves. They will exaggerate their issues to get sympathy.

When the manipulator plays the role of the victim, it exploits the good nature of the person they are manipulating. Many people feel obligated to help others that are in need, and the manipulator knows this. They can reap the benefits of getting their way by making you feel bad for them. You may even end up making concessions you would not normally make, just to try and help them heal without ever realizing they are simply pulling one over on you.

How to Avoid Mental Manipulation

Now that we have looked at a series of different tactics that the mental manipulator will try and use against you, we want to give you some tools to help you avoid them. No one wants to be manipulated, and figuring out how to find out what is happening and what to do about it can help ensure that you do not become a victim. There are many different types of manipulation, and mental manipulation can be harder to spot than others. One of the tricks that are favored by the mental manipulator is to deny things that they have said.

You can easily fight this behavior by simply taking notes. Whether you do this in a notebook or on your phone, it provides you with hard evidence if the subject comes back up. Certain phrases stand out when you are having a discussion with the manipulator, and jotting them down puts some of the power back in your hands. This simple thing is very intimidating to the person trying to manipulate you, and it is likely they are going to become very defensive.

You do need to be a bit careful if you are going to use this tactic. You can try and tell your manipulator that you are writing things down because you are feeling forgetful, but that may not work. They are pretty skilled at recognizing things and then flipping them around on you. You may find that at

the end of it, you are still the one that is feeling bad or guilty. If you are in a situation that you feel you need to write things down so they don't get twisted later, maybe you should ask yourself why this person is in your life at all.

Another thing you can do to help ensure that a mental manipulator does not gain power over you is to be mindful of what you are feeling. Mindfulness is simply being aware of what is truly going on inside of you. When manipulation occurs, it often leaves us feeling uncomfortable or uneasy.

You may feel defensive, guilty, angry, or even ashamed; these feelings are a good sign that the person you are dealing with is maybe manipulating you. Additionally, you may know you are doing nothing wrong, but yet you feel as if you were. Here again, this is a good sign of psychological manipulation. When you are aware enough to recognize these signals, it can help you avoid falling into the trap set by the manipulator.

Simply listening is another great tactic when you are dealing with a mental manipulator. They will consistently try and get you to agree with their point of view. When you listen, you may be able to understand their perspective, but it does not require you to agree with it. Sitting back and allowing the manipulator to talk will also give you with the opportunity to think about what they are saying and internally balance yourself.

Manipulators oftentimes have a childish need to be heard, so listening gives them something they want, and it also keeps you protected as you will not necessarily have to change your perspective. It can also provide you with information about what motivates the person you are dealing with. This can help you find resolution, not only for your current situation but for future ones as well.

Your experience and your values play a big role in your particular perspective. You can help yourself to avoid being manipulated by being firm in these areas. You need to have an understanding that your perspective is valuable, and that it is also valid. When you maintain firm control over your

perspective and position, it allows you to avoid giving up. This is true even when you are dealing with a manipulator that holds the opposite perspective. By keeping ahold of your perspective instead of caving in, you will be able to hold on to your truths. This can help you not to feel confused by what the manipulator is saying. Take the time to learn your views and don't be afraid to ask for time to think things over. This will allow you to stand by your true beliefs on the particular situation instead of getting confused and simply agreeing.

While some manipulation is derived from ill-intent, it is not always the case. Oftentimes manipulation is someone simply trying to get you to change your point of view, so it matches theirs. You should always let the person you are talking to know that you see where they are coming from. This is easier done by paraphrasing what they said and stating that you believe their intentions are good.

Many people don't even realize it when they are manipulating others.

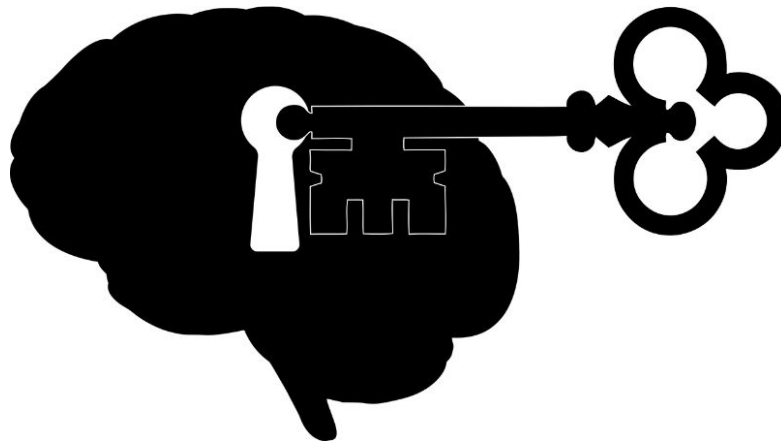
We all tend to rationalize our behavior. So, if they think you do not understand them or they feel that you think their intent is negative, it could lead to defensive words and actions. This could cause arguments that could easily be avoidable by simply reflecting on what they said and confirming them in their beliefs.

You may also help yourself to avoid manipulation by stating and maintaining your position on any given subject. Even if your counterpart cannot accept your point of view, you should stay grounded on it unless you do agree with what they have to say. However, if you don't, you should be willing to either agree to disagree. This may not go over well with the manipulator, but they will have to accept it if you stand strong in your position on the topic.

By doing the above, you are empowering yourself to avoid manipulation. These are only a few of the many tactics that can be enacted to ensure you safely avoid being manipulated. Be aware that sometimes trying to stay friends or in a

relationship with a manipulator is impossible regardless of what you try. Some people are not going to allow any of these things to work, and then it is best to remove yourself from the toxic situation that manipulators can cause.

Chapter 8 What are Manipulators Trying to Do?



You may wonder what are the manipulators trying to do? Why do they put so much work into manipulating other people, instead of just focusing on improving themselves? The fact is that manipulators have a deep-seated psychological need to control others, so they seek to “weaken” their victims so they get dominance over them. When they manipulate others, they are trying to cancel their willpower, to destroy their self-esteem, to seek passive-aggressive revenge against them, or to confuse their reality so that they become more malleable. Let’s look at how and why manipulators do these four things.

Cancellation of Willpower

It is because of our willpower that we can retain control over our lives and resist people’s attempts to dominate us and force us to do what they request. That is why one of the primary intentions of manipulative people is to obliterate our willpower.

So, how can someone take away your willpower from you? Well, first, you have to understand that willpower is not unlimited. We can lose our will power through a process that psychologists refer to as “ego depletion.” To understand this, you have to think of willpower as a resource that may be renewable, but it can only be renewed at a slow pace. So, if we spend that resource on one thing, we have less of it to spend

on something else that demands it. So, ego depletion is the end result when we spend all the willpower that we have, and we are left without adequate willpower to face any next challenge.

Manipulative people know that willpower doesn't come from a bottomless pit, so they tend to overload us with scenarios where we are forced to use our willpower until that willpower gets depleted. For example, a malicious person may keep trying to disturb you, while you keep trying to stay calm and keep your cool. However, if they keep doing it for a long time, chances are you will get to a point where you snap back and react with anger.

Psychologists believe that willpower is sort of like a muscle; it gets stronger when you use it, but it can fail during the moment of exertion if pushed past a certain point. Malicious people can deplete your willpower by forcing you to overexert it.

Willpower is what makes it possible for us to make the right decisions in the face of serious temptations or pressure. It is what makes us spend time studying for an exam instead of watching videos. Without willpower, we become easily persuaded, and people can get us to do what they want without much opposition.

Ego depletion is sometimes also referred to as "decision fatigue." The idea behind this concept is that the more decisions we make, the more drained we are, and as a result, we are unable to make good decisions. When manipulative people put us in situations where we have to constantly keep making decisions, they eventually can wear us out.

Several other factors have been known to destroy willpower. The first one is scarcity. When something is in short supply, we tend to act in a more impulsive way to get it, abandoning our principles in the process. For instance, when you are

hungry, you might be forced to abandon the “thou shalt not steal” principle just to feed yourself.

People who are adept at emotional manipulation can gradually weaken your willpower by introducing the element of scarcity. For example, when somebody gives you the silent treatment, they are essentially denying you any human interaction and affection, thus making these scarce to you. This increases the likelihood that you will abandon your position and comply with anything they request.

Another way to cancel someone’s willpower is by threatening their wellbeing or their livelihood. Malicious people can compromise your willpower by doing things that may jeopardize your job, your relationships, or your happiness. When a colleague does something that puts your job security in jeopardy, or if your partner does something that makes your life a living hell, you will become somewhat desperate, and at that moment, your willpower is more likely to be compromised leading you to either surrender or do something detrimental to you.

Stress is another factor that can cause the depletion of one’s willpower. When we are constantly stressed, our minds are filled with worries that cloud our judgment, and we end up making bad decisions. Malicious people will work both overtly and covertly to introduce stressors into our lives in the hope that the resultant stress will deplete all our energy, and we will be left more susceptible to their manipulation. When manipulators succeed in canceling our willpower, then they gain power to control us and to tell us what to do. We will start deferring our judgment to them, and we will lose our identities.

Destroy Self-esteem

Apart from depleting your willpower, malicious people also want to destroy your self-esteem. Unfortunately, they have dozens of different ways to do this. Inasmuch as we try to draw our self-esteem from inside, the fact is that as social beings, we put a lot of stock in what other people say about us, and that is from where manipulative people draw their strength.

Manipulators can chip away at your self-esteem by using carefully worded phrases that are aimed at attacking and belittling you. Their words are usually carefully calculated to either upset you or to confuse you, so that you spend a lot of time thinking about what they mean. We have already looked at the kinds of manipulative techniques that can cause you to start questioning yourself or thinking that your emotions are not valid. Manipulators also chip away at your self-esteem by constantly blaming you for all sorts of problems. When someone keeps telling you that certain things are your fault, a seed of self-doubt will start growing in you, and as this idea is reinforced, you will get to a point where you start internalizing the person's criticism, and this will ruin your self-esteem.

Sometimes, manipulative people can pass the blame on to you without even saying a word. When something bad happens, the way they look at you says everything you need to know about how they feel, and even with no accusation, you will start questioning yourself.

Another way manipulative people destroy your self-esteem is by flooding you with negative information. We all know that self-esteem can be affected by the company we keep. If we surround ourselves with negative people, and they keep saying bad things, we start internalizing those things. Manipulative people, especially Machiavellians, can cheat on us by feeding us negative information.

For example, a colleague at work could keep pouring cold water on all your ideas, until you get to a point where you start

believing that you cannot get things done. In relationships, manipulators can destroy your self-esteem by neglecting you emotionally, until you start thinking that you don't deserve love and affection.

Manipulative people can also destroy your self-esteem by feeding your fears. Once they discover that you have certain fears, they will start nurturing them, so that they can use them against you. The more afraid we are, the more our self-esteem diminishes. Manipulative people like it when their victims have low self-esteem for a lot of reasons. You have probably heard the saying that if you don't stand for something, you will fall for anything. That is what manipulators are counting on here. They know that if you don't have a strong view of yourself, they can gain power to control how you view yourself. If you start doubting who you are, they will take over and create a version of you that they can push around.

Manipulators also know that when we have low self-esteem, we become very friendly because we want to please other people so we can gain some positive attention and win the approval of others. They want their victims to turn into people-pleasers, and they want to put themselves at the center of the victims' lives so that they are the ones benefiting from it. At work, manipulators may want to destroy your self-esteem to make you feel like you are not up to the job, so that they can climb over you on their way to the top. If they cannot completely convince you that that you are a loser, they will settle for making you so afraid of failure, that you are even unable to gather the strength to try to compete with them.

Manipulators may also want to destroy your self-esteem so that you are unable to keep your limits, and they can get in and take advantage of you. Like we have mentioned, when your self-esteem is destroyed, you are unable to stand up for what you believe in, so you cannot fight for your principles. You

may feel like you don't even have the basic right to assert your preferences, so manipulators will be at liberty to walk all over you.

Passive-Aggressive Revenge

When someone is seeking passive-aggressive revenge against you, they want to put you down so that they can feel superior. They think that you have it good, so they want to cut you down to size by making you feel insecure. If you outperform them at work, they want your performance to decline because it will make them feel better. Such people will treat you with a lot of disguised verbal hostility. They will propagate negative gossip about you when you are away. They will go out of their way to find faults in things that you have done, and in general they will be critical of you. They will try their best to invalidate your thoughts, feelings, and contributions, because they just don't want you to be happy.

Some people will seek passive-aggressive revenge against you because they are miserable, and misery loves company. Most people with dark personalities cannot just stand seeing you happy when they are miserable. Narcissists believe the world revolves around them, so if they are miserable, everyone else should also be miserable, and they will try to punish anyone who isn't through psychological manipulation. Sadists will try to make you miserable as a way of cheering themselves up. Machiavellians, on the other hand, will scheme to steal your happiness.

People seeking passive-aggressive revenge often use disguised hostile humor to bring others down. They use sarcasm to veil their hostility towards others. They'll say hurtful things and then they claim that they are "just kidding." They will attack other people's looks, social-cultural background, gender or sexual orientation, their levels of education, and anything else

that comes to mind. In other words, these manipulators have deep-seated issues that result in psychological disturbances, and they will go out of their way to harm others to satisfy their psychological needs.

Confuse Reality

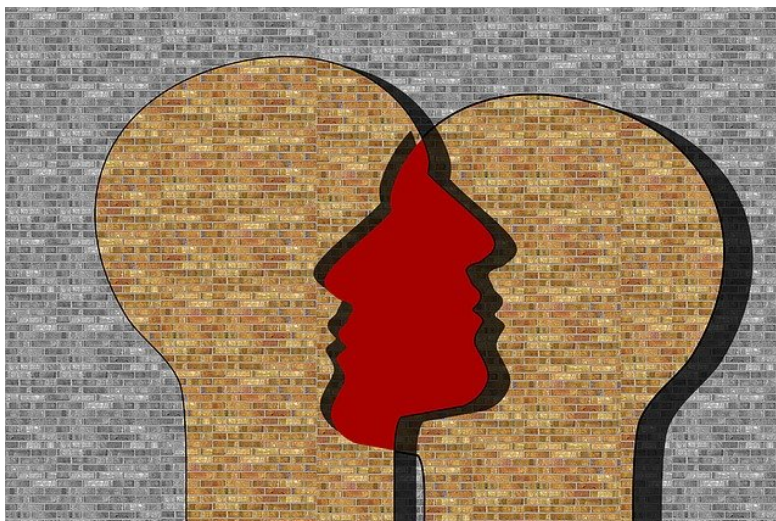
Manipulators also want to confuse your reality so that they can control you. Altering a person's perception of reality is the ultimate way to control and dominate them. That's because when you can convince a person that what he sees and hears is not real, then you gain the power to tell them what they should think, what you should feel, and what you should value. Controlling other people's reality is the ultimate dream for any manipulator. They want you to substitute your judgment for theirs, and the chances of that happening increase exponentially when you question your reality. That is why mind control manipulation techniques, such as brainwashing and gaslighting, are the most dangerous ones.

There are lots of reasons why a manipulator would want to confuse their victim's reality. An abusive partner would want you to quit looking for help, so they would either want you to believe that you are going crazy and the abuse is not really happening, or that no one will offer you the love and protection that you are hoping for, so you should stop searching for it. When psychopaths gaslight others, they tend to do it intentionally. They are deliberately trying to damage their victim's mental health because they know that when you are mentally weak, they can control you. They don't have a conscience, so they don't care if they do irreversible damage.

Narcissists, on the other hand, tend to unintentionally gaslight other people or confuse their reality. That is because they themselves are delusional; they have delusions of grandeur, and they think that they are entitled to dominate you. They

will confuse your reality because they want to impose their perceptions on you, so that their delusions of grandeur can become your reality. Bullies and sadists will want to confuse your reality because they want it to be miserable. They intend to make you have a pessimistic outlook, just like them.

Chapter 9: What Is a Toxic Relationship?



A toxic relationship hurts your dignity, your well-being, and your perception of yourself and of the world. As toxic people go through life, they leave behind streams of broken relationships, broken individuals, and broken hearts. There are many individuals trapped in toxic relationships who do not even know they are in one. For many others, they know what kind of relationship they are in, but they stay with the belief that things will get better along the line. Sadly, it never does.

However, many unhealthy or toxic relationships do not start that way, and the person you met did not seem toxic at the beginning. There are times when relationships begin on an excellent note. However, some factors tend to arise, which may change even good people in relationships, and over time, the relationship becomes a toxic one. Some of these factors include negative pasts, negative emotions, and desires which do not get met over a specific period. All of these tend to pile up and result in what we know as a toxic or unhealthy relationship. In most instances, this takes place in a flash, and even very emotionally stable people are affected too. There are numerous kinds of toxic relationships, and below we will be looking into a few of them.

Types of Toxic Relationships

Some situations breed toxic relationships. They include:

- When a person gets into a relationship with an individual who has an entirely different lifestyle from theirs, which does not align with them in any way.
- When a person gets into a relationship with an individual that has a lousy personality.

Although there are various types of toxic partners in existence, they all end up in specific kinds of toxic relationships.

Relationships with Domineering Partners

In these kinds of relationships, the controlling partner may want to influence every activity the other is engaged in. They do this even if they have to use aggression to determine what the other partner is doing.

If you are in a relationship where your partner needs to give you approval before you take a step, then it might be a problem. Relationships are about two people, and even in healthy relationships, it is fine to see what your partner thinks before you take a major step. However, when you are scared of doing the simplest things because your partner has to give you approval, then you could be in a toxic relationship and might need to get out as fast as you can.

Relationships with Jealous Partners

These sorts of partners always get incredibly jealous when their significant other spends time with other people. When this happens, the jealous one tends to believe their partner has some kind of sexual relationship with these other people. The same applies even when their partner has a friendly banter with a friend. Everyone may get jealous in a relationship; however, when it is done in excess, then the relationship becomes unhealthy.

Relationships with Partners Who Constantly Bring You Down

Always avoid a partner that tells you, "I told you so." These kinds of partners do not help you out when something goes

wrong. They would instead make it look like you had no idea what you were doing, rather than helping you out. Such people probably have issues they are not talking about or simply they enjoy making people around them feel less important.

Relationships with Partners That Cheat

Some people cannot be in a relationship without cheating, as they enjoy the feeling that comes with it. If you have seen your partner cheating on you numerous times, you might not be able to change the situation. If you are with a partner that has no respect for you, or a partner that does not think you are an important person, cheating will be the order of the day. This is a toxic relationship that nobody should ever find themselves stuck in.

Relationships with Negative Thinking Partners

Negative thoughts are bad for anyone as they have a way to interfere with your life. For this reason, being in a relationship with partners who are always thinking negatively is one of the most toxic relationships you can experience.

These kinds of partners believe that there is nothing good in life. They never see life in a positive light. They are either always speaking about a bad day they had or a terrible experience with someone. These sorts of individuals generally do not seem happy with life, and their nagging makes it wearing for anyone to stay around them. This includes their partners too. Everyone may have some complaints about life, and it is okay if done in little doses. However, if you have a partner who is always complaining about their life in excessive amounts, that partner might end up being toxic.

Spending time with this sort of person will make you start feeling unhappy, and soon you will become just one of them. If you have to spend time around an individual that is extremely negative and complains too much, it can make you spend a lifeless life. You must spend time with people that see the light at the end of the tunnel and a glimmer of hope in the worst of situations. This kind of people will help you improve your perspective.

Relationships with Untruthful Partners

Some people always seem to find themselves lying. They just cannot seem to resist the urge, even when it is not needed. They lie without remorse to their partners and are not bothered since there is no proof they are lying. When you find yourself in a relationship with a lying lover, frustration and insecurity will set in. You might even start feeling paranoid about your perception of truth. All of these feelings build up, turning the relationship into a toxic one.

Through manipulation, these partners consistently make you believe something that is not true. They enjoy using their words to control you and to mess up your mind. They can be so devious that you will not even know what is going on.

If you are in a relationship with a partner that has made manipulation and lying a habit, you might need to let them know you will not be a victim of their tricks. Life is not about games. If the person you are with wants to always play games, get them out of your world.

Relationships with Abusive Partners

Abuse does not only have to be physical. Sometimes it can be verbal or emotional. There are times when physical abuse and verbal abuse have the same level of effect on people. Abuse, in any form it may come, should not be condoned. If you have a partner that abuses you emotionally, verbally, or physically, this partner has the power to dominate you. Staying too long in relationships like these can greatly reduce the self-esteem and happiness of a person down the road. For this reason, it is best to leave this kind of relationship the instant you spot abuse.

Relationships with Overly Insecure Partners

If you are in a relationship with an individual and you need to travel to another city for some time, it is normal for insecurity to arise. It happens to everyone, and the situation worsens when either partner has a job that needs him or her to spend time around good-looking members of the opposite sex.

However, this becomes worse when your partner is extremely insecure. If you must constantly reassure your partner that you only have eyes for them, then this could be a problem. It is best to nip this in the bud as soon as you can, or it will become a problem for you down the road.

Relationships with Difficult Partners

Some partners expect you to always give to the relationship everything you have. However, they do not put in the relationship the same effort they expect you to give. This type of partner constantly tries to make you do what they want. They also try to make you feel lucky for having them as your partner. If you find yourself in a relationship such as this, you might end up feeling miserable because you will never be as good as they want, no matter how much you try.

Relationships with Partners Who are Always Throwing Blame

These are partners who always blame their significant other for their errors and pile up their frustrations on them. These kinds of partners might simply believe their frustrations should be put on their lovers. Partners that think this way will keep getting pissed at you for no reason. When your partner blames you for something you did not do, do not take it from them. If you do, it will become the standard, and you will find yourself in a total mess. The love you share might turn into hatred and your relationship will become a toxic one.

Relationships with Extreme Perfectionists

It is fantastic to be dating someone everybody considers a perfectionist. However, if you are in a relationship with someone that has an obsession about how they want things to go, you will end up being frustrated. People that are both perfectionists and obsessive are impossible to please. They will always find fault in things, even when none exists.

