



# SUBLIMINAL PSYCHOLOGY 101

*How To Stealthily Penetrate, Influence, And Subdue  
Anyone's Mind Without Them Suspecting A Thing*

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# **Subliminal Psychology 101**

How to Stealthily Penetrate, Influence, and  
Subdue Anyone's Mind without Them  
Suspecting a Thing

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# Introduction

Are you curious about how to stealthily infiltrate someone's mind and get them to do what you want or think how you want without letting them know what you are doing? Sure you are. Subliminal psychology is a fascinating and profound way to gain power over others. Everyone can benefit from knowing it.

Subliminal psychology is simply the method of influencing others using subliminal means. Subliminal means that your subject is not at all aware of what you are doing. He or she does not notice the images, sounds, or other stimulus you use to condition his or her mind. However the subconscious mind is aware of these things and strongly influenced by them. The subconscious mind will then direct the subject's thoughts, feelings, and actions, creating a lasting and significant change in his or her life.

If you have read my previous books *Dark Psychology 101* and *Dark Psychology 202*, you already understand a bit about how to influence others. This book will get more in-depth. In addition, this book will show you how to use subliminal psychology without even delving into the dark side of psychology. Of course, subliminal psychology can be used for the darkest of purposes, and we'll touch on that a tiny bit. But dark psychology is not the sole application of subliminal psychology.

Subliminal psychology is actually not as evil as its connotation suggests. Subliminal psychology is simply the technique of influencing someone stealthily. You use images, sounds, and conditioning to get someone to think a certain way or do something that you desire. You don't have to directly influence

anyone. You certainly don't ever have to get caught. But this does not mean that you have to use subliminal psychology for bad. While there is certainly a dark side to this, which we spoke about in more depth in *Dark Psychology 101* and *Dark Psychology 202*, there can also be a good side.

Say you are a parent and you want to influence your daughter to stop dating a horrible guy. She won't listen to you outright. So you can use subliminal methods to convince her to dump this loser. Or say you know that your company is careening toward disaster through a deal but your boss is dead set on it. Use subliminal psychology to convince him to switch gears and spare the company some real trouble.

You can use subliminal psychology in a large variety of settings. When you use subliminal psychology, you can get through to anyone. You can improve your relationships and get people to mind you, even people who feel superior to you. This makes subliminal psychology excellent for relationships with loved ones, romantic relationships, seduction, and parenting. This book will show you how to get inside the heads of your loved ones and make a huge difference in how they act and think about you. No one is too powerful for subliminal psychology to work on.

This psychology can also save you if you are stuck in an abusive situation. It can help you soften and sweeten your abuser so that you can escape the bad situation and protect yourself. Abusers like to have control, so use subliminal psychology to give them the illusion that you are submitting to them and then flee when their guard is down.

Subliminal psychology is also something that you can use on yourself. What if you are having trouble losing weight and committing to a healthier lifestyle or shedding bad habits? What if

you can't seem to end a habit, such as gambling or compulsive lying? What if you have a bad memory that you want to forget, or you want to help yourself memorize lists and remember to perform certain tasks? You have the best intentions in your heart, but you're just not achieving what you want despite your best efforts. When you feel stuck in a version of yourself that you are not happy with, it is time to use subliminal psychology on yourself. You can reach into the depths of your mind and train your subconscious mind to do what you want. Then you will notice very real changes manifesting in yourself and your life. This works so well because the subconscious mind is the only part of your mind that has true power. What goes on in the subconscious mind will manifest in your conscious thoughts, feelings, and behaviors.

Subliminal psychology is not evil. This book is not going to teach you how to become some evil mastermind, plotting world domination in an underground lair as you rub your hands together, cackling. Instead, it will teach you how to subtly influence others for the better. People hate being influenced, so you will benefit more if you can influence them in secret. Also, the power of subliminal psychology is astounding, so these methods are fail proof. You will enjoy immense success with them. Just be sure to use these methods for good because they give you a lot of power that could go awry if you use them for bad. Learn to control your urge for world domination and simply use subliminal psychology to better and further the lives of those you love, as well as yourself. Of course, if you do use these methods for bad, that is at your own risk. You will enjoy success no matter how you apply subliminal psychology to your life and the people that you know.

Well, now you know what subliminal psychology is. Are you ready to see major changes in yourself and your relationships?

Then read on and become familiar with subliminal psychology today!

# **Chapter 1: The Secrets of Subliminal Psychology**

To employ subliminal psychology, you first must learn to understand it extremely well. The basic principle of subliminal psychology is some sort of mental influence or conditioning that passes beneath the limits of normal human perception. This means that a subject will not notice or realize that he or she is being exposed to a subliminal stimulus. However, the stimulus is still present and still acting on his or her brain.