These kinds of individuals will always pick out flaws. You might have a fantastic body, excellent communication skills, and be a wonderful cook. The kind of person everyone dreams

of. But, when you are with a perfectionist, these things do not matter as you will always have flaws. A lot of times, individuals who are perfectionists have to do things by themselves or it will not be good enough. This is one reason why it is impossible to please them.

Relationships with an Alcoholic Partner

While virtually everyone loves to drink wine and have some alcohol when the weekend approaches, this is a lot different from always being drunk. If you have a partner who is always getting drunk, things might be more complicated than you think. Although there is a lot of fun associated with drinking with your partner, if you never really get to see your partner sober, there is a massive likelihood that nothing will come out of your relationship.

Relationships with Competitive Partners

Certain people enjoy competing. If there is no competition, they are not interested. They might genuinely love you and care for you, but they will always want to do better than you in everything. This involves games and other more serious life occurrences. When they lose, they need a form of care before they are themselves again. The worst part is, they enjoy it when you make a wrong move because they want to be the ones to help make things right for you.

Relationships with Narcissistic Partners

A little narcissism is good. However, like other traits we have mentioned above, when narcissism is extreme, it can be very infuriating. Narcissistic partners are very shallow and materialistic. They might genuinely love you, but they will treat you like an item and not as a person with an equivalent value. This type of partner gets offended when you are not dressed your best when going out with them. They act like life is all about them. No one enjoys being treated like an item, and a relationship like this can do a lot of damage to your self-esteem and your emotional well-being. Besides, narcissists are controlling and manipulative, all of which can make a relationship extremely toxic.

If you find yourself stuck with a toxic lover, you need to find a way to get out of such a relationship. Getting out is necessary because it will be nearly impossible to make the relationship any better. This is regardless of how much energy you put into trying to make the relationship better. The only time a toxic relationship can change for the better is if the toxic person decides to be more accommodating. Knowing this, let's check some of the consequences of remaining in a toxic relationship.

The Effect of Toxic Relationships on Your Health

When in a relationship, your health should benefit in a positive way. However, if your partner causes you unnecessary stress and concern, your health might be severely affected. Like we have covered before, every relationship has its ups and downs. However, when more than half the time you spend with your partner is ruled by misunderstandings and toxicity, to the extent that it begins to have an impact on your daily life, then it is a problem. If you are not sure how a bad relationship can negatively impact your health, here are some ways it can.

It Can Make You Lose Weight

If you are dealing with issues in your relationship, it can lead to weight loss. When facing emotional problems, eating can also become an issue. The things you love to eat might start growing tasteless. Situations such as this can cause you to lose weight. Furthermore, this could lead to a loss in color or paleness since it will be challenging to care for yourself in the right way. If you cannot handle a bad relationship, you might end up losing weight.

Increase in the Level of Stress

Dysfunctional relationships are always very stressful. If you do not feel happy in a relationship with someone, you will find yourself going through a lot of stress, and this could have a toll on your health. This is because excessive stress results in issues like anxiety, depression, high blood pressure, heart attacks, personality disorders, and stroke, among many others. All of these are not ideal for your overall well-being.

Insomnia

Going without the right amount of sleep for a reasonably long period can negatively affect your health. When we go through problems, we tend to think a lot about our issues. This also applies when we are in a toxic relationship. The problem caused by the relationship results in your overthinking. Now, when you spend so much time thinking you might find sleeping difficult, and a decline in your state of health might be next.

Bad Mood

Dysfunctional relationships always put people in a bad mood. Bad moods occur quickly when one is not happy about a particular circumstance. If you find yourself in a toxic relationship, your mood will be gravely affected, ultimately harming your health.

Headaches

Being in a toxic relationship can lead to unending headaches. When in a dysfunctional relationship, lots of disagreements are bound to take place. Now, having to always argue with someone you love can cause you headaches, and ultimately have a terrible effect on your health.

Depression

When one goes through emotional and mental pain for a prolonged period, it can lead to depression. Toxic relationships can affect one's mood negatively and lead to depression.

Excessive Consumption of Alcohol

When people have unending bad times as a result of a toxic relationship, they might try to feel better by drinking alcohol. Doing this can have a nasty effect on your health.

Heartache

Dysfunctional relationships sometimes bring about heartaches, which affect your health badly. If you always have heartache because of a toxic relationship, you might end up being affected by various ailments.

Chapter 10 Tips to Get Out of a Toxic Relationship



Toxic or not, a long-term relationship can be complicated to leave. You have come to share a lot with your partner, and you just don't know how to leave without remembering the good times you had together. You have lived and eaten together; you have shared your thoughts with this person, and you complement each other. So, it becomes difficult to move away from someone who has been an essential part of your life.

On the other hand, toxicity makes it even more difficult to leave, even though it should seem easier. The reason is simple for many individuals. They have tried leaving on many occasions, but their toxic partners constantly remind them of how ungrateful and difficult they are. They have concluded that they are not worth being loved and always fear loneliness. Besides, they are utterly dependent on their partner. Many of these individuals have lost their self-esteem, and no matter how much they try, the thought of leaving causes disorientation. They are hell-bent on making it work.

How would you then know when you are truly ready to leave? The best time to go is when you have identified the problem and built up your self-esteem. If you are not sure of your decisions and you are still fighting fear, leaving becomes difficult. By the time you have your self-esteem back, you will

be able to know what is best for you and understand that you deserve better. At this time, you are entirely ready to move on to healthier relationships.

Are you thinking of finally leaving? If you are, take the steps below, and we hope that in the future you will find a healthier and happier relationship. But before then, there are a few things you need to know about leaving a toxic relationship.

Things You Should Know About Leaving a Toxic Relationship

Before you take the decisive step to leave a toxic relationship, there are a few things you need to know. Knowing them will ensure the breakup process is much easier for you, so you are not caught off guard.

It Takes Time for the Damage to Heal

If you have been in a toxic relationship for too long, it can be tough for you to love yourself. Due to the consistent emotional and physical abuse you have been through, you believe you are at fault and you hate yourself for this. Your partner may have told you why you need help, maybe saying that you are emotionally unstable and crazy. After hearing it for so long, you end up believing this. This may have taken away your self-worth, and no matter what you do you will always remember these things. In the end, when you are ready to move on and let go, you will begin to love yourself and gradually forget about them.

You May Want to Go Back

Toxic partners are excellent manipulators. They know your weaknesses and what you want. They will ensure that they make you think about them wherever you are by treating you with love and kindness at the beginning of your relationship. Even if you have left them for a while, you still remember the romantic moments you shared, and you are tempted to go back. And even worse, you may feel ashamed for feeling this way. Nonetheless, you have to know that it is okay to feel this way, and that if you give it time, you will heal completely.

The Choice Can Come from Anywhere

It can be tough to spot unhealthy behaviors in your relationship after spending years in it. For this reason, you may not be the one to trigger the decision to break up. Your friends and loved ones are likely not going to be happy seeing you suffer, and they may make a choice for you, but you are not sure it's right. You may not understand what others are seeing because you're blindfolded with love.

Even in a situation when you are getting prepared to end the relationship, you may believe that the other individuals in your life are being too dramatic or blowing things out of proportion. You may also see the truth in what they are trying to tell you. However, with continuous pressure from them, you may end up deciding to leave anyway. The decision to leave can be triggered from any location. This is not important. What is essential is the fact that you do make the decision.

For Some Time You May Not Understand What is Normal

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Due to the kind of environment you have grown accustomed to in your toxic relationship, you will believe that arguments and violence are a normal part of a relationship. You only get to understand what normal behavior is when you talk to your family, friends and therapist. This process may take time, but eventually you will understand. Toxic individuals continuously try to teach you the wrong definition of what is normal, but having the right set of people in your life can show you what normal is.

You May End Up in a Toxic Relationship Again

Leaving a toxic relationship and ending up in another can be very devastating. But there is a high chance that this will happen. There are numerous toxic individuals in the world, and you may come across one or more of them as you try to move on. In our search to find happiness again, you should try as much as you can to heal completely and recognize toxic behaviors to prevent the repetition of events. This is because the individuals who tend to fall into toxic relationships again

after leaving one are those who don't take time to learn, readjust, and recover after dealing with a toxic relationship. When we truly understand what toxicity means and what we should expect from healthy relationships, then we know how to avoid them.

Also, as we have stated earlier, constantly getting the same treatment makes you get used to being treated that way. In essence, you may have gotten used to unhealthy partners and come to embrace toxicity and love it. So, it is easier to get into toxic relationships again, but soon, with continuous efforts, you will get to meet a non-toxic partner who will ensure your happiness.

There Can Be Danger Associated with Toxic Relationships when Leaving

Any partner that can abuse you emotionally can get physical, even if this may not usually be the case. Some toxic partners are good at emotional abuse, while some can go as far as being physically violent. Some may have a weapon at their disposal and react in a terrifying way when you try to leave. You need to be watchful and be smart. If a violent, toxic partner finds out you want to break up with them, they may try to cause you harm.

So, keep yourself safe by seeking out help if you can. Do this by letting your friends and family know before you take a step, or call the police. And if you know you are dealing with an extraordinarily violent partner, break up in an open environment and walk away forever. Regardless of the option you choose, ensure your safety is a priority when you try to leave.

Leaving May Be the Best Decision for You

Leaving a toxic relationship can change your life completely. You will have the opportunity to work on being a better you and discover your passions. You will be able to live a life of peace, happiness, and love. Even though you may feel the pain sometimes, it's only a part of your healing process, and you will get past it.

You may not appreciate the fact that you left the toxic life behind until years after you left. By this time, you will be able to find love again, and you will be unstoppable.

People May Not Understand Your Decision

A toxic relationship is complicated to explain to people who haven't experienced it before. These people will not understand why you leave and may not support your decision. And in worse instances manipulative toxic partners understand how to make themselves look good in the eyes of outsiders, especially friends and loved ones. For many people your relationship is a perfect one that everyone idealizes. This makes it understandable why many will not understand your reasons for leaving.

Tell them everything without leaving anything out. If they are not ready to listen, leave them with the hope that as time goes on they will understand your reasons for leaving. Remember that you are the one who knows where it hurts, so you need to think first about yourself and your sanity before anyone else's.

Leaving a Toxic Partner Makes You Feel Good

You will experience an aura of freshness that comes with leaving toxicity. Never again you will have to watch your steps because you are scared of making your partner angry. You will be free from all the bullying and name-calling. You will also be able to do what you want without fear of judgment from the one you love. Just feel good and be happy! Close your eyes and embrace the feeling of the freshness of the air. You deserve to be happy, so you should be.

Chapter 11 How to Become Powerful and Influential and Ignore Toxic People



Believe in yourself in all you do.

This is the first rule of power. If you don't believe in yourself, nobody will really believe in you. You can only be measured by the same value you use to measure yourself. If you don't give yourself influence over yourself, you are not going to influence anyone else. If you don't give your regards, nobody is going to regard you. There is no way you can assume that people are just going to value or respect your opinion just because you are a woman or a man. You have to put yourself in the position of honor by honoring yourself before you shall be honored by any other person.

Respect Others and you will be respected.

This is a golden rule for influential people. You cannot trash people and expect to be respected. People don't have to be better or older than you to earn your respect. Give respect where it is required and you shall receive respect in return. Do not earn fear, earn respect. When people respect you, they will defend your integrity in your absence. But when people are only afraid of you, they will backbite and say all sorts of bad things, true or false, behind your back. There are no shortcuts to earning respect but giving respect. You have to respect yourself and other people, and the universe will combine

everything and bring it back to you as an influence. You will influence people and they will respect whatever you say.

Speak Politely.

You don't have to be rude to create influence. Since you are going to be dealing with adults most of your life you have to learn to be polite. Your choice of words is very important to the kind of response you will get from other people. People are sensitive to indifference, so take your time to be as polite as possible whenever you are speaking to people, especially when trying to solve an emotional or personal problem. Even when you are right all the way, being polite will get the other person to open up and be honest about their feelings. From there you will know the right step to take and also give them the right advice to make sure that your relationship grows to a particular level.

Just Smile.

You can never underestimate the power of a smile when it comes to influencing and convincing people. You don't want people to be on guard even before you start talking. You should warm them up with a smile and they will lower their guard and have a good conversation with you. Although sometimes it is hard to smile when the situation is frustrating and hard to chew, you have to pick up the courage and follow the strategy to control what comes out of people and make your way towards happiness.

Help Them.

Some people are toxic because they feel somehow alone. They feel like they are being left alone in the world to deal with their emotions. So showing interest and helping them even when they don't seem to need it creates a window of respect, where they will feel weak to exhibit their toxic or negative characteristics, especially to you. Helping others brings about respect. You should do it without expecting anything in return. You should not demand anything from them. Just help and turn the other side. Stay in your lane and respect their boundaries. Don't try too hard either because toxic people are

sensitive, they might think you want to use them or gain favor in some kind of way. Do it and then give them space. While you respect their boundaries, always expect them to respect your boundaries as well.

Everything you do to earn respect and influence should be a two-way street. Do not allow other people to make you feel less just because you are trying to be positive. Effectiveness is the key to happiness. Let every step you take be effective and deep, and you will never have to seek happiness anywhere else.

Effect of Toxic People on Your Life

Toxic individuals can impact all aspects of people's lives, and we are always oblivious to that. We feel sympathy for them. The myths they inflict on us are accepted and rationalized. And this, in exchange, changes how we look about our values and ourselves. Toxic individuals are happy to drive happiness down from what we previously enjoyed, such as jobs, relationships, interests, and even our self-love.

Dealing with Manipulators Who Are a Permanent Part of Your Life

If manipulators had been in your life for a while, by now you might have already surrendered some level of control over your life to them, so you have to start by regaining that control. First, you have to create and enforce boundaries in your life.

To set and enforce boundaries, you have to assess different areas of your life and set firm limits in all of them. You have to draw a line, and you have to make it clear to the manipulator that they are not allowed to cross that boundary. For example, you can set aside some "me time" and tell everyone that they are not allowed to bother you during that time.

Setting boundaries will help you reestablish the priorities in your life. If you have been a victim of manipulation, chances are the manipulator has spent months or even years

establishing control over your life, so that by the time you know what's going on, they may have replaced your priorities with their own. You may find that you are using all your free time to do things they like, and your interests have taken a back seat to theirs.

When you find yourself in such a situation, bouncing back can be hard, and it's going to require a lot of willpower and commitment on your part. Take control of your own life. Create a list of all your values and reexamine all of them. Look at your belief system and question everything that you believe about yourself. Did you always hold these beliefs, or did you acquire them over time as you got closer to the manipulative person?

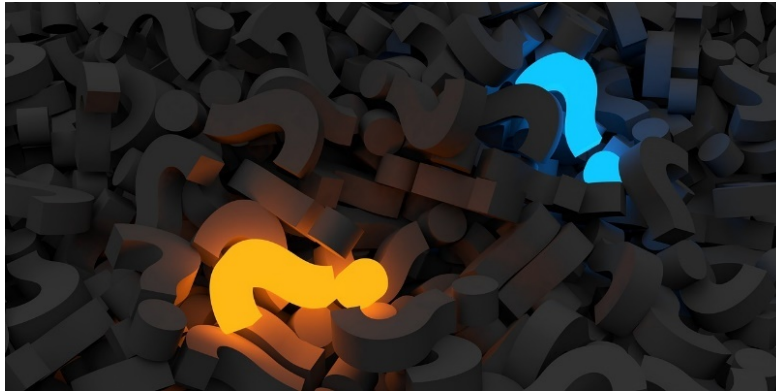
If you notice that your time is spent doing things that don't really interest you, your belief system has been permeated by ideas that originally were not yours, and your long term values no longer seem to be the driving force behind your life. You need to create new boundaries and rules for yourself to keep the manipulative person from controlling you.

You need to disconnect from manipulative people, especially the ones whose schemes have caused you (or could potentially cause you) serious psychological or physical harm. One mistake most victims make is that they assume that they can change the manipulator. They convince themselves that if they spend enough time with the manipulator, they will fall in love with them, and they will be open to treating them better. However, in the end, the opposite happens. Instead of the victim changing the manipulator as they may have hoped, it is the manipulator who changes them, and not for the better. One starts accepting the emotional abuse, and little by little, one makes concessions about our own values and principles, until in the end we are a completely different person. One becomes more submissive, and starts making excuses for the manipulator.

So, once you notice that someone is manipulating you, the best choice you have is to disconnect yourself from them. If a clean break is possible, you should go for it. However, in situations

where it is a lot more complicated (for example, where you have children together) a clean break might not be possible. Even then, spending some time away from the manipulator can let you reset yourself again, so you may remember what your real values and priorities used to be.

Chapter 12 Useful Tips on How to Deal with Toxic People in Your Life.



The first and most important thing you need to do to protect yourself against mind and emotional control and manipulation is to accept the fact that the person you are dealing with is controlling and manipulative, and that is his or her nature.

The reason people stay with controlling individuals is that they operate under the misconception that such people can change. Many controlling and manipulative people tend to have dark personality traits such as narcissism, Machiavellianism, sadism, or psychopathy. That means that the need to control others is just part of who they are.

If you start dating someone (or associating with them in any other way) and you realize that they are controlling, don't deceive yourself into thinking that you will be able to change them and make them less controlling. That is part of the manipulation; they will put out signals that will tell you they might be open to change, but that only makes you feel more involved in the relationship. It makes you open to further manipulation and control.

Controlling people will not change on their own; their need to control other people is crucial to them, and it's not something that can be easily taken out of a person. Once you have accepted that controlling people will not change on their own, it is time to come up with a strategy to deal with them. To that

end, the first thing you need to do is to be sure you understand all your fundamental human rights, and make sure that the controlling person doesn't violate them.

You have every right to stand up and to secure your fundamental rights including the right to be treated with respect, the right to set and pursue your priorities, the right to express your own needs and feelings, the right to say NO to someone's request without feeling guilty about it, the right to have an opinion that differs from that of anyone and everyone else, the right to pursue a happy and healthy life and the right to protect yourself from threats (including physical, mental, and emotional threats).

If someone infringes on any of these rights, you have the right to react. Controlling people will try to convince you otherwise. They will tell you don't feel how you feel, or that they didn't mean something the way you interpreted it, but don't ever substitute your objective judgment for someone else's. If you feel what the manipulator is doing is harmful to you, don't give them the chance to convince you otherwise, because no matter how smart you are, good manipulators will be able to talk you out of anything.

Think of the rights listed above as boundaries. Picture them as lines that separate you from everyone else, even from the people you love. No one gets to cross those lines. Anyone who does is out to control you. We are not trying to get you to be paranoid, we are trying to get you to be alert. It is only by being alert that you will be able to see a controlling person coming from a mile away, and you will be able to get ready to defend yourself.

You need to learn to tune into your real feelings in every situation that you find yourself in. The thing about controlling people is that they try their best to be subtle so that their manipulation techniques can fly under the radar. That means that if you are interacting with such people, you are on autopilot at the time, and it can be extremely difficult for you to even recognize the fact that they are trying to control you, so you will not be able to take defensive action.

Whenever anyone makes you have negative feelings, or they make you doubt your convictions about something, it is time to snap out of autopilot mode and tune in to the way you genuinely feel. Define your feelings. Is it guilt? Is it insecurity? Is it self-doubt? If you feel forced to act in a certain way, try to uncover the reasons behind that sense of obligation: are you afraid? are you ashamed? are you reciprocating? Unless at that time you articulate your thoughts and feelings, you will not be able to realize when you are being manipulated.

Once you get the sense that you are being manipulated or that someone is trying to control you, start scrutinizing everything they do. Manipulators work tirelessly to get you to fall into their trap. Every action they take will be tactfully selected to steer you one way or another. The only way to avoid falling into their trap is by assuming that everything that they put on your path is a potential trap.

Since you know they are controlling, if they do something nice for you, try to identify the ulterior motive in their niceness. If they are mean to you, try to understand the objective behind their meanness. If you see they are trying to bait you into reacting in a specific way, avoid giving them that satisfaction.

People who are controlling like to pick soft targets, so if they see that the strategies they are deploying in the early stages of your association with them are not working the way they are intended to, the manipulators might leave you alone and find another target. If you don't seem to be persuasible in any way, they will not want to waste time on you.

You might also want to start keeping a record of all your interactions with manipulative people. This might seem excessive, but psychologists have long understood that writing things down (or keeping a journal) can help us make sense of the way we feel, and it can help put things into the right perspective.

Several manipulation tactics work because the victim stops believing in their sense of right or wrong, and they stop

trusting their perceptions. When you write things down (preferably in an electronic journal), you can always refer back to it, and this will help ensure that you remain grounded in reality.

In cases of gaslighting, manipulators can convince their victims that things didn't happen the way they remember. In instances of brainwashing, they can convince their victims that their feelings about certain past events are not real, or that the memories they have are somehow warped. By keeping a journal, you will have actual evidence of the things that happened, and of the way you felt at the time. This means that even if your memories fail you later on, you will have a way of knowing the truth, and you will then be less likely to let the controlling person convince you that you are wrong.

You can either use a physical or an electric journal, but you have to make sure that the controlling person is unable to get his or her hands on it. Some people even use voice recording devices to keep records of their thoughts and emotions. Whatever method you choose, you should preserve and protect your version of events because controlling people will not hesitate to rewrite your history.

You should also try to stay away from manipulative and controlling people. When you meet someone for the first time, try to read their body language and their verbal cues, and try to figure out if they have ulterior motives. You can learn to read body language to detect when people are cunning or deceptive, but even without any training, you can learn to listen to your instincts about people and to trust them.

Psychologists have established that the human mind can be able to accurately perceive potential threats within a few minutes of interacting with someone. Try to differentiate between your instinctual reactions to a person and any prejudicial reactions or cognitive biases that you may have about certain demographics.

Manipulative people can come across as charming and charismatic, so try to look past the superficial charm when you

meet a person for the first time.

If the controlling person is a member of your family and you cannot completely avoid them, try to keep your interactions to a bare minimum. Avoid spending time with them unless you have to, and avoid situations where you may find yourself alone with them.

If it is at college or at work, you should try to steer away from them too, but make sure that your defensive action doesn't hurt your career. If the person is your boss, you might want to think about the long-term implications of working for a person like that. However, you can try to remain professional and to remind them to do the same whenever they cross the boundary and try to make things personal.

You can also deal with controlling people by calling them out and letting them know that you understand what they are doing. If you notice they are trying to manipulate you in a specific way, confront them, and tell them everything about their plan.

Understand the various tricks that manipulative and controlling people tend to use, so you may be able to identify what someone who is targeting you is trying to do. The next time they are up to their shenanigans, call them out on it. They may react in one of several ways. They may deny it and accuse you of being paranoid. They may fake outrage and try to guilt-trip you for making such serious accusations. They may react in anger since they know that their plan has been unraveled.

Whatever reaction the manipulator throws your way, you have to understand one thing; you are calling them out, not bargaining with them. So, if they try to convince you that you are wrong, just say something like "If you say so" and get away from them. Some of them will leave you and target someone else because they understand that you are too smart for their maneuverings.

However, others (especially the most malicious of the bunch) may try to retaliate against you with personal attacks, or they

may switch strategies and try a different approach altogether. When they do this, call them out on that as well.

Sooner or later, even the stubborn amongst them will start to realize that they are not making any headway with you, and they may give up. Few may take each instance of being called out as a challenge to step up their game; try to sever your connection with such people, or you can try calling them out in front of witnesses and warning them to stay away from you.

Again, as we have said, manipulative and controlling people tend to gravitate towards easy targets. So if you keep proving that you are no easy target, they will recognize that they are wasting their time.

You should also avoid getting emotionally attached to people who you suspect of being controlling. We acknowledge that this is easier said and done. Meeting new people isn't easy, so when you meet someone, you think you might be compatible with. You notice that they have certain traits that could indicate that they are controlling, it is still tempting to give them the benefit of the doubt, because deep within, we want to believe that people are good.

You might decide to indulge someone for a while before you fully understand his or her true nature, but as you do that, you become emotionally linked to them. You fall for their charming behavior, and before you gather enough evidence to categorically prove to yourself that they are controlling, you would already be too emotionally involved in that relationship just to sever ties with them.

This can be combined by the flawed thinking that we might be able to change people. The best approach for you is to set your boundaries from day one before you become emotionally involved.

Even if you want to give the person the benefit of the doubt and to get to know them better, you should go into it while following your own rules, and don't let emotions cloud that understanding. Stay cordially civil whenever you interact with

them (or anyone else for that matter), and break with them as soon as you are sure that they are indeed as manipulative as you have suspected.

So far, we have looked at how you can defend against mind and emotional control when you discover it early enough before you become too involved in a relationship. However, the fact is that even if you are vigilant, some people will fly under your radar, and they will get close to you before you notice that they are manipulative. In other cases, you may not have a choice on whether or not such people are in your life; you may be able to choose your romantic partner, but you cannot choose your family members, colleagues at work, or your casual acquaintances. So, how do you defend against control in such cases?

Well, you may be able to defend yourself by following this simple three step process:

Know What You Want

Manipulative people will seek to control you because they want something from you. They want something very specific from you, and they are manipulating or controlling you to increase their chances of getting that thing. The problem is that if you are the kind of person who spends your time giving other people what they want, you will waste your whole life helping other people's interests, and you will not ever get what you want out of life. So, no matter how long you have been under the influence of a manipulative person, this is how you have to start, by figuring out what it is that you want.

You have to do this as empirically and as systematically as possible. Take a notepad or some kind of writing material, and start evaluating the things that you consider to be your core values. Write down the things in your life that you believe are the most important to you. Is it your family? Your job? Your faith? Your academic pursuits? Certain hobbies you enjoy? A certain person you love? Be honest with yourself and create a list. First, write down whatever comes to your mind. The first list will be in random order.

After you have put down all the things that you value, it is time for you to rank them according to how much you prioritize each one of them. List them, from what's most important to what's least. Don't have any qualms or guilt about the way you rank your values (for example, if you feel your hobby is more important than your career, be honest with yourself in your rankings).

Once you have ranked your values, it is time for you to ask yourself why those values are important to you, and why each value is more important or less important relative to the other things on your list. Try to see if there are any things that you currently value, which may be on your list as a result of the maneuverings of a controlling person.

If there is a value that seems particularly important to you, or it seems to rank higher than it may logically should, it could be up there because someone manipulative drilled it into you over a long period. If something that is logically important doesn't rank as highly as it should, it could be that a controlling person has been influencing you to think of it as not that important.

You should also repeat the same exercise, and this time, instead of listing and ranking your values, you should list and rank your favorite ways to spend your free time. Start by listing all the activities that you believe you would like to do when you have the time. In this initial list, don't think in a practical way; think imaginatively. If you had the time, and you had no constraints, no one to hold you back, what would you do?

You should then create a different list, not of the activities you would like to do, but one of all the activities that you remember doing lately during your time (all the time you spend outside work is technically personal time). Rank those activities based on how much time you have spent on them in the past few months.

Now, compare those two lists and spot any differences. What would you like to do that you have not had the time to do? Why don't you have the time to do them? What takes up all your time? Look at the things that you often do, particularly those that take up most of your time. Why do you do those things? Do you truly enjoy doing them, or do you do them out of a sense of obligation? How much "me time" do you get?

The reason why it is important to assess both your values and the way you spend your time is that someone may have taken over your life, and they may have installed their interests at the helm of all your lists.

A controlling person may have destroyed your real values, and they may have forced their values on you. Controlling persons may be taking up all your time, so that instead of doing what makes you happy, you are spending every free moment you have doing what makes them happy.

If you find yourself spending every evening in a sports bar with your boyfriend/girlfriend when you would rather be taking a dancing class, it means that they have taken control of your evenings and that their leisure activities are a bigger priority for you than your preferred leisure activities. If you find that most of your values are external rather than internal, it means that you care more about someone else's happiness than your own.

Compare how things should be and how they are; if you find that your priorities are not your own, it is time to make a change.

Stand Your Ground

Relationships (whether they are partnerships, marriages, friendships, or workplace relationships) are all about give-and-take. Controlling people and manipulators want to take more than they give, or even more than you are willing to give. There is only one way to truly regain control if you are under the influence of a manipulative person, and that is to stand up to them.

Now that you know what you want and can identify areas in your life where you have compromised too much and have given control to someone else, you will have to confront the manipulative people in your life; there are no two ways to do it. Either you regain control or you let them control you.

To stand up for yourself, you have to reestablish your true worth and get rid of the values that manipulative people have imposed on you. If when assessing your values you realized that you don't have clear priorities, it is time for the people who are taking up your time to know that from this point on, you will prioritize your interests and their interests will take the back seat.

You have to make it clear to yourself and the people in your life that you have the same rights as them, and you will no longer let them trample on those rights. Controlling people like to think of themselves as superior to the people they seek

to control, so if you have one in your life right now, he or she is overdue for a reality check.

That does not mean that you should unload on those people all your pent-up anger. You just want to make it clear, and in the most logical of terms, that you will no longer be their doormat, that you will not be subservient to them, and that you do have the moral high ground in this situation.

Here are key tips that will help you stand up for yourself:

Realize That No One Else Can Invalidate You

The reason we are so afraid to confront controlling people is that we seek external validation. However, the whole concept of external validation is a fallacy. Sure, people can validate us. A boss can praise you in public, a spouse can tell others what a nice person you are and so on. When these people validate us, it only works if we choose to internalize that validation.

The same goes for invalidation. The only reason people have the power to invalidate us is if we give them that power, if we choose to internalize the invalidation. So, if you are afraid to stand up to someone because you think they will invalidate you, that is self-sabotage.

No matter what others say, the decision to perceive your thoughts, feelings, and actions as invalid rests only with you. This knowledge should empower you to stand up to anyone, even if you know there's going to be some backlash.

Make People Respect and Value Your Time

Your time on this planet is very short, and it is extremely valuable. As part of standing up for yourself, you have to make sure that people in your life realize that. If someone shows no respect for your time, then you have to cut the amount of time you give to them.

Ensure That You Always Stay Calm When You Confront Manipulators

You will come up with a strategy to assert for yourself, but no matter how well thought out your plan is, it could fail if you let emotions get in the way. The only way to win is by staying calm. When you confront a controlling person, make sure that you process the entire interaction through the logical part of your brain, not the emotional part.

This is going to be difficult; emotions are more primal than logic, so it is very easy for them to take over. You have to make a concerted effort to stay calm and logical.

When you stand up to someone, emotions are your enemy; it doesn't matter if it is a positive emotion or a negative one; it is going to work against you. When controlling people see that you are finally standing up to them, they will react emotionally.

Emotions can be infectious (for example, when someone raises their voice in a conversation, you will instinctively do the same). Still, you have to make a mental effort not to mirror the manipulators' emotions. Make your point in a calm voice, and if they react with anger, let them vent, then reiterate your point calmly as you address any points they may have raised in their angry tirade.

You may feel strong emotions in the process, and you will be tempted to act on them, but you should realize at that point that the stakes are much higher than that; you are trying to regain control of your life, and emotions are of no use for you at that point. Unless you control your emotions, you will not be able to regain control over your life.

Conclusion

Moving on is easier than most people think. Just because you spent some beautiful times with someone doesn't mean you cannot move on when they prove that you cannot be together again. You can be a better person, and you have to allow yourself to see the good side of you, so you can move on without trouble. One of the most important things you can do in life is being able to take the bold step of moving on when you have spent all the good times you can remember with someone. Toxic people are bad for your physical and emotional health. Toxic people can be physically abusive and narcissistic.

Look for new hobbies and make new friends. Try and build yourself professionally by taking online courses to shift your mind into learning new things, instead of staying in the old zone of misery, which might affect your self-esteem in general. Take the time you need to feel what you have to feel. If it is grief, feel it, and never deny your feelings. If you need closure, look for one. If you have to talk to someone you trust, go ahead and do it, but never hang on for too long for the hurt to affect you. It will not be easy but you have to understand that negativity is very bad long term and it affects your future opportunities. In a global world we attract things by our thoughts. We can push people away by the way we act or do things, which are both the product of our thoughts.

There are different opportunities to try new things and you could actually become better and even make more money by creating new avenues for making yourself valuable. Do not fall for the trick that you cannot do without some people and what they have taken away from you cannot be recovered. You can recover your dignity and take new steps to build something new. There are several ways to build your mind and we have taken you through step by step. Make sure you are ready for a change and you will achieve the biggest change in your life and you will not have to deal with negative people. And these people can be your parents, siblings or close

relatives. All you need is the boldness to do something and you will be fine. It is far better to shut them out than to always be the weak person you are.

The first step is always the boldest and sometimes the most difficult. It will make you stronger in the future and it is a positive step towards the new you. It will not be easy to do this and yes, it might even make you feel miserable, but that is only because you have been living a negative life in the past. Change is natural for the better and the time has come for you to get your head right. It is important not to waste time. You have to make up for the lost time, so you have to make your mind right and have everything going right in your life.

Don't postpone it. And get some professional help if you need to deal with some hardcore emotions. Feelings of anger are normal when you end up dealing with toxic people, and you have to make sure you channel them the right way. If you have some friendly people around, it will be much easier for you to get over those toxic people and to deal with someone you might have lost, since getting rid of someone close to you is hard in the first place. However, you have to do it the best possible way. We cannot live in the past, and that is something we constantly have to remind ourselves of.

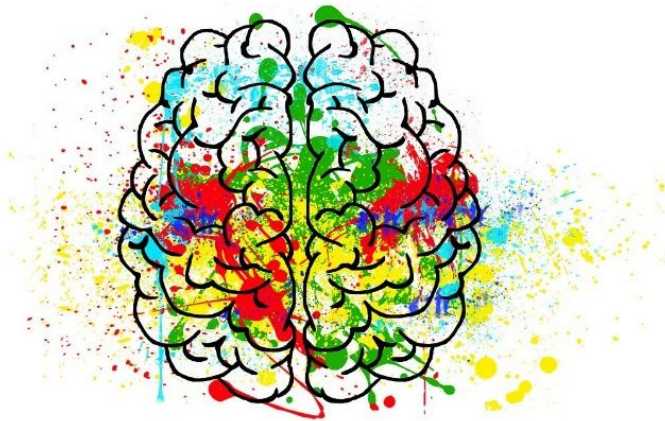
The starting point is always the most difficult, and you have to understand that this is something very important in the journey. It is not easy and, at times, it can even seem impossible but that is exactly what you have to do. You can go for support, as well as attending counseling sessions, but in the end you have to understand that you are the only person who can handle this task. Don't go too much into the past and don't keep on looking for opportunities to get back together with people who were toxic in your life. It is going to be hard and it might leave you feeling very undervalued and you might even fail, but it is also going to be one of the biggest learning curves you have ever had in your life. Losing a toxic person is not just about losing a person. It is about losing the whole world in which you have been living. This is something that can bring about a feeling of emptiness and you might be saddened by it.

This is natural. You have no idea what to do or say and you don't know what you should do to get over your loss. You are a valuable person and you deserve better, and you deserve a better future.

It is going to be hard for you to look out there and see something better for yourself. You have been used and abused, and whoever has hurt you will not want to let you get your life back. However, you have to look out and find something that will help you to salvage your dignity as well as to improve yourself in every way. You will come across several good people along the way and you can trust them. But tell them about your problem and carefully tell them how you are feeling. You have to make sure that you do not relapse into doing what you always used to do. You have to make sure that you do something about it and don't let it hurt you any further.

Don't go back to the old ways. It is going to be a lot more difficult for you than you think. You are going to have to change your whole attitude towards life and you will have to change it for good. You can be as insecure as you want but that is going to be the wrong thing to do. You have to achieve what you want to happen, and keep on striving to get the new you. You deserve to have a whole new lease on life. You deserve to look out there and see something shining and hope for the best. This is when you realize that it is not your fault and that no one has the right to take advantage of you. There is no reason for you to be treated badly and you can make something happen, and something good will happen to you.

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Behavioral Human Psychology

Learn more about behavioral theories, and how psychology programs explore the human mind and provide an understanding of human behaviors, reactions, actions, emotions, and attitudes.

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Introduction

In your daily activities, you will always meet different people under different circumstances. Be it at your home, office, or in other meetings, you will meet and relate with other individuals. How you live and succeed well in this world is a function of how you connect with other individuals in your surroundings. You should learn to embrace a positive approach to communication, whether in a relationship of work, romantic, of business, or other.

Knowing more about individuals can be quite a tricky task because of the unending complications in between. To add to that, people can be dishonest and hide their real intentions. It takes sound knowledge and an ability to analyze people to see through the veils many people put up.

The rapid rate at which technology advances has affected human communication. Thanks to social media, which has its advantage, of course, many people do not see the need for face-to-face communication. This has negatively affected our ability to analyze people, as we are only left with drawing conclusions based on messages which could be deceiving.

Understanding the art of analyzing people will lead you to a beautiful destiny. You will have the power to evaluate the true and real intentions behind every communication. Also, you will get to easily see beyond the mask people put on, and know when someone is being sincere or is hiding information from you. The art of analyzing people will also help you know if every relationship you find yourself in is worth it, be it business, casual, or romantic, since you will have the skills to determine the true and real intentions of your partners.

Many people would like to improve their communication skills as well as learn the art of reading people. As you will find in the pages of this manual, reading people is an essential skill we are all born with. You can, however, sharpen your

skills to help you have the upper hand in your interactions with anyone.

In this book, you will learn tips that people have been using in their careers, businesses, and other related activities to improve their odds. For instance, some people have to every day relate to difficult people. It could be your boss or a teammate you cannot avoid. The art of analyzing people will shed light on how to cope with such a situation or person.

Not only will you find actionable steps to improve your relationships with people, but you will also get to learn the skills to keep a smooth relationship. You need to know how to draw clues from the eyes and body language, detecting dishonesty from all forms of interaction, understanding yourself and your behavior to understand others.

The knowledge you will get from this book will help you see right through people and know who is being honest based on their body language signs.

Have you ever thought that improving your skill in building rapport will set you apart for success? With anyone you are meeting for the first time, in your business, at the bar, etc., the teachings of this manual can help turn an acquaintance into a friend. You will find here the only two ingredients you need to build a lasting rapport with people, earn their trust, and relate on a fundamental level.

Read on to get more!

Chapter 1: Understanding Behavioral Psychology



Researches related to the social brain is the analysis of how our psyches and our conduct associate. At some point, you have heard of brain science associated with different behaviors. Many professional researchers in brain science are studying to analyze why we behave in a given way under different circumstances. The aim of such researches is to understand how our brain functions and to oversee how other people will behave differently. In the end, we can create good relationships and form good habits that will enable us to live well.

According to Maxwell Maltz, a plastic surgeon in the 1950s, he observed different attitudes on his patients. When he did something unusual to the patients, he realized that it took some time for them to get used to the new trend.

Dr. Maxwell then took the challenge and started analyzing the trends. He came up with adequate research, and society took the same route as well. It is wonderful how often these courses of events are cited as measurable realities. Risky exercise: If

enough individuals state something on enough occasions, at that point every other person may start to trust it.

In any case, the issue is that Maxwell Maltz was basically seeing what was happening around him and was not saying something about reality. Moreover, he made a point to state this was the base measure of the time it took people to adjust to a change.

Forming a New Habit

Generally, it takes about two months to form a new habit. However, it depends on the individual's code of conduct and the state they are in to form a new habit. This means that if you look forward to setting up a new one in your life, it will take you about two to eight months to adapt to the new habit.

What Makes a New Habit Stick?

There are five essential ways that another habit can be set off. So, by looking at every one of them, you choose the correct one for the specific propensity that you are dealing with.

Location- On the off chance that you have ever strolled into your kitchen, seen a plate of treats on the counter, and have eaten them just because they were there before you, at that point, you will understand the influence of the area on our conduct.

By and large, our propensities, inclinations and practices are basically a reaction to the conditions that encompass us. The popular test on the use of water versus soda is a case showing how our condition can either move ahead nice choices or lead us toward awful ones.

Be that as it may, area-based prompts are not just things we react to; they can likewise be things we are led to do.

One hypothesis is that we intellectually allocate propensities to a specific area. This would mean that the places that you are now familiar with (your home, office, and so on.) right now have practices, tendencies, and schedules associated to them. Suppose you need to build new tendencies in these familiar areas. At that point, you would have to replace the signs that

your brain has already associated with that area. That way, building different tendencies in an area would be like starting with a clear record.

Time- Time is maybe the most well-known approach to trigger a propensity. Basic morning propensities are only one example. Waking up is the first part of the day that typically triggers a course of tendencies or propensities: go to the washroom, clean up, brush your teeth, get dressed, make some espresso, and so forth.

There are, likewise, less generally perceived ways that time triggers our conduct. For instance, if you focus you may see that there are some actions that you thoughtlessly repeat at various times during the day: taking off to get a nibble every evening, taking a smoking break every morning, etc.

If these examples were negative behavior patterns, you might need at that point to assess how do you feel during this time of the day. Much of the time, your propensities are a sign of how you feel. Do you feel exhausted? Possibly your eating something in the early evening is just a way to break the dullness of the day. Are you feeling down? Perhaps your smoking break is an attempt to have a word with some co-workers. The fact is, if you understand the reason behind why these actions spring up every single day, at that point it would be easier to find another propensity to make up for the shortfall. Negative behavior patterns are replaced, not killed.

Other People- It is probably not unexpected to you that some people around you may take a job that is part of your propensities and practices. What might be a shock is the enormous effect this could have on these individuals. Apparently, the ideal approach to using this data is to surround yourself with individuals who have the propensities or tendencies you need.

Preceding Event- Numerous propensities are a reaction to something different that occurs in your life. Your telephone hums, so you go and check your most recent instant message. The little notice bar illuminates on Facebook, so you click it to

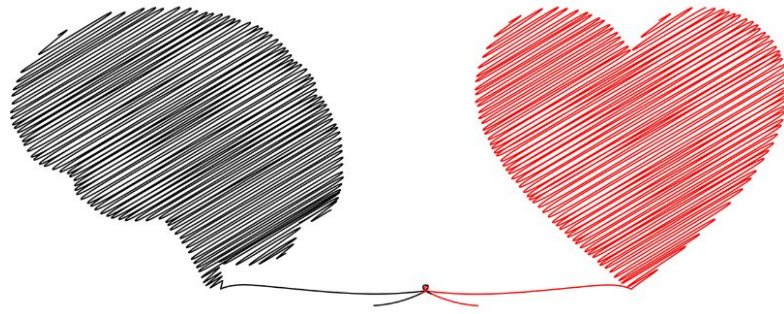
see what it signals. These are instances of propensities that are triggered by an earlier occurrence.

Regarding the signs that are useful for building new propensities, I have discovered that one of the most useful is to look for occasions. When you understand how propensity stacking works, you would be able to develop a wide range of approaches to integrate new propensities by going before the occasions.

Emotional State- As far as I can tell, an emotional state is a typical prompt to fall into undesirable propensities. For instance, you may have a propensity to eat when you feel down. Or, on the other hand, when you feel very tired you may devote yourself to web-based shopping. The emotional conditions of being down or tired are triggers for these negative propensities.

Sadly, despite the fact that feelings can be exceptionally regular prompts for our behavior, I find that they are more enthusiastically used to control rather than to build great propensities. Generally, I think this is because you need a feeling to trigger a good propensity. At this point, you should regularly be intentionally aware of the feelings as you encounter them. So to speak, you must be both passionate and mindful, which can be difficult to do. Focusing is a groundbreaking yet troublesome approach to making better propensities.