A person's senses are not necessarily reliable. The brain registers certain perceived senses only when those senses fall into a certain range, or spectrum. The brain may also register certain stimulus that is always present, but then chooses to ignore it and to give preference to new stimulus. For example, you can see your nose 24/7. But your brain chooses not to process the image, since it is always there. So you are blind to your nose, even though your eyes very much do perceive it. You might be able to give someone a subliminal message using a constant repeating stimulus that the person comes to ignore. The brain still senses it, however, and that enables the stimulus to act on the subconscious.

Something can pass below human perception if it is inaudible and falls above or below the range of human hearing. Using a low tone can make a person feel depressed, even if that tone is too low for the person to actually hear. Using a high tone can heighten someone's anxiety, despite that tone being inaudible.

It is believed that images in ultraviolet light or other shades



on the light spectrum that fall just below or above the range of human sight can influence someone. Just because one's eyes don't see the light does not mean that they cannot understand it at some level in the brain. The brain has the ability to perceive things far beyond the scope that our conscious minds perceive. It is believed that we only use ten percent of our brains. So imagine what the other ninety percent is capable of? You might be able to see colors or hear sounds far beyond the human range. You might be able to discern things that are not visible or audible to the naked eye or ear. This is the beauty of subliminal psychology: it penetrates the hidden side of our minds and activates responses we don't even know we have. But the unknown aspect of subliminal psychology and how the subconscious works can make it a bit of a guessing game.

Scent is a powerful way to condition someone. A person may not know where a scent is coming from. But the scent invokes powerful feelings or memories. A person who has been abused might freak out when she smells the cologne her abuser used to wear. A person may suddenly develop a hankering for Chinese food after you release the scent of takeout in the room. Or he might fly into a defensive mode after being exposed to the scent of the cologne that his high school bully always wore. Scent works so well because it connects immediately to the human brain and appeals to our primal ability to fend for ourselves by interpreting the world around us through scent. We can't always see or hear things, but we can smell far better than we realize. Our scent ability is incredibly strong, but most of the things we smell don't ever become apparent to our conscious brains. It is believed that a man can smell when a woman is ovulating, for example, but he will not immediately or consciously understand why he is so drawn to her.

Speed can make a stimulus subliminal. If a message or sound is fast enough, a person may not notice it. This is the technique behind subliminal advertising. An image of a Big Mac is flashed on TV so quickly that people don't notice it. However, some part of their brains did, and now they are craving McDonald's fast food. Companies have been sued for using subliminal advertising tricks. In fact, McDonald's faced a class action lawsuit in Quebec in 2017 for using subliminal ads. Subliminal advertising is considered an unethical means of getting people to want to buy products, since it acts on their subconscious and does not really give them a conscious choice in the matter. However, you can use the principles behind subliminal advertising to influence people to buy things or want things that you want. It is not illegal, so long as you are not a big public corporation trying this tactic on customers.

Finally, you can use subliminal cues to unlock repressed memories in a person. These memories will then unleash a torrent of emotions and will do their own work to a person's behavior. A person who represses a memory often has very powerful reasons for doing so. The memory probably causes him or her significant distress. Reminding him or her of the memory with a small cue or stimulus can throw him or her into a state of intense upset, terror, rage, or even confusion. Use that information to control the person's behavior and maybe even sabotage his or her reputation. You can also use that to help someone unlock and begin to heal painful repressed memories that will not go away. Remember that just because a memory is repressed does not mean that it has no effect on someone's behavior and feelings. A repressed memory can be responsible for anger, depression, drug use, and emotional eating, even if the person does not know it.

Subliminal cues or triggers are helpful in hypnosis, or

hypnotism. When you hypnotize someone, you put him or her in a trance like state where he or she is incredibly impressionable. Then you are able to access his or her mind and train him or her to associate a trigger with a certain thought or action. For instance, you might teach someone to punch at the sound of a bell. When the person is back in a conscious state, the association remains. Then, when presented with a trigger, the person will act out with the desired action. He may act out in fear if reminded of a terrifying memory, or he may act out in joy if reminded of a good memory or a warm, happy childhood memory. His emotional response to the memory can influence his mood and the decision he makes at the present moment. It can help form associations for him within his brain as well, making him sour toward certain people or things and making him base decisions off of memories.

You can also use subliminal hints to influence one's emotions without bringing up a memory. Memories are powerful emotional tools, but you can still inflict a mood on someone without a memory. Instead, flash an image or play a soft sound that is sure to influence someone's mood. A person who is terrified of spiders may become terrified for seemingly no reason if you flash a subliminal image of a spider around him or her, for example.