Chapter 2: Understanding Human Emotions



As we live every other day, emotions become an element of our expression that we have chosen to be the method, so to speak, of your expression within this particular physical dimension. This is not to say that other physical dimensions do not incorporate emotion, for some do, but within this particular dimension, they are one of the base elements of your creation of expression.

Emotions always come with communication. They are born coming from a subjective communication and going to an objective awareness—as a message from your spiritual self to the conscious mind of your physical self. How you behave as a person in all aspects shows how you communicate in different situations. In any situation, if an emotional-signal feeling provokes an emotional response that carries a negative tone (anxiety, anger, sadness, guilt, anything that makes you feel bad), the essential point of communication is that you carefully consider your actions, if not in the moment, then as soon as possible after you have acted.

The information, summarized in a negative perspective, provides a clear documentation of what you are creating at a given moment and how the actions affect all your aspirations. This implies that as a person you must acknowledge and evaluate the value of communication. On the other hand, it is essential to embrace and appreciate good vibes, as they suggest that your manifestations are aligned with your desires and purposes.

Our behaviors focus on the tonal variations of the emotional-signals. Then we imagine that any given emotion is a signal, as

is the energy we need to respond to it according to the original signal. Suppose for example that anger is taking us over. We are expected to respond in a hostile manner. Then actions within us are focused on the emotional signs of anger, and the result of the energy of the emotion will direct our actions, while we have already forgotten the initial message we had received.

Whether negative or positive in nature, emotional-signal feelings can consume a lot of energy, especially if we perpetuate them. Ignoring them can perpetuate them, or we can use the liveliness of an associated emotion to keep the feeling of an emotional-signal going—as it happens when we are worried. Because they can consume a great deal of energy, thus potentially draining the physical systems of the body to the point of exhaustion, the body-consciousness will automatically subdue such feelings when necessary. The active-mind interprets these automatic interventions as the ebb and flow of feelings.

Body-consciousness may result in a respite from negative feelings, and its subduing actions may also explain why positive feelings do not hang around either. Being in a constant state of excitement—now often called being hyperactive—is also, of course, a drain on our energy resources.

If you notice that negative feelings are beginning to perpetuate, then deal with them as soon as possible by turning your thoughts to more positive ones.

By refocusing your thoughts, you consciously help your body-consciousness with its energy management. If emotional energy has taken the feelings to an intensity that makes it difficult for you to change your thoughts, you can use some “tapping,” but then, when you are calmer, you must pay attention to the communication of the emotions and act accordingly. Such diligence will then make it unnecessary for your inner self, personality, and body-consciousness to generate this emotional-signal again!

Emotions Can Either Be Positive or Negative

Essentially, when you're feeling well, positive emotions, such as joy come with the message that you are then in vibrational alignment with the personal intent and purpose that your Essence Self has set for your lifetime. You are letting the energy flow through you unrestricted by any fears, and in tune with the vitality of Divine Love.

Negative emotions and bad feelings such as anxiety inform you that you are presently out of vibrational alignment with your Essence Self's ambitions, off the path of your life's purpose, and in need of some serious quality time to meditate on what bothers you.

Anger Emotions

The emotion of anger, for example, contains the message that your conscious-mind is finding severely restricted its choices on how to act in the present situation. What is restricting its choices? The answer is, a firmly held belief.

Anger can begin with the emotional signal of frustration—telling you that you are beginning to close down your freedom of choice—that way beginning to fire up the energy behind a firmly held belief. As the emotional energy rises in you to the point of anger, you are visualizing situations, and your choices are becoming increasingly confined—until rage takes over and you are only able to perceive one single possible choice of action.

However, in any situation there are choices available to you. Yes, anger supplies you with plenty of energy to physically respond to the situation, but it also tells you that you have certain beliefs that are restraining your choice of response. The intensity of emotion tells you that the belief is at the core of your thinking as it demands that you respond in a usual manner—no matter whether these actions may be inappropriate to the circumstances, or more significantly, that they are violent in nature.

How to Approach Anger

In the case of anger, as with any other negative emotion, you should be examining your beliefs, and modify them as soon as you can.

With anger, your inner self would ask you to identify and examine the belief that is generating your thoughts at this current moment. The therapeutic process starts just by being aware of the belief that is affecting you. After anger has subsided, when you are calm, just ask yourself the question, “What is the predominant belief that I associate with this situation? And do I regard this to be absolutely true?”

The Reality Behind Emotions

There are very few absolute truths. Truths, as you could see, are usually core beliefs that have grown inside you after investing a great deal of energy to consider them a “truth.” Being human is really all about managing our thoughts, beliefs, feelings, and emotions.

And we can always choose to change what we believe in, even if we believed this core belief to be true.

What About Fear and Love?

What we consider primary emotions, love and fear, have more to do with our state of being. They are psychological states that sit on a continuum, with feeling lovely on one end, a neutral state somewhere in the middle, and fear at the other end, and where we arrive depends on the pattern of our thoughts and beliefs about the circumstances.

Fear has a complexity of layers from the beneficial impulse to act immediately when in danger, to a fundamentally debilitating state of mind that has your inner self issue a communication attached to a fear-based emotion that you are generating due to a lack of trust in yourself.

This has usually to do with a lack of trust in your creational abilities. Only you have to ask yourself, “What is it in this situation that inspires a distrust in my ability to respond

consciously, instead of an impulsive fight or flight response? What is it that I believe to be true about myself that can generate this fearful emotion?”

The bottom line is that fear tells you that you don't believe you can create your own reality.

Once we recognize that emotions are an energy resource with a message from our inner self, our freedom of choice of action opens. An emotional event brings to our attention the subtler details of the experience.

For this reason, when your thoughts appear to be in chaos, turn your attention to what you are creating at that time. Do you sense negative emotions involved in the creation? If so, know that it contains vital information about why you have created the experience, which is information worthy of investigation, if not at the moment, when you are able to do it.

Most of us assume that we have little control over our emotions. Emotions appear to be forces outside of us— independent organisms akin to viruses or bacteria whose energies will help us either solve a situation or make matters worse. Emotions are independent forms of energy—that is, they do not come attached to a belief (we do the attaching in our minds)—so a belief is not required for their expression.

Still, they are part of the human expression, intimately interwoven into our psychological structuring and our ability to express ourselves in the physical domain. As Seth reminds us, they are the life force of this dimension of existence that we call the physical reality. We have a lot more to learn about emotions as they are key to the creation of our reality.

What Your Inner Voice Says About Your Emotions

Feelings and emotions have different communicational purposes. One alerts the active-mind to subconscious information or knowledge, the other arises because of a belief we hold to be “true.”

A special type of feeling signals the imminent arrival of an emotion, and provides energies to both for action and valuable

information concerning, among other things, our psychological concepts. I call this special feeling an emotional-signal, as its aim is to alert the mind to not only energy waiting in the wings, but also to energy already being held behind a core belief.

An emotional-signal is triggered when the current physical and mental circumstances are causing the held energy, and thus the belief, to automatically take control of our actions.

Imagine you are feeling angry. The emotional-signal feeling is essentially telling you that, in this type of situation you are not in full conscious control. Lack of conscious control can easily result in violent actions causing harm to yourself or to others. Furthermore, the emotional energy in waiting, if not fully used or productively released at the moment, will likely add energy to what is already stored, and it will part of the core belief known as a “truth.” This, in turn, will lead to, in similar circumstances, having less and less conscious control over our actions.

Remember that our physical self, energy, body, and mind are designed to allow energy to flow through us into physical manifestations. Preventing or holding back energy in our physical self frustrates this full expression of our personality.

One thing we need to remember when dealing with a “negative” emotion is to be mindful of the information it contains and act upon it. We presently tend to only manage the emotional-signal that precedes the emotion—which may bring temporary relief from the effects of following emotion, but normally it will not provide a permanent solution to a recurring issue.

The communication included in emotions is there to help us use their energy in a consciously controlled fashion. Practice in looking at the messages behind the emotional energy will eventually allow us to manage our actions and interactions more easily—through freedom of choice, not through the usual fearful reactions.

Explaining Different Emotions and Feelings.

Acceptance -A feeling that connects us to the natural power of Divine Love. It is the basis to overcome a judgmental attitude.

Aggression- A feeling thought to be a combination of the primary emotions of anger and anticipation. Aggression is a signal generated by our body-consciousness, a surge of energy. Feelings of aggression come from natural impulses that have to do with the expression of intent through creative actions. Nature displays “natural aggression” through acts such as a flower bursting from its bud, a butterfly emerging from its cocoon, and any birth process where new life comes into the world.

Anger - A scientifically recognized expression of an emotion. It begins with an emotional-signal that can rapidly introduce emotional energy. The message conveyed with the emotion is that we are confining our choice of action.

Anticipation: Anticipation is a scientifically recognized expression of an emotion. It is an emotion preceded by the positive emotional-signal of excitement or a negative emotional-signal of nervousness, the precursor of anxiety.

Excitement is a positive, empowering energy that helps drive the creation process in accordance with our intent and purpose. The energy of anxiety also drives our creations, but with a contrasting outcome in expectation.

Anxiety: Anxiety is an emotional-signal that announces doubt. Anxiety can escalate in intensity bringing in the emotion of fear.

The communication of fearful anxiety takes place when we are unable to see the choices that we have available to work out our next actions.

We physically express anxiety in accordance with the degree of emotional energy involved. Crying and shaking, for example, are the physical expressions that signify a release of energy by our body-consciousness. Our body-consciousness does this because we are holding energy tightly within us,

binding it to us and creating physical tension. Our body-consciousness is saying “You need to relax!”

Anxiety indicates that we are creating a fog of fear in our conscious-mind, that makes it increasingly difficult for us to see the choices that we have available.

While anger confines our view of the available choices, anxiety produces an obscuring mist. We know we have choices available. We simply cannot see them clearly enough to decide. Elias has said the following about anxiety:

“If you are experiencing anxiety, allow yourself to identify and define within yourself what is creating this expression of anxiety. As you look into yourself, what has the anxiety to do with it? Where is your attention moving? In what direction is it moving—anticipation and expectation of what you may or may not generate in the future? What are you generating now? Because it is the energy generated in the now what shapes the future.”

Appreciation: Appreciation is a feeling that is an expression of the natural power of Divine Love. It is the basis for inspiring a love for our self—not simply the ego-self.

Compassion: A feeling derived from the natural power of Divine Love and the exercising of our empathic set of inner senses (see Glossary of Terms).

Contentment: Contentment is a state of being (see Glossary of Terms) that generates feelings such as happiness.

Depression: Depression begins as an emotional-signal that heralds the discounting of our creative abilities. It can escalate to an intensity of emotion that comes with the communication that we perceive ourselves to be completely powerless to create, and are thus a victim of circumstances. Seth remarks:

One of the general leads to a depression state, for instance, is believing that your general mind has no power, be it in the face of exterior circumstances thrust upon you from outside, or before strong emotional actions that seem to be happening from inside.

Desire: Desire is a feeling that emanates from our inner self in accordance with the needs of our overall self, and its decision to fully express ourselves in harmony with our intent and purpose.

Disgust: This is a scientifically recognized expression of an emotion. The feeling of disgust informs our conscious-mind that the perceived action, object, or event is in sharp contrast to our beliefs and values. If the feeling persists, it turns into an emotional-signal, and may then gain further energy, reaching the status of an emotion.

The emotional message of disgust suggests that we look to our beliefs as to which of them may be in contradiction with the values highlighted by the action, object, or event.

Disappointment: Disappointment is an emotional-signal that resembles a combination of the emotions of surprise and sadness.

Disappointment is energy that quickly gathers into an emotion if we do not notice the initial signal. The signal informs our conscious-mind that a perceived event is not in line with our desires. If our thoughts accept this, thus building energy, disappointment becomes an emotion with a message. The message assumes that we are discounting our ability to create what we desire.

Disappointment arises as an automatic response to an expectation (see below) that has taken an anxiety plus an anticipation path to manifest itself. Our thoughts have been focused on what we want and do not have, or on possible negative outcomes. Our ignorance of how we build our expectations and how they manifest in the physical world is the cause of many disappointments.

Doubt: The feeling of doubt indicates a lack of trust in our physical self. This may come from beliefs about our abilities or about our worth. The feeling of doubt comes before emotions that can quickly escalate in intensity and produce extremely debilitating conditions such as depression. See also Fear and Trust.

Envy: Being envious has to do with doubting your ability to create the physical object, the experience, or the situation you desire and that you see another person has. Instead of appreciating what someone else has, say a beautiful home, and allowing our viewing this to reinvigorate our own creative desires, the feeling of envy can give rise to doubt (see above). Not to be confused with jealousy.

To remedy envy, appreciate the emotional-signal and regard it as a reminder of what you desire for yourself, which you will create within your own “natural time.”

Excitement: As Bashar says, the feeling of excitement is a direct feeling that shows us that what we are focusing our attention on agrees with our spiritual path of intent and purpose. We should therefore trust this feeling. It is a feeling that brings us experiences that are also in line with our intent and purpose. The excitement, in combination with the emotion of anticipation, provides the momentum to project our desires onto the physical world.

You should not be afraid to follow your excitement. If it changes from one thing you are doing to another, go where the strongest feeling of excitement takes you. It will lead you to the places, the people, and the situations that are in harmony with your desires.

Expectation: An expectation is a feeling that describes a potent combination of emotional energies. We cannot classify expectation as an independent emotion as it is often an amalgamation of energies constructed from various emotions.

Chapter 3: How to Read and Interpret Body Language



We, as human beings, are covered with a giant layer of skin. It is with this skin that we make contact with the environment. Not only this, the five senses of the body all have a single, primary purpose relating to the environment. The environment consists of humans and everything else around us.

Humans live by interaction with each other and the environment. This is basic for survival. For this interaction to be effective, there should be effective communication. Communication between people takes place in many ways. It is not only when you open your mouth and talk to another person that you communicate.

Communication can be verbal, which involves the mouth and ears. However, another aspect of communication that we hardly take note of is nonverbal communication. This makes up a big part of human interaction, but even so, many people lack the skills to decode these signals effectively. Commonly referred to as nonverbal cues or body language, they are subtle, vital signs that convey tons of information without opening the mouth.

For you to analyze people, it is essential to develop the right skills to decode nonverbal cues. This is crucial to understand the real intentions of people. Many people might want to fake emotions or hide their true purposes, but nonverbal cues are so powerful, they can help reveal a lot more than a person is saying. I bet you agree that an in-depth knowledge of nonverbal communication and body language can be very helpful in relating to and in analyzing people.

It is, however, vital to note that body language reading is not always accurate. This is because it may be different for each person. Aspects like personal habits, cultures, and natural reactions could make this vary from person to person. However, here are some common body language locations and reactions which can help you study and analyze various people over time.

Eyes

One of the parts of the body that gives detailed information about a person, their feelings or thoughts are the eyes. This explains why the eyes are referred to as the window of the soul. As a result of this, a whole chapter will be dedicated to exploring the nonverbal cues of eyes. In communicating with someone, maintaining eye contact is very crucial. It is a natural and vital phase of the process. It is vital during any communication process since it reveals a lot. The rate at which someone is maintaining eye contact, avoiding gaze, showing a dilated pupil, or blinking excessively all have hidden meanings attached to them.

Eye Gaze: Direct eye to eye contact during a conversation means the other party is interested in the conversation and paying attention. Moderation is, however, crucial, as excessive eye contact could be intimidating and downright uncomfortable. Excessive breaking of eye contact signals a distracted person. It could also be that the person is hiding information.

Blinking: While this is a natural process, the frequency of blinking matters a lot. As a rule, when someone is stressed or

uncomfortable, blinking tends to be brisk. On the other hand, a person trying to control eye movement could blink infrequently.

Size of the Pupil: You need to be careful when using the pupil size to decode nonverbal communication. Keep in mind that the level of light in the room determines pupil enlargement, but there are times that emotions trigger changes in the pupil size. A highly dilated pupil, for instance, can be a pointer to the fact that someone is aroused or interested.

Mouth

The expression and movement of the mouth are also pretty vital in reading and decoding nonverbal communication. This explains why chewing the bottom lip could signal someone is feeling distressed, fearful, or anxious.

While covering the mouth could be a diplomatic effort of the person while yawning or coughing, it could also be an attempt to keep disapproval hidden. Smiling is also one of the most significant body language signals. However, there are lots of meanings to a smile. It could be genuine or an effort to express sarcasm, false happiness, etc.

Be watchful for the following cues from the mouth and lips when evaluating body signals:

- A heightened or pursed lip could signal distaste or disapproval
- A person might also bite his/her lip when stressed, worried, or anxious
- Someone might cover the mouth to hide emotion, or to conceal smirks or smiles

Little changes in the mouth can also reveal what another person is feeling. A mouth slightly turned up could indicate someone in a good mood. A mouth slightly turned down, on the other hand, could point to a sad person or an expression of disapproval.

Gestures

Gestures are one of the simplest, most direct, and apparent body language cues. Some common forms of gestures are pointing and waving, which are used unconsciously and are pretty easy to understand.

It should be noted, however, that some gestures could be cultural. Hence, a gesture might have a different meaning, depending on the location. Here are common gestures and their meaning:

-In some cultures or circumstances, a clenched fist is an indication of anger, while it means solidarity in other cultures.

-Thumbs up and thumbs down, respectively, are used as gestures to indicate approval and disapproval. They are pretty common in social media.

-When you make the V sign, done by lifting the middle finger and the index and keeping them apart to form the V shape, it signals victory or peace in some cultures. People from Australia or the United Kingdom might find this offensive, especially when you have your backhand facing outward.

Arms and Legs

Every part of the body has some role to play in conveying nonverbal communication signals. Crossed arms, for instance, are a clear indication of being defensive. Likewise, a person who crosses their legs might signal dislike or discomfort towards another person.

Other subtle cues from the arms and legs include an extension of the arms widely in an attempt to appear commanding. On the other hand, trying to minimize body size is an attempt to get away from the spotlight. Other cues that might help you evaluate body signals are:

Crossed arms indicate a person feeling closed off or self-protective.

A pose with the arms akimbo is a position of power, indicating someone ready to take control. This is why many superheroes are depicted in this pose.

Excessive fidgeting or tapping the fingers is a sign of boredom, frustration, or impatience.

Posture

The way in which we carry ourselves has an equally significant role to play in expressing body language. Posture is said to be how we hold our bodies. It can reveal a ton of information about someone as well as their characteristics, for instance, whether the person is submissive, open or confident, and so on.

A good example is sitting up straight, which indicates interest in the conversation. This is in contrast to slouching, which shows indifference or boredom. The body posture is also a very vital part of body language. Take note of the following:

A body trunk open and exposed indicates a friendly, open, and welcoming attitude.

Hiding the body trunk, by keeping the arms and legs crossed, it is an unfriendly posture, which can sometimes indicate anxiety.

Head Movements

Just like eyes, head movement is an important aspect of body language that reveals tons of information. Anyone ignorant of this body language will have no clue of what head movements mean.

Picture a salesman trying to close a deal with a potential client. As he proceeds with his sales pitch, the prospect nods hurriedly, and the salesman keeps blabbing on and on about what he is offering. This salesman is obviously clueless to the fact that the candidate is not interested in his contract.

Here is another instance of a salesman going about a sales pitch trying to close a deal. The prospect slightly tilts their head backward. The salesman, ignorant of this body cue, makes no effort to shed more light on what is confusing the prospect, obviously unaware of the suspicion evident in the prospect's body language.

In interpreting head movement, take note of the following:

When a person loses interest in a conversation, they will have quick and successive nods. The salesman in our example, trying to convince an uninterested buyer, would have saved time and effort had he noticed this.

A person interested in a discussion will offer a slow nod or slightly tilt their head. A person trying to close a deal or make a sale should watch out for these body cues.

When a person tilts their head backward during the conversation, it signals suspicion or uncertainty. This is a cue to clarify yourself or shed more light on the point that triggered this reaction. The salesperson in our last example could have used this to shed more light on the previous point, rather than to blab on and on.

A person scratching their neck or jaw may disagree with whatever issue is being discussed. Take this as a cue to ask for the person's opinion on the matter at hand.

When in a gathering or at a meeting and you are not sure who calls the shots, all you have to do is find out who the majority of the people are looking at. The decision-maker gets more attention.

Avoid the Following Mistakes When Reading Body Language

We have provided extensive clues on how to read body language. We have also examined various ways in which you will be better off with the ability to read non-verbal signals. However, it is good to have some tips up your sleeve to guide you. This is because you might not really experience these advantages if you do not look out for these common mistakes.

By nature, humans are programmed to draw conclusions and inferences on people we meet based on facial and behavioral cues. However, the ability to interpret those gestures in the context of the prevailing situation is essential. This will prevent you from drawing the wrong conclusion about the intention of a gesture.

As a higher species, this nature is inherent in us. Over the years, the ability to make friends and influence others has helped us avoid confrontation.

In whatever setting you find yourself in, your ability to read nonverbal signals matters a lot. However, be sure to keep these mistakes in mind, as they can undermine your success.

Ignoring the Context

To have a real interpretation of non-verbal cues, the setting is very important. Take in these two scenes for a better explanation:

You come in from work, and you notice your daughter at the dining table. She is seated with her head on the table, eyes closed, and shivering.

Consider another scene:

It is a cold winter morning, and you see this same girl, seated on your front porch. The north wind is cold, and there is a light snowfall.

Careful consideration of these two scenes reveals that the non-verbal communication signal is the same. The first scene is obviously a body signal expressing distress, while the other is an expression of someone feeling cold.

Hence, nonverbal communication is best interpreted in relation to the context. To correctly read and analyze someone, be sure to consider the circumstances that influenced their behavior.

Looking for Meaning in a Single Gesture

The best way to interpret nonverbal cues is via what is called gesture cues. In other words, how do posture, eye cues, movement, and actions translate to a certain point? If you have a single gesture, it could have more than one meaning or might even mean nothing. However, interpreting that one meaning relating it to other nonverbal cues makes the idea become clearer.

For instance, a lady with crossed legs could be that way for many reasons. It could just be to sit properly, like a lady.

However, crossed legs accompanied by a head shake or head tilted backward will give you a complete picture. With this, you can confidently pass the body language off as being closed or resistant to you.

More Focus on What is Said

Looking only to what is being said could make you miss the main point and their real intention. And as a matter of fact, the body language will usually reveal the true intention, as it hardly ever lies. Hence, when the body language contradicts what somebody is saying, be sure to pay attention to the body language.

Imagine this scenario as well, to drive home this point:

A professor was trying to explain to his students why they should do more assignments and fieldwork. He appeared calm and reasonable as he stated his points. However, on reading the list, his body language gave him out. While his reasons portrayed the intention of empowering his student, he shuddered, which was a clear indication that he meant: “You are mature enough to figure this out on your own; I do not want to have to tell you this.”

Failure to Understand the Person’s Baseline

The idea of a person’s behavior under normal circumstances is vital for you to be able to spot deviations.

Here is the kind of thing you should expect without adequate knowledge of a person’s baseline:

I went for a job interview some years back. It was the final of the series of interviews, and I had to meet the CEO. He asked me to walk him through my experiences over the years, which I did, but I thought it was not going well.

Our meeting lasted almost 45 minutes, and the whole time this CEO stared at me with an expressionless face. His arms were tightly folded as he listened to me blab about all I had done over the years. There was neither a nod nor any word of affirmation. I managed to finish, and he left the room with a thank you – I knew I had flopped.

I was pretty confident that all the vibes I got from his body cues said that I was not the right candidate. You can imagine my surprise when, as I managed to get out of the office building, the CEO's assistant walked up to me and told me that the CEO was impressed with my experiences.

In disbelief, my jaw dropped, and I asked why he would present such a cold reaction if he was impressed. The assistant smiled and said many people had reacted this way, and the CEO would have walked out in the middle of the meeting had I not impressed him.

Since I had accepted these nonverbal cues as negative, it affected me, as they were the only ones that the CEO gave. However, for this man, this was his own normal baseline behavior.

Using One's Cultural Bias to Judge Body language

Culture is a set of shared beliefs and values peculiar to a specific group of people. A child learns culture at an early age, although they could learn it subconsciously via watching others. These values and beliefs are critical to the group's behavior, way of doing things, and, more importantly, how they judge others.

Based on a particular culture, some nonverbal behaviors might be normal and right, while to a stranger they might be totally off. In other words, what is proper, acceptable and correct in one culture, might in fact be offensive in another culture.

In some African cultures, for instance, it is rude for a child or someone young to look an elderly person straight in the eye when talking. This is a show of respect common to that culture. Yet in other cultures it could be interpreted as weakness or timidity.

It is an established fact that body language cues cannot be denied. However, you have to be careful in decoding them correctly. Hence, to get the right message body language is conveying, you have to get the idea in relation to the context, consider them in clusters, judge them based on what the

person says, know if it is peculiar to the person, and examine the culture.

Chapter 4: How to Apply Behavioral Psychology in Life

At this point, you have an idea of how thoughts, feelings, and emotions affect your body. Now we will return to what we started with: in order to learn how to read thoughts, you need to understand what they are—thoughts.

When thinking, two processes are launched: we either recall (that is repeat) thoughts we ever had or create new ones. In both cases, our senses play an important role. Hearing, sight, touch, smell, taste and balance are needed not only to navigate the outside world but to carry out the process of thinking. We use the memory of “the different reactions of our senses” to think. Remembering something pleasant, such as a summer vacation, we mentally see a beach in front of us, hear sounds that were there, smells, etc. Remembering, we recreate the experiences that were at that moment and sensations. But the senses play a role in the creation of new thoughts. Read this text, passing images through your mind.

Imagine walking along the beach. You feel the smooth sand under your feet. Now, the evening has approached, and the sand is a bit cool. The sun is slowly setting, and you need to squint. The only thing you hear is the sound of the waves coming to the shore and the occasional cries of seabirds. You stand still and breathe in the air as you smell the algae. You get a shell, you touch it and your fingers feel the texture. You then pocket the shell and move ahead.

Then, you hear people voices from a distance. You look ahead and you see an eatery area, your nostrils feel the aroma of meals. You instantly get hungry. You speed up the actions. People’s voices are getting louder, and the smells are intensifying.

Did you feel the content? If yes, then you could have heard the sound of the waves and sensed the sand under your feet along with algae smell. Who knows, maybe you drooled by the end of the text?

Now you are back, relaxing in the comfort of your home. You may not remember the full description of what you read. However, you have a clear picture of what was being described.

That feeling of touching a shell, you have a clear picture of how it looks and how it feels. You understand the algae scent well. However, you may never have been to the beach before a sunset to experience the real action. But now you have the picture in your mind of how it feels like. Maybe you have read it from blogs, books, watched films, or even had stories from family and friends.

From all these experiences you have created a permanent memory of something that has never happened, but it feels like you have been there. The explanation above shows how we use our senses to think in a diverse manner.

Sometimes we only figure the situation in our head while at times we see it lively. We can use our senses in practice—analyzing the world around us and mentally. As we get to understand the context better, the more we think in a different way. However, there are moments when the brain stays cool and does not reason out on what is taking place in our environment. But then, the entire brain acts for both aspects.

We Opt for Different Feelings.

I want to emphasize this: senses affect our thoughts. There are moments when we can select feelings that are essential to our lives. A large percentage of individuals will go for vision. Some others prefer not to see but to hear. The third group of people chooses touch: they like to feel the surface, the temperature, the shape of the object. Such people are called kinesthetic. The inner reflection of touch is found in the senses. They question “What do you feel?” It can concern both pain in the leg and the emotional state of a person. A smallest group of people prefer to taste and smell.

Finally, there is a group of people who prefer logic and rationalism to feelings. Such people are called digital or

binary. For them, there are no intermediate states; everything is limited to the categories “on/off,” “yes/no,” “black/white.” Such individuals are less dependent on external stimuli; so they could be categorized as neutral people. At some points, we can utilize such senses to control how we view the world.

Different people set priorities in different ways: some people rely on vision, almost without using the sense of hearing or touch (visuals); someone can equally well use hearing and vision; someone may belong to the visuals, but at the same time enjoy hearing and touch, etc.

Different Thoughts for Different Sensations

An interesting fact: depending on which of the sensations we prefer, we develop one or another view of the world. We use different ways to pass information and stay attentive to various aspects of life. Now that you understand which group of people your interlocutors fit in, you will evaluate how they see the bigger world, how they reason, how they prefer to pass information, and what they love the most. When you can analyze a person in different aspects of life, you can establish a good connection with different people easily, because you understand the person in and out.

Sour Exercise

Imagine peeling a lemon. Feel it in your palm, the texture, the weight, and the juices. Do you feel the smell? Now think of biting a piece. Sour juice fills your mouth.

If you have done this exercise qualitatively, then you will have a physical reaction—involuntary salivation. And this is although you only ate a lemon in your imagination. Your brain sent signals to your body as if a sour lemon actually had hit your mouth.

An interesting question: if it is so difficult for our brain to tell fantasies from reality, how can we be sure that what happens is not a hallucination? Think about it.

Look at Me – What Does Eye Movement Mean?

Researchers note that in the process of thinking, people use different parts of their brains, and depending on this, their eyes look in one direction or another. This link is called LEM—Lateral Eye Movement (or method of lateral eye movements).

According to this model, people who think in images look left and up when they remember something, and right up when they create new thoughts or construct them. When persons remember sounds, they look left (for example, when you think about what someone told you), when they come up with new sounds—to the right (for example, when they are thinking what to say to you). Remembering the physical sensations, a person looks right down. Unfortunately, for this kind of thought, there is no division into memories and new constructions. When persons speak to themselves and are solving a logical problems (a neutral person), their gaze is directed down to the left.

Creating a Picture

If you ask a friend how he/she spent their vacation, and he/she first looks to the left and then to the right, it means they are remembering how was it and are now checking the information of how they felt with the help of their memory. Kevin Hogan, an American who is specialized in body language, highlighted the doubts concerning the truths behind this model. He conducted a series of experiments, which resulted in the conclusion that our thoughts do not affect eye movements. I myself can only say one thing: I often used this model, and always with brilliant results. And Hogan is right that it doesn't matter whether it's a true model or not; it's important the results it gives.

Test Questions

To find out if a person fits a given model, you can ask test questions designed to check where a person is looking at with a particular thought.

Visual Memory

What color is your dog?

Describe the appearance of your bedroom.

Visual Designs- Can you write your daughter's name in reverse?

Audio Memory- Do you remember what she said before leaving?

Sound Designs- How do you think James Bond talks to women?

Kinesthetic Memory- Do you remember how hot it was in summer?

How Our Feelings Rule Us

It is curious that our senses influence our choice of our future profession. Architects can create a three-dimensional model of a building in their head: one cannot do it without well-developed visual abilities. On the radio, mostly work by sound. Good athletes must be kinesthetic to pay proper attention to their body. Neutrals (discrete) are excellent lawyers. Studies have confirmed that this corresponds to reality.

To find understanding with your interlocutor, you need to determine which group of people they belong to, and in a next conversation, use their favorite words. If your interlocutor asks if there are other probabilities if the person who wants to hear all the arguments is a the kinesthetic, use metaphors actively and talk about what is important to this type of person. In other words—pay more attention to them, how they put emphasis on things. If it is a visual, you better speak in images, colorfully drawing what bright will be the future and how bright the prospects seem, without losing sight of the most important thing. To visuals you need not say what is needed to lay the foundation for your future relationship because they may not understand you: these are typical words to talk with kinesthetics. You are probably familiar with the situations. It could seem the same thing, but you could not find mutual understanding. Here is one example.

She: “Can’t you see what I want to say?”

You: “Yes, I hear what you say, but I do not understand what you are driving at.”

You are speaking different languages. To understand each other, you must first begin speaking the same language.

She: “Do you see what I want to say?”

You: “Of course, I see and really want us to come to an understanding.”

Rapport with Many People at Once

If you want to establish rapport with several people at once (for example at a meeting), then you will have to use all your abilities. Let’s say you need to make a presentation. Try not only to reveal the topic but also to influence the visuals by illustrating your words with pictures (using PowerPoint). Do not forget about kinesthetics: give them flyers or brochures so that they can hold them in their hands and better understand the content of your speech. Try to use words for all groups. Repeat the most important points four times: one for each type of person.

“I hope you see what benefits we will receive. As a result, I hope that you will listen to my words, understand how important this is, you will feel that I am right, and that this will serve as the basis for the right decision.”

Dominant Feeling

Sometimes it is difficult to gauge the dominant feeling of an interlocutor. Sometimes people prefer two or more senses, and this is reflected in their speech.

Ask Questions

You can ask a person: “How would you like me to explain this?” People are often aware of their personal traits. Someone will ask you to talk about everything in more detail; others will

ask you to write them a letter. The kinesthetics will say they need to get to know you first to see if you can be trusted.

I recommend using your favorite car dealer method. Start by asking: “Does it look good; don’t you think so?” Find out what question works? Continue in the same spirit!

Physical Features

Our sensations are also expressed in physical reactions. This is true, more so for people who prefer one of their senses, and this is what determines their behavior.

For visuals, it is important to see things; they pay great attention to colors, shapes, and lighting. The visual is characterized by a fast pace. Pictures change rapidly, and they must keep up with them. Often the words are late, following the images, so the visual speaks quickly but clearly. The rapid pace of speech, in turn, leads to rapid breathing. They breathe superficially and often, and all their movements are also swift. Imaginative memory is involved when a person looks up, so you can most often catch a visual for this activity.

Inexperienced teachers are often heard in school when talking to visual children from a: “What are you looking at the ceiling? The answer is not there. The child is only frightened and begins to look straight ahead, but the right answer does not occur to him or her.

Sound related children (audials) would think at the same pace as they speak. Their speech is slower than that of visuals. Movements may be relaxed. An audial is easy to distract with different sounds. Do not distract them by talking if you see that they are thinking about something. You will only mess up the deal. Audials often bow to one side, as if listening to something; they breathe with the diaphragm, speak loudly and melodiously.

Kinesthetics love to explore the subjects by touching. They will certainly draw your attention to the fact that the sun shines directly into their eyes, that the bench is too hard but the jacket is soft and pleasant, and although it is hot outside it feels good.

Before you say something, kinesthetics needs to feel the situation. They speak slowly and gently. Body language is minimal. Slow-motion, concentrated in the abdomen. Kinesthetics breathe belly, as in principle we should all breathe that way. For them, eye contact is not as important as physical contact. The archetype of the classic kinesthetic—Santa Claus: a slightly overweight man in a thick sweater and a beard.

Neutral (discrete) are more difficult to describe. Some neutrals outwardly resemble kinesthetics, but not all. There is a theory that explains this phenomenon. The fact is that our physical reactions develop first, and only then abstract thinking, and it is highly probable that at first they behaved as kinesthetics but then they became disillusioned with this perception of the world and turned to logic and statistics. At the same time, there is no evidence in favor of the truth of this theory.

One of the most common mistakes that we make when talking: we take the lack of reaction for the rejection of our ideas, but in fact it may only mean that we just did not find a common language with our interlocutor.

Watch the Pace

Seeing the speed of speech and movements of an individual, you can analyze what type your future interlocutor falls in before beginning the communication. It is possible, and vice versa. Knowing which sense organs they prefers, one can guess what their body language or breathing will be. The visual tempo is fast, the kinesthetic—slow. The audio is somewhere in the middle. A little workout, and you can repeat even the movement of the interlocutor eyes. Looking your counterpart right up, you can do the same. They may not notice this, but their subconscious will register your actions and facilitate the establishment of rapport.

Having found out which group of people your vis-à-vis belongs to, you will understand what they are actually trying to tell you. You will avoid the risk of misunderstanding by speaking the same language. You talk about what is important

to them; you show that you think the same thing, that you are the same as them. You alone have the unique knowledge of how the other person works.

I have already explained how the tone of speech, body language, pace, and energy level are important to create rapport. Knowing about the eye movement model, you now know how the other person thinks. But this process of reading thoughts does not end. We have already talked about the senses, but not about our emotions. What we care about at the moment is reflected in our thinking, affects what happens in our heads, how we perceive other people. Fortunately, we may even guess the emotions of a person.

Chapter 5: What you Need to Know about Habit Forming



In chapter two we had discussed a preview of forming habits. However, we did not explore much of it. Let us learn more in this chapter. To start with, there is no motivation to get down on yourself on the off chance that you have a go at something for half a month, and it doesn't turn into a propensity. It should take longer than that! There is no compelling reason to pass judgment on yourself in the event that you cannot win in 21 brief days. Figure out how to cherish your ten years of silence. Grasp the long, slow stroll to enormity and spotlight on placing in your repetitions rehearsal.

Second, you don't need to be great. Committing an error on more than one occasion has no quantifiable effect on your drawn-out propensities. This is the reason you should deal with disappointment like a researcher, allow yourself to commit errors, and create techniques for refocusing rapidly.

Also, third, grasping longer timetables can assist us with understanding that propensities are a cycle and not an occasion. The entirety of the "21 Days" promotion can make it extremely simple to think, "Gracious, I'll simply do this, and it'll be finished." But propensities never work that way. You need to grasp the cycle. You need to focus on the framework.

Understanding this from the earliest starting point makes it simpler to deal with your desires and focus on making little, gradual upgrades — as opposed to forcing yourself into imagining that you need to do it at the same time.

By the end of the day, how long it takes to shape a specific propensity doesn't generally make that much of a difference. Regardless of whether it takes 50 days or 500 days, in any case you need to place in the work.

The best way to get to day 500 is to begin with day one. So, disregard the number and spotlight on accomplishing your work.

On the off chance that you need more useful thoughts to bring an end to negative behavior patterns and making great propensities, look at my book *Atomic Habits*, which will give you how little changes in propensities can prompt exceptional outcomes.

Before You Choose Your Habit Cue

Regardless of what prompt you decide for your new habit, there is one significant thing to understand. The way to pick a fruitful signal is to pick a trigger that is unmistakable and promptly significant.

For instance, suppose you need to fabricate another propensity for completing ten pushups every day at noon. You may begin by picking a time-sensitive prompt and saying something like, "Every day, during my mid-day break, I will do ten pushups." This may work, yet it is not quite certain. Do you do your pushups toward the start of your mid-day break? Toward the end? Whenever?

Then again, you could make a signal around a quite certain situation that happens before your mid-day break. For instance, "I will do ten pushups after I close my PC to leave for lunch." For this situation, the unmistakable activity of "closing the PC" is an ideal trigger for what to do right away

(your ten pushups). There is no mixing up when you ought to do the new propensity and start the propensity circle.

As usual, self-experimentation is the main true answer. Play around with these five propensity signals and see what works for you.

In 2007, scientists at Oxford University began peering into the brains of infants. What they discovered was amazing.

In the wake of contrasting the infant brains with the typical grown-up human, scientists found out that the normal grown-up had 41 percent fewer neurons than the normal infant.

From the outset, this disclosure did not seem right. If the children had more neurons, why grown-ups are more intelligent and more talented?

We should discuss what is happening here, why this is significant, and what it tells us in terms of improving propensities and improving your psychological and physical display.

The Power of Synaptic Pruning

As we age there is a marvel that takes place called synaptic pruning. Neurotransmitters are associations between the neurons in your mind. The fundamental thought is that your brain prunes away associations between neurons that don't get used and develops associations that get used all the more often.

For instance, if you play the piano for a long time, your mind will reinforce the associations between those melodic neurons. The more you play, the more grounded the associations become. Not just that the associations become quicker and more effective each time you practice. As your brain produces more grounded and quicker associations between neurons, you may communicate your abilities with no sweat. It is an organic change that prompts expertise advancement.

In the interim, another person who has never played the piano is not strengthening those associations in their mind. Accordingly, their minds prune away those unused associations and creates building associations for other abilities.

This clarifies the contrast between infant and grown-up brains. Children are brought into the world with minds resembling a clean canvas. Everything is a chance, yet they don't have solid associations anyplace. The grown-ups, in any case, have pruned away a decent arrangement of their neurons. However, they have solid associations that help certain abilities.

That for the great picture. We should discuss how synaptic pruning assumes a significant job in building new propensities.

Propensity Stacking

Synaptic pruning happens with each propensity you build. As we have seen, your mind builds a solid system of neurons to help your present practices. The more you accomplish something, the more grounded and more productive the association becomes.

You may have extremely solid propensities and associations that you underestimate every day. For instance, your mind is most likely proficient at making sure to wash up every morning or to blend your morning mug of espresso or to open the blinds when the sun rises or a great many other day to day propensities. You can exploit these solid associations building new propensities.

With regards to building new propensities, you can use the connections of conduct for your potential benefit. Probably the ideal approaches to build other propensity is to every day recognize a present propensity and then stack your new conduct on top. This is called propensity stacking.

Propensity stacking is an extraordinary type of behavior expectation. As opposed to matching your new propensity with a specific time and area, you pair it with a current one.

This technique, which was made by BJ Fogg as a component of his *Tiny Habits* program, can be used to plan an undeniable sign for almost any propensity.

Once more, the explanation of why propensity stacking works so well is that your present propensities are now incorporated in your mind. You have examples and practices that have been reinforced over the years. By connecting your new propensities to a cycle that is now incorporated in your brain, you are almost sure you will follow the new conduct.

When you have succeeded on this fundamental structure, you can start to make bigger stacks by anchoring little propensities together. This allows you to exploit the regular energy that originates from one conduct driving it into the next one.

You can likewise embed new practices into the center of your present schedules. For instance, you may as of now have a morning schedule that seems like this: wake up > make my bed > take a shower. Suppose you need to build up the propensity to read a bit every night. You can grow your propensity stack and have a go at something like wake up > make my bed > place a book on my pad > take a shower. Presently, when you move into bed every night, a book will be staying there waiting for you to read it.

Generally, propensity stacking allows you to make a lot of basic guidelines that control your future conduct. It resembles you generally have a blueprint for which activity should come straight away. When you get settled with this methodology, you can create general propensity stacks to manage you at whatever point the circumstance is fitting:

At the point when I see a flight of steps, I will take them as opposed to using the elevator.

Social aptitudes. When I join a reunion, I will say hello to anyone I have not met before.

When I am about to buy something over \$100, I will wait 24 hours before buying it.

Smart dieting. When I am about to serve myself dinner, I will first put veggies on my plate.

Whenever I buy one thing, I will part with something. (“One in, one out.”)

Whenever the phone rings, I will take one full breath and grin before replying.

The moment I leave a spot open, I will check the table and seats to ensure nothing is missing.

Regardless of how you use this technique, the key to making an effective propensity stack is choosing the correct prompt to kick things off. In contrast to an execution goal, which explicitly expresses the time and area for given behavior, propensity stacking verifiably takes the opportunity and is incorporated with it. When and where you decide to include a propensity in your everyday schedule can have a major effect. In case you are attempting to fit meditation into your morning schedule, yet mornings are turbulent and your children keep running into the room, it might be that this is an inappropriate spot and time. Consider when it might work better. Try not to request that you engage in a propensity when you’re probably going to be busy with something different.

Your prompt should also have a similar recurrence as your ideal propensity. If you need to do a propensity every day and you stack it on top of a propensity that only takes place on Mondays, that is not a wise decision.

Getting the Right Trigger

One approach to locate the correct trigger for your propensity stack is by conceptualizing a rundown of your present propensities. You can utilize your Habits Scorecard as a beginning stage. Then again, you can make a rundown with two sections. In the first segment record the propensities you do every day as a general rule.

Your rundown can be longer. Anyway, you get the thought. In the next segment, for instance, record everything that as a general rule would take place every day.

Outfitted with these two records, you can start looking for the best spot to schedule your new propensity into your way of life.

What Follows?

Propensity stacking works best when the prompt is very explicit and significant. Many people select prompts that are excessively obscure. I made this mistake myself. When I had to fire a push-up propensity, my propensity stack was “when I can find time for lunch I will do ten push-ups.” At the beginning this sounded sensible. Yet, soon I understood the trigger was fuzzy. Would I do my push-ups before lunch? After lunch? Whenever I can, is that right? After a couple of days, I changed my propensity stack to: “After I close my PC for lunch, I will do ten push-ups close to my work area.” Ambiguity was gone.

Propensities like “read more” or “eat better” are wonderful motivations but unreasonably vague. These objectives do not tell you how and when. Be unambiguous and clear: After I get in the house. After I brush my teeth. After I sit down at the table. Details are significant. The more firmly your new propensity is bound to a particular prompt, the better chances you will know when to act.

Chapter 6: Human Feelings and Sensitivity



You may think you know everything about your feelings until you are asked to explain them. Trust me; you will get stuck. Or, while you are reading this, could you explain what these feelings are? I know you kept calm and thought a bit.

Our feelings are an important aspect of our existence, but we often allow them to control our actions. We do something not because we have to, but because we are under the power of emotions (this is how we convince ourselves when we look for the reason for our own actions). Sometimes we are not aware of what we actually feel. But, fortunately for us, thought readers, people always give out their feelings (without even realizing it). Most of the process of reading thoughts to analyze people consists of observing the manifestations of various emotions. So, what are feelings?

Before you start exploring facial expressions, you need to clarify what feelings really are. There are many theories explaining what emotions are and how they arise. Today, we know that there are basic emotions that are common to all people, and they also manifest themselves in the same way.

Emotions as a Defense Mechanism

When something directly threatens the security of a person, they feel fear. According to the popular theory, fear originates in unconditional reflexes, when a person needs to get out of a dangerous situation as soon as possible, does not have time to think and an immediate response is required. Imagine that you are a man from the Stone Age and you are attacked by a huge tiger. Will you carefully analyze the situation and look for the most logical way out? Of course not! Unless you want to become a tiger's dinner. The fact is that we are subconsciously constantly looking for different signals in the world around us. As soon as the signal is detected, the corresponding emotion arises, the autonomic nervous system receives a message and starts the corresponding processes. Meanwhile, the information reaches the brain so that the brain is also aware of what is happening.

Information enters the brain in two ways. Both have their origin in the place where the receptors receive a signal and are sent to the thalamus area. From there, the signal enters the amygdala, a site that is associated with human reactions and with those areas of the brain that control the pulse, pressure, and other reactions of the autonomic nervous system. There are many ways to the amygdala. The first way is the shortest; the brain simply reacts to the signal without analyzing the information. The other way is longer, it passes through the parts of the brain responsible for attention and thoughts, and only then it enters the amygdala. This path takes more time, but it gives clearer and more complete information about the incoming signal.

In practice, this means that if a person rushes something big at tremendous speed, this will signal the emergence of fear. Out of fear the frequency of pulse increases and blood will begin to flow into the legs, so that the person can run away if necessary. The body reacts faster than consciousness, that is why a driver will turn the steering wheel, will fly into a ditch and only then thinks: "Damn, this truck was rushing along the counter!" Now the car has to be taken out of the ditch.

But the body will need more time than the mind to return to the previous state. The danger is no longer there, but the driver sits still in the car but with a heatedly beating heart along with parched lips.

In other words, our emotions are designed to save us from different situations, causing the necessary changes in brain areas and affecting the nervous system, which, in turn, controls such processes as breathing, sweating, and palpitations. But feelings also affect facial expression, voice, and body language.

We feel something all the time. Emotions come and go. Other people are more sensitive than others, but they also have moments when they do not feel anything. It is necessary to distinguish emotions from mood: emotion is a short and intense experience, whereas a person could constantly be in a bad mood, and would affect their emotions and sensations.

Previously, psychologists paid little attention to emotions. Perhaps they were strongly influenced by Darwin's statement that we express our feelings in the same way as our ancestors, and in this sense he did not go far from the first primitive people. Other scientists think that feelings lose their meaning as the intellect develops, and soon the need for them will completely disappear. Agree, it would be boring. Therefore, we adhere to other views: feelings (emotions)—are the most important things in a person's life. With their help, connections are made between people, events, and the outside world.

We usually say: "I feel ...". But in reality, what we "feel" are only physical manifestations of greater changes. Some of these manifestations are unpleasant, especially when they require a lot of tension from the body. There are also pleasant feelings. But, by saying, "I feel joy" or "I feel fear," we only describe our physical sensations from the changes taking place in us. Yes, there is no romance in it. Sorry if I destroyed another childhood illusion in you. Yes, there is no romance in feelings, but this does not make them less fantastic. Even knowing that the butterflies in your stomach are only a biological reaction

when you look at your beloved does not make your feelings less pleasant and positive.

Causes of Feelings

Of course, it's not just about survival. Primitive feelings and reactions of the first people gradually developed and became more complicated. And now some emotional traits are peculiar only to one culture; that is, they are not universal for all people. Usually, there are nine reasons for the emergence of emotions.

Tiger Attacks!

The simplest reason for the emergence of feelings—a reaction to the signal in the environment. In this case, persons do not always have time to think and check their feelings. Maybe it is not a tiger, but a mountain goat, and the man has just spent his best spear on it.

Why Did She Do That?

Feelings arise when thinking about what is happening, but it takes time. Of course, the risk of making a mistake is less, but you can miss the necessary time. (“Yes, yes, it was a tiger! So I thought. And now he licks my heels.”)

Remember How Much You Were in Love?

We can feel something, just remembering strong experiences. In this case, we either feel the same thing as then, or a new perception is born in us as an emotional reaction to the experience (for example, repentance as a reaction to anger and aggression in the past). This is called “setting anchors,” and we will return to this later.

Feelings originated as automatic mechanisms for triggering the autonomic nervous system without having to spend time analyzing the situation. All the time they helped people to survive, as they gradually turned into myopic, thin-skinned, and sluggish creatures on two legs.

It Would Be Great...

With the help of fantasy, we can imagine different situations that would cause us some kind of emotion. One has only to imagine that we are madly in love. Try it yourself. Imagine that you are completely crazy about. Do you feel it?

I Do Not Want to Talk About It. Only the Mood is Spoiled

Sometimes it is enough just to talk about the moment when we were angry, to get angry again. Just talking about past feelings could bring them back to life against your will.

Comedy is always more fun to watch with a person who laughs and reacts to jokes than with a gloomy, depressive type. There is such a thing as empathy when we seem to be infected with the emotions of other people. Someone is having fun, and so are we. But if someone is angry, it can then cause in us fear or other emotions.

Don't Touch the Stove! It is Hot!

Often, we are afraid of something simply because an authoritative person (for example, a parent in childhood) told us to be afraid. Children often develop feelings by imitating the actions and reactions of their parents.

Go to the End of the Line!

People who violate social norms cause strong feelings. Nonetheless, different nations have their own traditions, and their violation may cause both anger and admiration.

Smile!

Feelings have a clear physical expression, so they can be aroused by simulating one or another emotion with a facial expression. For this, you need to stretch the facial muscles, for example, to portray a smile as if you actually were smiling. This can artificially create a feeling of joy. Remember how at the beginning of the book, I taught you to depict anger? Similarly, you can portray a smile and cheer yourself up.

When we are not sure whether the interlocutor understood correctly, we look into their eyes. We learn to look into other

people's eyes before we learn to walk. But in fact, we look not only in the eyes. We evaluate the entire face of the interlocutor. About forty muscles located on a person's face can tell a lot to others. Moreover, part of these muscles cannot be controlled, and those can reveal their secret intentions.

Different Feelings

We can easily distinguish a person who is angry and merry, but we often do not notice that a person is sad until they begin to shed tears in three streams. We often make mistakes, taking a surprise for fear and concentration for anger. We can also use facial expressions to illustrate our words. For example, I am telling you something, and you raise your eyebrows. This can mean both doubt and surprise. A smile at one corner of the mouth indicates that I understood your joke. But it can also show disdain and it may even upset the interlocutor.

Usually, a person exhibits no more than two feelings—for example, first surprise and then the joy of understanding that they received a pleasant surprise. Between these two states, when one ends and the other begins, a person looks both contented and surprised. You can also experience mixed feelings, such as fear and joy during a rollercoaster ride. Sometimes people try to hide their true feelings; for example, they try to look cheerful when they feel sad. But a sensitive person will always notice this because the interlocutor will unconsciously show both feelings.

All of Us are Humans

Staring into the eyes of the other individual is very human. I was not the only one who noticed that George Lucas in the movie "Star Wars" put on a thick plastic helmet covering some of the faces to make them less humane: you can't see the eyes like that. Nowadays, the alternative to such a plastic helmet is Botox. More and more people of mature age are taking these injections. Botox is a neurotoxin that causes local paralysis of the skin, causing wrinkles to be smoothed. Unfortunately, the use of Botox often leads to the fact that a person can no longer use the muscles of the face.

Carefully following the face of the interlocutor, one can not only guess what they are feeling now but also understand what they will feel next. Muscles react faster than consciousness, and the interlocutor's face will tell us about their condition before thinking and new emotions come. Knowing this, one can prevent the other person's negative reactions, such as fear or anger. It will be harder to do when a person has already become angry or scared.

Othello's Error

Emotions have one unpleasant feature: when a person experiences a certain feeling, their consciousness tries to confirm that they have every reason to feel just that, and it is very difficult to convince the person otherwise. We often say: "They are in the power of the senses," or "Passion enveloped them," implying precisely that. All of our perceptions of the world suddenly become selective. When we are caught up in jealousy, anger or fear, we hardly recall the most trivial things unless they were to confirm our feelings. We entirely forget about everything that could persuade us to pull these feelings out. We see the world through the prism of our emotions. If we feel bad, then the whole world seems hostile to us, we are not able to see a way out of the situation or new positive opportunities offered by life. Things are suddenly remembered who have long been forgotten, but who can confirm the current state: "Do you remember what you did eight years ago?" Do you recognize yourself? When we are in the circle of strong emotions, we do not seek to calm down; on the contrary, we subconsciously strive to further strengthen our emotions, which often creates problems. Paul Ekman, a researcher of a person's emotional states, called this phenomenon "Othello's mistake," referring to the murder of jealousy in William Shakespeare's play.

Othello was furious when he heard that Desdemona had cheated on him with a man named Cassius, who was also Othello's best friend (of course, it was all false rumors fabricated by the villain Iago). Othello was distraught with pain and threatened to kill Desdemona. She begged him to go

talk to Cassius and make sure that it was not true. But this was impossible because Othello had already killed Cassius. When Desdemona realized that she could not convince him of her innocence, she was frightened. Othello was in such a state that the fear of his beloved wife was misinterpreted. He did not realize that in such a situation even an innocent person would fear for their life, and he concluded that fear was a proof of Desdemona's guilt and he strangled her!

Of course, it is easy to say that the jealous moor is a fictional hero, a romantic loser, but the truth is that anyone can make a similar mistake. When we are embraced by emotions, it is very difficult to objectively assess the situation and see ourselves from the outside. We see truth through the prism of our emotions. That is why it is so important to learn how to predict a deterioration in the mood so that you can stop the process in time and prevent negative consequences.

Remember I said, how can you improve a person's mood by adjusting to them using body language? Improving the mood of the interlocutor you change the course of their thinking, helping to move from a negative perception of the world to a positive one. And it is always more pleasant to communicate with a positive minded person than with a gloomy, depressive type.

Unconscious Information

Watching your vis-à-vis via the facial expression, you can know in advance that they will soon be upset or angry. This is the ability to analyze a person at the most professional level, and you need to use it carefully. This information (and of a purely personal nature) the person has informed it to you unconsciously. The fact that you were able to read the thoughts of another person does not give you the right to invade their personal life, especially their most intimate spheres. To state directly that you are aware of what your interlocutor feels—means immediately destroying the rapport without much difficulty. Therefore, it is better to use the information received to think about how to improve communication and avoid conflict.

Strong emotions change our perception of the world. Negative emotions block positive thoughts and evoke past unpleasant memories. In such a state, a person can easily do something they will regret later. It is not necessary at this state to take any action; it is better to calm down first, no matter how difficult it is.

Seven Samurai – The Seven Universal Feelings

The famous American psychologist Paul Ekman studied how our mental states affect our face and body. He traveled the whole world, watching the manifestations of feelings in different nations, and found that there are seven basic feelings (emotions) that all people express the same way, regardless of whether they live in Madagascar, Alaska, or Sweden. These are the seven basic feelings: surprise, sadness (grief), anger, fear, joy, disgust and contempt.

The spectrum of human emotions is not limited to these seven mental categories; for example, joy can comprise a large number of very different positive feelings. But all other emotions in different nations can have their expression in the seven basic ones. So, let's first explain them.

Ekman analyzed how each of these seven senses affects the facial muscles, and it is for this model that the following images were taken. For clarity, I will depict the extreme manifestations of feelings. In reality, being in one or another state, we try to soften facial expressions. But knowing how it should look, you can easily notice the slightest manifestations of a particular feeling on their face.

I have already said that we can notice changes in the face of the interlocutor before they feel it, but there are exceptions. Sometimes a person is fully aware of how they feel and does everything to hide it from others. For example, they may try to show that they feel something different or that they feel nothing at all. But even in this case, you can “read their thoughts.” Let's see what happens to our faces when we are not trying to hide our true feelings.

Forms of Facial Expressions

There are several types of expressions (activation of emotions) on the face. The main classes are micro-expressions, partial, and blurred.

The blurred uses all the muscles of the face, but the changes are minimal. This view suggests that the feeling is weak (only possible at the moment). Maybe a person is only in the stage of transition to a strong feeling. This type may also mean that the person is trying to hide strong feelings, but they are not very successful. For example, when at a beauty contest, the winner is embraced by other contestants, while in every way, they are trying to hide the disappointment under a dazzling smile.

Partial facial expressions involve one or two areas of the muscles and suggests that the feeling is weak or is ready to pass, but an attempt to hide the true feelings is not excluded.

Micro-expressions are rapid changes in facial expressions that appear for a split second. Surprisingly, it is these rapid changes that can tell us what a person really feels. Consciously they are very difficult to detect. This is how it happens. We begin to feel (show) fear, then we notice it and try to hide it by portraying other emotions. But within a second, an expression of fear still appears on our face. People with good eyesight may notice these micro-changes.

Facial Expression Does Not Reveal the Cause

Remember that we can see the feeling, but we cannot see the reason for it. Othello forgot about this when he interpreted Desdemona's fear as an admission of guilt.

Looking into the face of another person and noticing an unkind expression, you should not immediately think that they are angry at you. Maybe they are angry at themselves. Or they are recalling the situation that once angered them. In order not to make wrong conclusions, you just need to make sure that you know the cause of the interlocutor's feelings. Do not tell them that you noticed their condition (evil). It is better to

immediately think about the response to this behavior. Later, I will elaborate on how to respond to a particular feeling. Sometimes you can comment, but very carefully, for example say: “I have a feeling that you feel more than you tell me,” but I would not advise you to even do this.

Neutral Facial Expression

There are different types of neutral facial expressions. All of them can mean an attempt by the interlocutor to hide their true feelings. However, some can also reveal a weak feeling or a passing feeling.

Neutral Expression 1 – all muscles are involved, but with low activity.

Neutral Expression 2 (partial) – only part of the facial muscles (for example, eyebrow) are involved.

Neutral Expression 3 (micro-expressions) – for a split second, all muscles are involved, but with great activity.

Surprise

The surprise is shown—one of the shortest in the duration of emotions. When do we express surprise? When something unexpected happens. When something suddenly changes without warning. We have no idea what should happen; otherwise, there will be no surprise, and with it comes the surprise. Surprise lasts a few seconds. Then we understand what happened and why, and surprise is replaced by a reaction to what is happening, such as joy. Then we say, “What a pleasant surprise!” although, by itself, surprise can be neither positive nor negative. Pleasant emotions in us cause a surprise, such as an unexpected visit of close friends.

The surprise is very difficult to hide. Thank God, in surprise, there is nothing unusual (unless, of course, you are not informed of what you have known for a long time but must portray a surprise in order to hide awareness).

Another thing, we may be surprised by something unpleasant or dangerous, such as a loud sound. This is a physical reflex, completely opposite to surprise. We seem to shrink or close to

self-defend, whereas with surprise, the face opens. When expressing surprise, several types of facial expressions are involved.

Eyebrows soar up. Horizontal wrinkles form on the forehead. If a person has only raised eyebrows, but the mouth and eyes are not involved, this suggests that he only represents surprise. If the eyebrows are in a raised position for a long time, this means that a person doubts the information received and internally rechecks it.

When a person asks a question, of which they already know the answer, or the question is rhetorical, they raise their eyebrows. This happens automatically. If a person does not know the answer, then they will lower their eyebrows—trying to concentrate on finding an answer (often this movement is mistaken for anger). Try it yourself, ask the question, “How do we do this?” to an imaginary interlocutor, first with lowered eyebrows, and then with raised. Evaluate how the tone of the question changes from rhetorical to conflict.

Heard the expression “jaw dropped”? So, with surprise, our jaw literally “hangs down” and our mouth opens. The stronger the surprise the wider the mouth. Usually, this movement is accompanied by raising the eyebrows and it can manifest itself strongly.

When we want to hide our awareness of something, we try to portray surprise. But the real surprise is such a short process that it is almost impossible to hide. If a person expresses a state of surprise for too long, then we are dealing with a simulation, trying to deceive us—surprise—a short feeling that lasts a split second and instantly gives way to a new feeling.

Sadness

Sadness or grief usually lasts a long time. Speaking of “grief,” I do not mean the moaning at the funeral of close relatives; this is an extreme form of expression that every feeling has. For example, an extreme form of expressing fear is a phobia. We are still talking about the usual manifestations of emotions.

Many causes can bring sadness, but one of the most frequent is a loss. For example, we could lose confidence in ourselves because of failures at work, or lose a friend or partner with whom we had a falling out. Loss can be more serious when it comes to a disability or the death of a loved one. Persons can be upset because of the loss of a thing dear to them. In this case, we say that they are depressed, they are sad, ill, they are disappointed, unhappy, in despair, they grieve and worry. In a state of sadness, a person becomes passive and withdrawn. They try to save energy to regain lost strength. Often at the same time with grief comes anger. We are angry at what made us suffer.

Sadness also has a social function because persons send signals with their appearance: "I am sad," "Help me," "Console me." For some reason, according to the uses of many cultures, children are required not to show how bad they feel; therefore, in adulthood, people do everything to hide their true state of mind. But they rarely succeed. Our face always betrays us. No matter how hard we try to maintain an external calm, an experienced observer will notice signs of sadness on their face.

The extreme form of expressing grief is the complete absence of muscle tone when the face does not express anything at all. But this happens quite rarely. Usually you can still notice the movement of the eyebrows, eyes, or muscles of the forehead. Eyebrows rise up, but not all, only their tips. They also seem to shrink. It is almost impossible to pretend. I call this movement "Woody Allen's eyebrows" because this is his usual expression.

Eyebrow movements, in turn, causes wrinkles on the forehead. The tips of the eyes are also lifted up a bit, and together with the eyebrows they form a sort of triangle, which we, the professionals, will definitely notice. Even if a person tries not to show that they are sad, their raised eyebrows and the corners of their eyes forming a triangle will easily give them out.

When grief is strong, eyes are tense.

Grief is sometimes mistaken for disgust. Why? Because to a frustrated person the corners of the lips go down, the lower lip protrudes slightly forward, like an offended child, and just like in the case of a child a chin can frown. In the case of disgust, the upper lip is raised, and the lower lip remains in its same, neutral position. If the corners of the mouth are lowered, and the lower lip is slightly protruding, but at the same time there is no triangle out of the eyes and eyebrows, then this is one of those few cases where it is impossible to guess what the person feels. It is necessary to wait for other signs of emotion to appear on the face.

If a person wants only to portray that they are sad, they will most often use the lower part of the face (that is, the mouth) and look down. The absence of signs of sadness in the eyes, eyebrows, and forehead indicates that they are trying to deceive you. (Yes, there are exceptions, but they are quite rare.) Therefore, first of all, you should be looking for a triangle.

If a sad person wants to hide their condition, they will focus on their lips, which will represent a smile, but the triangle will remain.

Anger - We get angry most often at obstacles and all sorts of hindrances that prevent us from doing what we want, that is, getting in our way. We get angry when everything goes wrong, as we planned, or is not working.

We can be angry with ourselves too. Another reason could be violence or the threat of violence. In this case, we are both afraid and angry at the same time. We are angry at those who betray or deceive us. We get angry if someone does something wrong or ugly. Pure anger cannot be experienced for a long time; most often, it is mixed with other emotions, such as fear or disgust. Anger is the most dangerous feeling because we want to inflict physical harm on the one we are angry with. We receive these impulses at a very early age, and we learn to restrain ourselves throughout our lives.

What is all this for? Anger acts as a stimulus to the desire to change the cause of this feeling. We just need to understand exactly what made us so angry. Often, we get angry for no reason. We cannot take any actions in a state of anger because we cannot objectively assess the situation. It is best to sit down, calm down, and wait for the moment when you can take a fresh look at the situation.

If we face the threat of violence, then anger can be very useful—it reduces the fear that paralyzes us. And anger, on the contrary, stimulates action. Unlike other manifestations of feelings, all parts of the face are activated when expressing anger.

When a person is angry, their eyebrows move and fall, their forehead remains smooth. If you only see this sign of anger, then your interlocutor is angry, but they are trying to hide it or they are slightly irritated and about to get angry. This may be a sign of deep concentration or embarrassment.

If your interlocutor lowers their eyebrows, although you just chat about this and that, it means that they are trying to concentrate on the conversation—and you better explain once more what you said. Darwin considered this mimic muscle an indicator of difficulty, as we use it when we encounter a problem. Nevertheless, tightly compressed lips—are one of the first signs of anger. Jaws are tense, eyes are focused—a person is ready to repel any attack.

It is very easy to simulate anger because, at the same time, muscles that are easy to control are active. To guess what simulates a person or not, you need to keep track of the time. When did an expression of anger follow? Immediately after the words/actions that could annoy a person? Or later? Anger is very easy to portray. In most cases, this is done to hide other emotions. Thank God, we live in a society where it is simply indecent to depict anger all the time, so people rarely resort to this. When an individual is very angry and tries to act otherwise in the name of hiding anger, then you need to concentrate on the eyebrows (lowered), eye (intense), and lips (tightly compressed).

Fear - Fear is a feeling that we know about; it often happens to us. It is very easy to scare animals during the experiments. Fear is associated with the risk of injury, physical or mental. It can cause rapidly moving objects in our direction, or when we lose balance and can fall down. We are afraid of pain, and going to the dentist makes us afraid. Most people (but not all) from childhood are afraid of snakes, spiders or heights.

We have two biological methods of protection: hide or run. Blood rushes to the legs to make it easier to move. To hide means to find the protection that animals look for when in danger. In the bright light of the headlights, animals “freeze.” This may seem strange to you, but the truth is that predators have weak eyesight: they see only what is moving. When a person says, “I froze with fear,” it means that they are trying to hide, to become imperceptible.

If a person can neither escape nor hide, then their fear has every chance of becoming anger. In other words, if the nervous system does not seem to issue a productive command to “run away” or “hide,” then it is replaced by an impulse to action. We are angry at what threatens us. A facial expression signals two things: “There is danger, it is nearby, be careful!” And “Help! Take me away from here!”. Facial expressions play a very important role because the voice often refuses to work and the person cannot make a sound.

In a state of fear, a person’s eyebrows are raised but remain straight. In other words, they are the same as in surprise, but the inner corners are shifted, and they are not raised so high. Wrinkles appear on the forehead. The raised eyebrows can speak about the restrained anger.

If a person decides to depict fear, they will surely want to do this by changing the lip design and forget about eyebrows. Usually, scared eyebrows alone are enough to make a conclusion about the state of a person. The only case associated with fear, in which the eyebrows are not active, is when a person is in a state of shock. They are paralyzed, and all they can do is open and close their mouth.

Disgust - Do the following: swallow—you will feel that your mouth is dry. Wait until it moistens again. Feel it? Now imagine that you spit in a glass and then drink.

The reaction to disgust is an attempt to distance oneself. Unpleasant taste is the desire to spit. The mere thought of unpleasant food can cause disgust. It is also caused by odors and slimy objects. Some actions cause the same emotions, for example, when someone torments their pet or is sexually attracted to children. The most natural human secretions can also cause disgust: feces, blood, vomit. Disgust occurs when they are separated from the body, as in the case of saliva: while when it was in the mouth it was normal. The only difference in the first and second cases, when I asked to swallow saliva, was that in the second case, it had time to go outside.

We begin to feel disgusted from the time we are 4 or 5 years old, and this situation is often an endless source of humor. Like in the movie “*Everyone is crazy about Mary*” and “*Dumb, Dumber.*” And how many people look at their handkerchief after blowing their nose into it? And how does the German toilet work? For those who do not know: the toilets in Germany are designed so that the excreta do not immediately fall into the water, but they first stay in the toilet and only then, under the influence of water they are flushed down the drain. Think why at your leisure.

An adult person often has an aversion to other people, especially to those who violate morality, dishonest politicians, etc. At the same time, ideas about morality are different among different nations.

Disgust is a very strong feeling. Psychologist John Gottman recorded video interviews taken from 650 couples during 14 years, and he and his team reached an interesting conclusion: after three minutes you can predict whether a marriage will continue or not. This is seen by looking at disgust. If someone subconsciously demonstrates disgust, especially if it is a woman, then the couple is likely to divorce over the next four years.

Disgust implies a desire to move away from the object that causes it. For example, aversion to blood and other bodily secretions helps us not to get infected, but on the other hand, this feeling interferes with empathy and certain social functions. Feeling disgusted by someone, we cease to consider them a person. This is often abused by politicians and religious preachers. To those whom we do not consider people, we show less sympathy. Like in Star Wars: it's easier to shoot soldiers in plastic helmets when you don't see their faces.

Eyebrows are lowered down with a strong disgust, but they are not the most important feature. The nose is what matters here, as in the example when we say: "Ugh, what a stench!"

Disgust is easy to simulate because it is an expressive emotion. We often use an expression of disgust, illustrating the subject matter. At the same time, the forehead and eyebrows are not active, we express disgust only with the help of the muscles of the lower part of the face, so it is easy for us to both hide our feelings or to simulate them.

If you are not sure of the feelings of the interlocutor, look at their nose. Usually, it is difficult for us to control the wrinkles formed around the nose when we feel disgusted. We can smile but unconsciously wrinkle our noses in disgust.

Contempt - Contempt as an external expression is close to disgust. But if you look carefully, you will notice a difference. Contempt manifests itself in relation to other people and their actions.

Unlike disgust, contempt is not born in relation to objects. The song "Macarena" can cause disgust, but not contempt. But we can despise those who put the tune from "Macarena" as a signal to their phones. I think you understand me.

There are other kinds of contempt based on sociocultural factors, such as the slight contempt that young people feel towards adults or the contempt that uneducated people feel towards those educated. People who are not confident of their status or position often use contempt as a weapon. Many get satisfaction by despising people below their position. This is a

fairly effective method, except that a person who despises one and all, is often left completely alone.

Pay attention to the nose, cheeks, and upper lip. It doesn't matter that they smile. We understand that this girl will not wash dirty potatoes.

I have already talked about the experiment with couples conducted by Gottman. If a woman expressed contempt, then the couple had no chance of saving the marriage. Gottman even managed to measure the degree of contempt. When contempt expresses a dominant family member (most often a man), then another family member (most often a woman) feels pressure from him. It seems to her that their problems cannot be solved, that their marriage is threatened, and she may even get sick from anxiety. Moreover, such consequences caused precisely the signals of contempt and not of anger or disgust. Therefore, it is to these signals that particular attention should be paid in the case of love relationships. A few years ago, I myself had a relationship with a girl who had stalled, had no desires of progress. For several months, I felt irritated about her lack of ambition. Then I discovered that when I thought of that girl my facial muscles were tense. I was shocked when I realized that I was sending these signals of contempt. Naturally, I immediately changed my behavior. I began to monitor my facial expressions carefully, and this, in turn, had a positive effect on my emotions. Unfortunately, it was already too late to save our relationship, and, of course, the reason to split was not only in me, but at least we were able to part normally.

Contempt is often expressed raising one corner of the mouth. It looks something like a wry smile. Remember Elvis Presley or Billy Idol before they start singing. Often raising the corner of the mouth coincides with a snort. Look down. We literally "look from the top down" at the one we despise.

Persons born with an expression of contempt on their faces, may have problems.

Joy - The spectrum of positive (as well as negative) emotions is wide, but, unfortunately, they are not so many words to describe them. Therefore we limit ourselves to “joy” and “happiness.” Positive emotions evoke beautiful things and pleasant smells, pleasant news, and communication with friends.

We easily recognize the joy by the voice: it has its own timbre and its own intonation. We can express joy through relief, surprise, and excitement, for example, when we rejoice that which we do not understand. Ecstasy is the maximum degree of joy; it is the mixed emotions of inner pride and satisfaction. Parents can feel joy and pride when their child takes the first step. Jews even have a special Yiddish word for this emotion. There is also gloating—a special form of joy about the failures of other people.

We all subconsciously seek joy, and this stimulates us to action. We make friends; we thirst for new impressions and experiences. Positive emotions inspire us to the actions necessary for our survival (sex, family relationships, taking care of children). And science has long confirmed that optimists live longer.

There is a distinction between a real and a fake smile. With a real smile, the corners of the lips are lifted upward, and wrinkles form around the eyes. In this case, the eyes narrow, eyebrows down. We can consciously control the muscles of the mouth and portray a smile, but we cannot control the muscles around the eyes. Only ten percent of people are able to control eye movements with a smile. Now they understand what is meant by the phrase “smile with your mouth.” One who pretends to smile does not always follow their eyes and eyebrows. Try to do this, and you will see how young children will run away at the sight of your strange facial expression. Specialists who observed married couples noted that at the meetings some were smiling with their eyes and mouth, while others only with their mouth. Apparently, there is a direct connection between these muscles and parts of the brain responsible for pleasure.

We recognize a fake smile at lightning speed. With those I teach, I often do the following experiment. I use photos, on one of which a smile is simulated. Participants are informed that this person is happy, but in the photo they see a person smiling with lips alone, that is pretending to smile. Photos are shown on the screen for a split second. It would seem that in such a short time only wide smiling lips can be noticed, but most of the participants had a feeling that something was wrong here. They could not explain exactly what was wrong until they were looking more closely at and then they understood that the smile was not sincere.

So, if you do need to portray joy, you have to sweat. For example, smile full-length to deceive the body and give your body the command to use all the muscles involved in the expression of joy. Then automatically, the eyes will also begin to “smile,” and the smile will be sincere. In this case, you may only recognize a fake smile on the eyebrows, but it is quite difficult.

Mixed Emotions

How to Respond to the Manifestations of Emotions?

What to do if you recognize this or that feeling? You don't want your visitor to suspect that you are trying to analyze their thoughts? Before you begin to respond, you need to decide about what you see: a sign of weak feelings or an attempt to hide strong ones? For this, you need to pay attention to the context. If you see these signs at the beginning of a conversation, then you and your words are hardly their reason. Most likely, the person has already experienced this feeling before your meeting, and it has nothing to do with you personally, but it can tell you exactly what the person expects from this conversation.

Most of the emotions are expressed on the face in just a few seconds. The stronger the feeling, the brighter it is expressed, and the longer it remains on the face. Too short a signal indicates an attempt to hide the mood—consciously or

unconsciously. Too long—suppression of feelings (if, of course, the person is not pretending).

We try to avoid the manifestations of some emotions. It is desirable to prevent them before the person realizes that they are experiencing them. Other feelings can be given the opportunity to develop in the course of your conversation. I propose a series of strategies for managing basic emotions.

Sadness - Should I respond to sadness? It depends on whether the feeling is caused by communication with you or the previous experience of the interlocutor. Persons must sometimes be alone with themselves and think about the reason for their own disorder. They should be able to hide. Of course, you can carefully ask if everything is in order, but even in this case, first, pay attention to the context. Sending signals of sadness, persons may say they need attention, care, and comfort. The only question is—from whom? Maybe they would prefer to be comforted by someone else?

If you are familiar with a close friend or relative of your interlocutors, give them a hint at what you have seen. It is easier for a colleague to console an employee than their boss. If we are talking about a person close to you, you can say that you are always ready to listen to them.

Anger- Watching anger, you should not forget that we do not know its reason or to whom it is directed (it's not at all necessary that it affects you). Do not forget that it is easy to confuse anger and concentration (maybe it's just hard for a person to understand your words). Remember: in any case, it is better to avoid the word "evil." It is possible that the interlocutor is doing everything to hide their feelings, and least of all, they do not want to hear words like: "Why are you angry?" No, definitely, this is not the best idea.

It is better to wait for a day or two after the interlocutors have calmed down, and you can talk to them normally if the conversation has stalled due to negative emotions—pause! Go have a cup of coffee!

A good method of managing anger is aikido opinions, which I have already mentioned. “If I were you, I would have reacted the same way. Sugar? Milk?” If you are not able to calm down your counterpart, try not to take any important decisions and not make rash actions that may have negative consequences in the future.

Fear- If you see that your partner is scared, try to create a sense of security in them. If you report bad news to an employee who is showing signs of anxiety, hurry to assure you that their job is safe and you are happy with their results. Support the person—do not let them fall.

If you talk to some friends and see that they are scared, then you can ask what worries them and whether they want to talk about it. Try rapport or even physical contact with them. A hug is the best cure for all anxieties.

Disgust- Disgust is easy to take for anger. If your interviewee wrinkles their nose in disgust, do not show that you have noticed it. Ask better if anyone has offended them, but be careful not to cause even greater disgust. Listen to the person and only then make a well-thought-out argument. Remember: it is important to change a person’s mood (especially when it comes to love relationships). Unless you attempt to eliminate disgust in time, your relationship is doomed.

Contempt - The same goes for contempt: this is not the most pleasant feeling, and we would like to avoid its manifestations in relation to us. Of course, there is contempt for oneself or for the subject of conversation, but it can also be directed to the interlocutor, that is, to you. The classic form of contempt manifests itself on the part of subordinates in relation to their superior ones, on the part of pupils in relation to teachers, or (in the worst case) on the part of children in relation to parents. Your interlocutor may consider they are smarter than you or think that you are mistaken.

Those who shows disgust look down on you and considers they are better than you. This is a difficult situation to change, no matter how hard you try. The best thing is to avoid the

person who despises you. You, in any case, will not succeed in close relationships. If this is your colleague, with whom you have to communicate every day, and, even worse, if your work depends on them, then it is better to ask someone else to meet with them and present your ideas or communicate directly with the supervisor of this colleague. Only in this way you can get the desired result.

Reflect!

We have already gone quite far in the process of learning to read thoughts and analyze people. It is time to take a pause and think about all that we have learned. You have learned to understand the signs of non-verbal communication, have learned to adapt to the interlocutor, to establish a mutual understanding with them—rapport. You have learned to use rapport to make positive changes in the behavior of your interlocutor and to influence their views. Now you know how to determine the dominant feeling in the person with whom you communicate. You have learned how to guess their mood and feelings in the face and how to influence their reactions, including negative ones.

It remains only to apply all the knowledge gained in practice. Put the book aside. Get out of the house, meet somebody, and try, try, try. To understand the content of the following chapters, you will need all the knowledge that you have already gained. To give you an extra impetus to your studies, I will begin the next chapter with a little real-life story that will help you realize how important it is to practice mind-reading techniques.

When you observe the feelings of the interlocutor, do not forget that the reason for their occurrence is unknown to you. Even if you want to control some of their feelings, try to do it carefully and subtly.

Chapter 7: Learning Other People's Personalities



You have, at some point, come across different materials, trying to explain different personalities. There are blogs, articles, e-books, among other materials explaining the concept of understanding the characteristics and personalities of human beings.

A more popular one nowadays is the MBTI (or Socionics). It can predict to some extent a person's behavior by identifying to which of the 16 pre-determined types of personality the person best fits in. This one is particularly interesting for its attempts to divide people by inclinations towards comprehensible parameters such as extraversion, introversion, emotion, thinking, sensing, intuiting, etc.

Socionics is the eastern European version of this theory and has the differential of describing the quality of type interactions. That they do according to a combination of specific types.

The Enneagram is another model that describes the person's inclination based on their particular 'obsession', which would have been engraved in their childhood, with their early upbringing. A person will fit into one of the nine pre-determined types and descriptions. It attempts to describe the

person's primary motivation in life and strategies to get it — also vices and virtues of attitude.

An anthropological approach may also be useful to understand social differences, such as cultural, generational, geographical, economic, etc.

All those may give you insights that might help you interpret your friends, and they can also bring biased perspectives. It's essential to understand that a person is a complex set of characteristics and influences and that any given model is considerably limited. However, the descriptions many times sound absolute and conclusive.

Types of Personalities

We are all different. We know that just by observing others. However, psychologists continue to find means to categorize behaviors.

We have to admit behaviors and personalities are complex and compelling. Wouldn't you want to know how come other people think one way, while others have their own take of the same thing?

Introvert Vs. Extrovert:

Put simply; introverts gain energy when they are alone. They lose a lot when they are dealing with other people. But no, they do not totally eschew other people's company, but they get raggedly tired when they have to socialize. On the other hand, extroverts recharge when they are with other people. They thrive in the buzz and energy of others.

These extremes may sometimes confuse some people who feel as if they are neither one nor the other – or perhaps even both. This is why some personality assessments address the existence of a spectrum.

You may say that some people are more introverted than others. Some may have strong introverted qualities but can still be convinced to participate in regular parties – if with close friends. On the other hand, some extroverts may also feel relieved about getting some needed rest from social activities.

Northwestern University's Dr. Dan McAdams recognizes introversion-extroversion as one continuous dimension. There are gradients, instead of sharp delineations, between the closest subtypes. This is because each regular person takes some characteristics from both the introverted and the extroverted qualities.

Even at the workplace, the differences can be sensed. Extroverts, for example, love the hustle and bustle of a packed schedule. They do not mind being sent to various places or asked to meet new people. Being relegated to the desk job frustrates and bores them. So, they end up not doing much that was expected of them.

Introverts are their polar opposites. Noise and ever-changing schedules frazzle them. So, they get easily distracted by these. They would instead prefer working in a stable and mellow environment, wherein their plans are clear, and the setup is pristine.

Then, somewhere cut between the introverts and the extroverts come the ambiverts. Ambiverts possess a combination of features from introverts and extroverts.

Somatotype

If you have conducted any sort of research on exercise and nutrition, then you may have come across the various body types: ectomorph, mesomorph, and endomorph.

Most of us, however, would not think of these body types beyond what they can help us in terms of the right exercise and diet methods.

William Sheldon, however, had successfully conducted research on these body shapes to relate them to personality traits.

Ectomorphs are described as someone with a lighter body type. They have less defined muscles and lighter bones. They may be described as slim and may seem taller than they really are. Somehow, their personalities also reflect this "lightness." Ectomorphs are known for being more emotionally sensitive.

Mesomorphs, on the other hand, have a balanced combination of muscle and bones. People with well-defined muscles that seem to suggest a regular workout fall under this category. There is a strong possibility that they may not even be doing any workouts. Muscle-building and success in physical activities come naturally for the mesomorph. Just as their body can be sturdy, the mesomorph's emotional perseverance can also be noted. This capacity for emotional strength and endurance can be observed more when contrasted with the ectomorph.

Finally, endomorphs have a soft and round body. They gain more weight in the abdominal area, while their hands and feet are comparably small. Endomorphs are generally regarded as fun and sociable.

While the above may seem to make sense to you because they reflect the body type and personalities of people you know, not everyone can be easily classified. Most people will still end up a combination of the three body types and their equivalent characteristics. You may even find some people going against type, especially if you cannot easily describe their body structure.

Type A and Type B Personality.

Then, we go back to Type A and Type B personalities. We have glanced at the comparison of these two leading personalities.

Type A personalities refer to people who have a cutthroat way of getting what they want. They are ambitious and can be very hard on themselves. Because of this, they can hardly relax. Instead, they like pursuing various goals. Type As are competitive and very focused. However, they may get frustrated when plans do not go their way.

Type B personalities are more relaxed. They can be so laidback that other people may think that they are not capable of achieving success. They are. However, they may take a more casual route. This may be good for stress, but not

necessarily for tight schedules and strict work schemes. Procrastination may be their primary enemy.

Type A and Type B personalities develop because of several factors. Genes may be a cause. Of course, the upbringing of the family may have a powerful influence. After all, a person brought up in a Type A family may more likely manifest the same characteristics. Type Bs can also be inherited or passed on. What you see in your environment as a child will make a significant mark on you.

Both types have their pros and cons.

Driven types A will hurtle towards their goal no matter what. They will make sure that what needs to be done will be done. However, because of their strict regard for rules and targets, they may not work that well with others. They can as well develop stress-related health conditions.

On the other hand, relaxed types B will provide a comfortable and easy-going atmosphere, which team members will appreciate. They just need to have more driving force to get the goals done. With less stress, types B can be less prone to cardiovascular illnesses but should know when they should apply themselves to succeed.

Whatever the case may be, we mustn't judge anyone based only on their personality type.

Myer Briggs 16 Personality Types and Indicator (MBTI).

The Myer Briggs personality test has become pretty known because of social media. Sixteen distinct types have arisen from the general types (introversion and extroversion) and for some distinctive traits.

Each of these MBTI types is represented by four letters. The combinations all come from the following:

- I – Introvert
- E – Extrovert
- S – sensing
- N – intuiting
- T – thinking

- F – feeling
- J – judging
- P – perceiving

ISTJ – The Inspector

Inspectors are introverts. So, it goes without saying that inspectors are quiet and reserved. However, because of the unique combination of Introverted-Sensing-Thinking-Judging, they are mainly known for being great planners. They are also very observant. However, this type is not without its faults. The inspector can be quite judgmental and may be insensitive. In their quest to be focused and organized, they may blame others when things are less than perfect.

Examples of suitable careers: accountant, computer analyst/programmer, dentist, detective, doctor, librarian and lawyer.

ISTP – “The Crafter”

Crafters may not be as expressive as extroverts, but they are creative. They are also fond of taking on new experiences, which goes against the usual concept of what an introvert is. Crafters like risky activities, but they try to stay away from their own emotions, a tricky balance achieved while also expressing themselves well. They also try to stay away from other people’s emotions, a surprise coming from an introvert who is supposed to have more insight into these situations. The self-confident crafter is challenging to pin down in terms of reading their emotions and getting them to commit.

Examples of suitable careers: computer programmer, carpenter, electrician, engineer, firefighter, forensic scientist, mechanic, pilot, police officer, scientist, software engineer and video game designer.

ISFJ – “The Protector”

Reliable and warm-hearted, protectors remember so many details about others that makes them feel special. They are traditional and practical and may generally seem old-fashioned. Because of their traditional values, a protectors

have provided themselves with the task of looking out for others. Sometimes, this becomes detrimental to their own well-being. While they may be introverts, they are rooted in reality.

Examples of suitable careers: accountant, administrator, banker, bookkeeper, child care provider, counselor, nurse, office manager, paralegal, social worker and teacher.

ISFP – “The Artist”

Artists may be introverts, but they do not like worrying about the future. Instead, they would rather take care of the now. So, they are “doers,” solving problems right away instead of worrying about what to do with them. These easy-going introverts would rather get some practical things done instead of daydreaming. While mingling with other people takes away a lot of their energy, they do enjoy the outdoors and interactions with animals.

Examples of suitable careers include: artist, chef, designer, forest ranger, musician, nurse, naturalist, pediatrician, psychologist, social worker, teacher and veterinarian.

INFJ – “The Advocate”

The idealistic advocates need some time off from people, just like other introverts. However, they do enjoy helping other people and making a difference in the real world. When they do make decisions, they still rely a lot on their personal opinions and feelings over objective facts. Despite this, they do drive away any tendencies to daydream because they take charge through organizing and planning.

Examples of suitable careers include: actor, artist, counselor, entrepreneur, librarian, musician, photographer, psychologist, religious worker, teacher and writer.

INFP – “The Mediator”

Mediators have a way of looking at the big picture. Unfortunately, this perspective makes them lose sight of the

little details. A bundle of contradictions, the mediator is great at fostering close relationships but is challenging to get to know. Moreover, they care a lot about other people but still prefer to work alone. Someone who is a mix of seemingly clashing characteristics would make for a good mediator or middle person.

Examples of suitable careers: artist, counselor, graphic designer, librarian, psychologist, physical therapist, social worker, and writer.

INTJ – “The Architect”

Hard-working architects are willing to discuss theoretical concepts. In fact, they enjoy the challenge of working into them. They are good at listening to other people, even to the point of being open to constructive criticism. Architects want to feel in control. So, they make their plans in advance and depend on objectivity rather than feelings.

Examples of suitable careers: dentist, doctor, engineer, judge, lawyer, mathematician, scientist and teacher.

INTP – “The Thinker”

As the name suggests, thinkers live in their thoughts. However, this does not mean to say that they do not know how to live beyond that. They can be very affectionate to their family and friends. This powerful abstract thinker is good at analyzing raw data and conceptual ideas. However, because of the pull of their inner world, some may misunderstand them and believe they are insensitive. They can be insensitive, too, for real, but they can also be riddled with self-doubt.

Examples of suitable careers: chemist, computer programmer, engineer, forensic scientist, geologist, mathematician, pharmacist, physicist, and software developer.

ESTP – “The Persuader”

From the very name of this personality type, persuaders know a thing or more about influencing others. They are adaptable and resourceful. So, they know how to change their ways to suit the situation and the person they are talking to. They do

this by being observant. However, persuaders can also get bored very quickly. They are used to getting a lot of action done and do not like a lull amid the proceedings.

Examples of suitable careers: computer support technician, detectives, entrepreneur, marketer, paramedic, police officer, sales agent.

ESTJ – “The Director”

Directors have a take-charge way of handling things. They are very traditional with their approach. They have strong leadership skills, as suggested by the name, but they can also act putting their money where their mouth is. Why? Directors are hard-working and reliable persons. So, they just expect other people to be the same. Other people may not see eye to eye with them because they can be quite frank and argumentative. Some people may even describe them as bossy.

Examples of suitable careers: accountant, banker, business manager, judge, military, police officer, politician, school administrator and teacher.

ESFP – “The Performer”

Performers are often easy to spot because they are the entertainers or even the class clowns of every group. What people may misunderstand about them is that they are not always doing it just for the attention. Performers genuinely enjoy engaging with other people. Their brimming optimism about life is what makes them a lot easier to be sociable. These spontaneous people always need incentives, or they will quickly get bored. Performers live for today but do not plan for tomorrow.

Examples of suitable careers: actor, artist, athletic coach, counselor, fashion designer, human resources specialist, musician, psychologist and social worker.

ESFJ – “The Caregiver”

Caregivers are the extroverted version of the protectors. Their outgoing version of the ISFJ gains pleasure from helping other people. They are dependable and organized. However, because of their efforts to sense and provide for people's needs, they also have a tendency to want to be recognized. They genuinely want to help but also seek the approval of others and can be quite needy in their quest for this.

Examples of suitable careers: bookkeeper, childcare provider, counselor, nurse, office manager, physician, receptionist, social worker, and teacher.

ENFP – “The Champion”

Champions are a creative and gregarious bunch. They strongly empathize with people and have the communication skills to back them up. Champions manage to combine their love for fun and their caring attitude. So, they are not just out there to live their best life, but they are concerned about others doing the same. However, they also have the tendency not to follow the rules. Stress can quickly frustrate them, which cannot be helped by their disorganized ways and overly emotional stance.

Examples of suitable careers: actor, counselor, journalist, nurse, nutritionist, politician, psychologist, social worker, and TV reporter.

ENFJ – “The Giver”

If you want to meet the ultimate people persons, then they would be the givers. They have a broad social circle, and they freely engage with its members. They are warm-hearted. So, it is typical for givers to encourage people they have some influence over. Yes, they do have an easy way of influencing people, which is tempered by their desire to sacrifice themselves for others. Because they absorb emotions as they communicate with contacts, they can be overly sensitive and seek the approval of others.

Examples of suitable careers: counselor, human resources manager, manager, psychologist, sales representative, social

worker and teacher.

ENTP – “The Debater”

The social web that debaters spin is reliant on the pursuit of knowledge. They interact with others to exchange knowledge and intellectual conversations. They enjoys a good debate of ideas, thus the name of this personality type. However, when they get caught up in their views, they can be argumentative and insensitive to other people’s opinions. They does not like other people controlling them and their schedules.

Examples of suitable careers: engineer, inventor, journalist, lawyer, psychiatrist, psychologist and scientist.

ENTJ – “The Commander”

Finally, the 16 Myers-Briggs personality types conclude with the commander. The name suggests that this type is in no way in the last place for anything. Commanders are born leaders. They comes with strong communication skills and the assertiveness that is needed in an effective leader.

Commanders have a sense of organization and decisiveness that can carry the whole team towards success. However, they need to be more sensitive and more patient for the venture to be a serene team effort. They also have the tendency to be aggressive and stubborn.

Examples of suitable careers: business analyst, CEO, entrepreneur, human resources manager, lawyer, scientist, software developer, university professor.

The Nine Enneagram Personality Types

Another way of looking at personalities is through the Nine Enneagram Personality Types. Some may opt to choose the Enneagram to understand themselves or other people.

However, it is not exceptional for people to dig deep and explore both the Enneagram and the MBTI.

The official Enneagram test, as of this writing costs \$12 for a one-time take. It will provide the test taker the number that represents their Enneagram personality types. The numbers go from 1 to 9.

After you have gotten your results, you can check what your Enneagram meaning means:

The Reformer

Reformers are described as ideological. They usually serve as the moral compass, with their self-controlled ways and tendency to be perfectionistic.

The Helper

Helpers tend to lean towards people-pleasing and being generous to others. They just need to temper their tendency to be possessive.

The Achiever

Achievers are always aware of their progress and status. So, they are driven to excel, adapt, and maintain their image.

The Individualist

Individualists are a sensitive and dramatic type. They can be very temperamental and prone to self-absorption.

The Investigator

Investigators are secretive, cerebral type. They can be quite intense but can work alone because of their powers of perception.

The Loyalist

Loyalists are concerned about where commitment lies. They are so focused on security and loyalty that they are suspicious that others may not be the same way.

The Enthusiast

Enthusiasts are fun-loving and see the good in everything. Unfortunately, they can also be quite distracted and scattered.

The Challenger

Challengers have an overpowering self-confidence. They use it to be willful and decisive in their own goals. However, they

can also use this to be quarrelsome.

The Peacemaker

Peacemakers will agree to just about anything to maintain the peace. They are very receptive to other people's emotions and will provide a reassuring voice to others.

Myer Briggs vs. Enneagram: Key Differences

Now that you have seen both the MBTI and the Enneagram, you may see that they categorize people into types. Each type has a distinctive set of characteristics. Now, what about the differences between the two?

Nature versus Nurture

Don Richard Riso and Russ Hudson have formulated the Enneagram with nurture in mind. For the Enneagram types, they can even point out from which parent the persons got their characteristics. Riso and Hudson believe that personalities are based on children's early experiences.

On the other hand, the Myers-Briggs personalities stem from Carl Jung's theories. These personalities are more rooted in nature. They believe people are born with those personalities and continue to develop them as they grow up and gather more experiences.

Negative Traits

Both the Myer Briggs and the Enneagram describe negative traits. Myer Briggs always mentions the weaknesses of each type. It also cites an inferior set of traits, which refer to characteristics that are not very commonly associated with the category but would be worth exploring and bringing to the front.

The Enneagram, on the other hand, introduces the nine personalities together with their central defects.

Analytical versus Holistic

Because Jung is analytical, the Myers-Briggs personalities take on a more structured setup. Each of the 16 personality

types makes use of one of each of the four dichotomies that the MBTI uses. So, each type has many of details.

On the other hand, the Enneagram is more holistic. Instead of a structured definition, each Enneagram type is assigned a highly known title that everyone has a clear notion about. For example, the achiever calls into mind various driven people and what they usually do to reach their goals.

Both the MTBI and the Enneagram can help you understand yourself and other people. However, you may have a preference. Would you like an in-depth description that relies on dichotomies, or would you like a holistic title that basically represents an accepted set of characteristics?

Keirsey Temperament Sorter

Personality sorting does not end with MTBI and Enneagram types. American psychologist David Keirsey has formulated the temperament sorter with concepts drawn from Kretschmer, who was the one who modeled the four temperaments. Though Kretschmer's research has also been proven to be valuable to the Myers-Briggs categorization, the Keirsey Temperament Sorter is more interested in observable behavior rather than what a person thinks and feels.

How Do You Find Out Your Keirsey Temperament?

You will have to take a 70-item test. For every question you will only be given two choices of an answer. You will not be asked about what you can do, but rather about what you would prefer.

The Four Temperaments

Artisan

Artisans are stimulated by tools and anything tangible. They can seamlessly adapt to a dynamic environment. They prefer to see some practical action because they like to make an impact in the world.

Subtypes, with MBTI equivalents: composer (ISFP), crafter (ISTP), performer (ESFP) and promoter (EFTP)

Guardian

Guardian also gravitate towards the practical and concrete. They, however, seek security that they can also provide to others. They have an organized set of behaviors, so they do well in logistics.

Subtypes, with MBTI equivalents: inspector (ISTJ), protector (ISFJ), provider (ESFJ) and supervisor (ESTJ)

Idealist

Idealists are abstract thinkers who tend to have lofty ideas. They are always driven towards finding true identity and meaning in their life. They will continue working toward personal growth but also know how to be diplomatic and compassionate to others.

Subtypes, with MBTI equivalents: architect (INTP), field marshal (ENTJ), inventor (ENTP) and mastermind (INTJ)

Rational

Rational persons are also abstract thinkers like the idealists. However, their thoughts are propelled by strategy and mastery. In short, they are very objective and make use of their competence and skill to do well in their tasks.

Subtypes, with MBTI equivalents: champion (ENFP), counselor (INFJ), healer (INFP) and teacher (ENFJ)

Now that you know how personalities can be categorized and even sub-categorized, you can take some tests to see which ones represents you and the people in your social circles.

Knowing a person's personality type or subtype does not mean that you are trying to put them in a box.

In this case, the idea is not to use labels to limit people. It is rather to understand their motivations, fears, and dreams.

Chapter 8: Importance of Emotional Intelligence in Human Life



Perhaps the best test of your emotional intelligence is when you use it in romantic relationships, because in romance emotions are usually very strong and very personal, and deep intimate connections can be forged. When you open up the depths of your heart to someone, you expose yourself to being hurt and rejected on a very deep level, and if the pain is strong, then you can be scarred for life.

Falling in love has little or nothing to do with intelligence or personality. It is an experience that goes beyond both. Romantic relationships work best when both partners have high levels of emotional intelligence. The more valuable a relationship is to us, the more we want to know about our partner's emotions and the reasons for them.

When a partner with whom you are deeply in love feels hurt or upset about something, you feel empathy for him or her, and we are willing to hear and accept their side of the story wholeheartedly. Another interesting phenomenon among romantic partners is that people with a fewer unmet needs tend to listen and empathize with the other partner's emotions and feelings better than those with many unmet needs.

For instance, if one of the partners is in need, then his or her own unmet need will occupy the person's mental space, and such people are unlikely to listen to their partner's emotional needs. Taking care of their own pain is typically a survival instinct, and that unmet need will naturally take precedence over the partner's needs.

The Idea Behind the Need for Empathy

Human beings are emotionally needy animals. We all need to know that someone loves and cares for us. When we feel pain from anger, resentment, disappointment or anything else, we want someone to empathize with our emotions and feel the pain with us.

When we get hurt, we call attention to ourselves so that someone who cares for us will come and comfort us. Even before human beings learned and developed verbal communication, we used sounds such as cries, moans, sad tones, facial expressions of pain, etc., to let others know we needed help. This was, in fact, a survival instinct for our ancestors from our cavemen days, when human beings moved in tribes from place to place in search of food and shelter.

The more care the people showed to an individual, the more that person was valued in the tribe. If there was a complete lack of concern, there was a high risk that the concerned person could be left behind at some point to fend for himself or herself, in which case the chances of survival were very slim. Therefore, the craving for empathy and concern from other people was, in fact, a survival instinct that is still deeply embedded in our psyche. We crave empathy, especially when in pain.

However, the trick when demanding empathy in a romantic relationship is that we must not do it when we are in pain. If we feel the need for empathy when we are in pain, and, if for some reason, our partner is unable to give it at that point in time, we turn resentful and bitter. Then, instead of being in a receiving mode, we turn into an aggressive and demanding mode and attack our partners. When human beings are

attacked, the first and natural reaction is to get defensive, and how can there be empathy in such a situation?

Here is an example to prove this point: A girl attacks her boyfriend for not caring or not showing enough concern for her. 'It does not even bother you if I am hurt too right now, right?' She barks at her boyfriend, who was flustered for a moment. But then he turns around and replies, 'Yes, right now I'm not concerned about you. I'm just worried about how to defend myself against your verbal attacks.' And yes, that is quite true. The more we attack, the more defensive the other person gets. You cannot really feel empathy when you are under attack. This attitude is, again, a survival instinct. From time immemorial, we have evolved to protect ourselves first, before trying to help someone else.

Therefore, if you are looking for empathy, it is wise not to attack the person from whom you want the emotion. Avoid saying things like:

If I were important to you, then you would show more concern than you are showing now.

You really don't care about me, I think.

Even if some people decide to fall for your complaints and choose to show empathy, it would most likely be a pretense and not a genuine concern. Their insincere empathetic reaction will, most likely, be triggered by a feeling of guilt, an unhealthy emotion in any relationship. People who leverage the power of guilt to get their work done will not be able to use it for long because sooner than later, the other party will begin to feel resentful, driven by the loss of power in the relationship.

Such emotional imbalances will create power struggles between the two partners, and other unhealthy emotions such as inferior, superior, defeat, victory, judgmental attitude, etc., will come into play resulting in the relationship turning very toxic.

A romantic relationship should ideally be mutually nurturing. Each partner should take turns to be the caregiver and the caretaker, so that both partners receive and give equal amounts of love, care, and concern to each other.

Therefore, considering the number of layers of emotions that come into play in a romantic relationship, it is but the strongest representation of an individual's level of emotional intelligence.

Below are some ideas that will help you create and maintain long-standing loving, romantic relationships:

Ensure you are not confused between loving and needing your partner. A need is a reflection of dependency and insecurity. If you think you need your partner, then it means you cannot live without him or her in your life. If you truly love your partner, you can let go and still love him or her. If you love your partner, then you don't need him or her to be happy. You can love your partner even after you have broken up.

During the relationship, if you feel guilty or bad about something, don't hesitate to discuss your feelings with your partner. Openness and trust are critical for a strong romantic relationship. If you have done something wrong, don't hesitate to say sorry.

If your partner does not accept your apology, then don't let that feeling fester in your mind. You forgive yourself because you found the courage to recognize your mistake and ask for forgiveness or offer some compensation. You can only say sorry genuinely and from the depths of your heart. That your apology is or not accepted is not under your control.

Take responsibility for your feelings, emotions, fears, weaknesses, and defensiveness. They are yours. Don't pass on to your partner the blame of feeling sad or depressed or angry. Discuss and express the feelings by all means. but without blame, criticism or judgment.

Also, learn to tell your partner your needs explicitly and clearly. Don't expect him or her to read your mind.

Here are some tips for managing negative emotions in a relationship:

First, identify the emotion.

Express it by starting your sentence with, 'I feel...'

Wait for your partner's response. Don't expect a response that suits you.

Next, identify your emotions to the response.

Use these emotions and the current situation to decide if you want to take this particular negative episode forward. In fact, if such negative emotions continue to recur in your relationship, you can also decide whether you want to continue or not with the relationship.

And finally, if many such unsuccessful relationships keep recurring in your life, then it is time to turn inwards and identify all your unmet needs that are blocking the path to a healthy and happy relationship.

Using Nonviolent Communication (NVC) to Nurture Your Relationships

Suppose there has been some bad feelings between you and your partner. Here is how you can use the 4-step nonviolent communication to nurture and grow your romantic relationships. Let us take this illustrative scenario: suppose you had told him or her about an important family party that both of you need to attend, and your partner says no. Words were exchanged, and before both of you realized it, it becomes a full-blown fight.

First, ask yourself what happened – This is the observation stage of the 4-step process in NVC. Observe and describe the situation without judging. What did you say? What did your partner say? What triggered the unpleasant scene? Answer

these questions with facts, not using your interpretations or opinions.

For example, your observation cannot be something like, 'He/she rudely said no.' You will have to simply repeat their words in your observation diary and only quote what he/she said. The word 'rude' is your interpretation.

Also, in your observations, don't bring issues of the past. Remain in the present. Keep out emotions when you are observing.

Next, describe your feelings – Now, focus on your feelings. What are your emotions? Where are you feeling them? Are there physical symptoms? Name the emotions? Don't use language that portrays you as a victim. Avoid words such as reject, abandoned, unsupported, or misunderstood.

These are not emotions. They only represent your evaluation of other people's actions on you. You feel hurt, pain, dismayed, surprised, startled, happy, etc. When you look at your emotions and not the interpretation of the emotion, you are taking responsibility for them. There is no blame attached when you simply name emotions and not their effect on you.

Now, identify your needs – We already know that these emotions are showing an unmet need. So, identify that underlying unmet need that is emerging through your emotion.

One of the biggest mistakes we make is to assume that our partners know all our needs. This expectation could be a residual emotion carried forward from our infancy and toddler ages, when our parents or caregivers knew about our every need and gave us what we wanted even before we knew we wanted it.

As adults, we need to outgrow this expectation. And be sensible and explicitly identify our needs, and then express them, which is the fourth and final step in the NVC communication process.

Finally, express your need clearly – Once your need is identified, then express it clearly and specifically. The trick in this step is to avoid expecting the response that you want. Be ready to expect any response including receiving a no for an answer. Partners in healthy relationships feel free to voice their needs and are ready to take either a yes or a no for an answer. All this has to happen without any form of judgmental attitude.

As you talk about your needs and are open to receiving different outcomes, you will find your relationship getting better with each interaction. You will find your relationship becoming increasingly authentic and more fulfilling than before. And the most important thing, when you use the NVC method, you will know when it is time to let go of unfulfilling and toxic relationships.

Therefore, by practicing positive and awareness-enriched nonviolent communication techniques, both of you are committing yourself to give and receive love from the core of your heart.

Conclusion

Thank you for reading up to this point. One thing you will agree with me is that analyzing people is a wide field. There is a wealth of information about the people we meet every day. It is the skill of analyzing people correctly to help you gain meaningful information on them and to interact meaningfully with others. These skills, however, do not come on a platter of gold. The skills will not do you any tangible good if they end up as ordinary knowledge and are not put into practice.

Analyzing someone can be a lot to take in. However, you do not have to be an undercover agent to master the art of reading people. This book has broken down all you need to know into a step-by-step process. It is now time to take what you have learned and put it into action. You can analyze people and determine their real intentions, even if their body language is saying something else. You will also be able to see beyond the veil many people put up, and you will get to see people for who they are.

At this point it is important that I emphasize that you should approach the people you meet with a neutral attitude. To read people accurately, you need to let go prejudices and bias. Not everyone you meet has an ulterior motive or is out to get you.

Humans are complex creatures. It takes practice and efficiency to see past the veil and attitudes many people put up in their daily interactions. The fact is, our subconscious self is constantly giving out information and clues that only a few knowledgeable about human psychology can pick up. Now, you do not have to freak out when you hear the term “human psychology.” Part of the objective of this book has been to break down the psychology of humans such that even a fifth grader would know how to read people.

If you can dedicate time and practice to the teachings of this manual, you will come out as a superhuman. You get to analyze people correctly, as no language clue will elude you

anymore. Using them, you will be able to exert your influence on people in a way that will benefit you all.

In everyday interactions with other people, many people do not set out to making the best out of the relationship by fully getting to know the other party. This is not surprising, as they do not have the necessary skills to relate well with others well. However, this book has explained how to make a good first impression, build rapport, and make anyone feel comfortable with you.

All you have to do is spend a couple of weeks diligently practicing this manual's teachings. Over time you will notice a tangible improvement in your business, relationships, and in all your interactions. These skills could take a while to master, so get into the habit of refreshing your memory until the art of analyzing people becomes an integral part of you. I am sure you can adapt the teachings of this manual to any situation you are in, even if we did not mention your case exactly.

Hardly will you see an undercover agent telling the world they are an agent. The point here is that you have to be discreet. People can fiercely protect their privacy. Also, people could feel violated if they find out you are trying to analyze them. The worst part is that making it obvious that you are reading people might not get you any tangible results.

All in all, this is your ticket to a positive change and improvement in your life, business, career, and relationships.

Be excited at the world of possibilities that are about to open for you.

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