# What is Subliminal Psychology Used for?

Subliminal psychology is useful in a variety of capacities. Primarily, it is used for training people to do what you want... without their knowledge. This means that you can use it to persuade people to do what you want, especially if they do not initially want to.

Subliminal psychology is great for children. Children love to be stubborn. As a parent, you probably have learned that if you tell your child not to do something, he or she is bound to do it. But subliminal psychology enables you to tell your child to do something or not to do something, without actually saying it. He or she is less likely to resist if you enter his or her subconscious mind and plant an idea there, as opposed to just telling him or her what to do or what not to do. It is beautiful.

It also works with other stubborn people in your life. It enables you to train family members, co-workers, roommates, and partners to do what you want, when you want it. Instead of asking and fighting for what you want, you just make it happen. It works almost like magic.

When you work under someone, you may feel that you have no power over him or her. Indeed, you are not allowed to make demands or order this person around. It can feel this way with bosses, superiors in the military, or controlling individuals in your life. But with subliminal psychology, you can make him or her follow your orders without them even knowing that you ordered him or her around. It will feel like his or her own idea, so he or she will be more open to it.

You may not have much rapport with a total stranger. Someone like a new customer is totally new to you and unfamiliar to you. Since he or she does not have any reason to trust you or like you, he or she may be resistant to doing what you want. He or she may resist buying your brand or doing you a favor. So you can inspire trust and make this person want to buy your product or do you a favor using subliminal techniques. Create a rapport that is not there and make this person want to please you, without him or her knowing why. Subliminal signals can work great for advertising or sales. It can also work great when meeting new people and relating to strangers, earning you more connections and friends.

Subliminal methods can be employed in seduction. To get someone to fall in love with you or want to sleep with you, you can plant the idea of romance in his or her brain. Inspire him or her to associate you with romance. This association will drive him or her to want you. You can bypass the hard work of getting to know someone and charm someone and probably failing with subliminal seduction. Become instantly appealing to others using just a few discreet psychological tricks.

Finally, you can use it on yourself. You can hypnotize yourself to train your brain to think differently. This enables you to overcome bad thinking and problems like addictions or bad habits. You can train yourself to become the person that you really want to be. Get rid of bad habits, intrusive thoughts, or issues like depression and anxiety.

You can see that subliminal psychology is really useful in many areas of life. Knowing it is a very useful skill. You can make life easier as you bypass the power struggles and effort it takes to get people to like you and to do what you want. People will bow to your will and they won't know why. They will just magically feel

inspired to do something and they won't realize it is what you want. You benefit in many ways. The best part of it all is that you can avoid lots of failure and the word "no." Subliminal psychology really does work like magic.

# How Does Subliminal Psychology Work

Subliminal psychology works by acting on the subconscious brain. The subconscious brain is the part of your mind that works in the background, much like how the code on a computer works. This is the part of your mind that controls complex algorithms, telling you how to behave and think without any concentration or conscious effort on your part. You save a lot of time when processes like breathing, how to act around strangers, and how to speak are automated in the back of your mind, instead of being things in the forefront of your mind that you must think about. Imagine how distracted and overwhelmed you would be if you had to think about every little thing that you do, such as running your organs and determining how to behave in every situation.

There are probably often situations where your behavior is automatic. You don't even think about it. You just do something and then later wonder how you knew what to do. When this happens, your subconscious brain is taking over and helping you make snap decisions. There is no need to think because your subconscious brain steps in.

The subconscious brain also handles a lot of memories and the way that you think. That is why you may have intrusive thoughts or memories that bubble up to the surface randomly throughout your day. No one quite understands how or why the subconscious mind will bring up a thought or memory, but it is thought that this is the result of conditioning. Your mind has been trained over the years to make an association between some stimulus and a thought or memory. Then when you are exposed to this stimulus, you think a certain way or remember something. A

repressed memory may even come back, causing you significant distress. You may not even be aware of what this stimulus is. It could be a scent, an image, or a sound. Anything from your environment can trigger your subconscious mind to recall something, even if it makes no sense to you.

This is a great example of how subliminal psychology works. It also illustrates the fact that the subconscious mind can be trained. Over the years, your mind has been trained and conditioned in ways that you do not fully understand. You have learned things without realizing that you have learned them. For example, you may have experienced a rejection in fourth grade that rendered you nervous around the opposite sex and now you believe that you are a loser when it comes to romance. Or you may have learned that blue-eyed people are terrible because you were abused by someone with blue eyes, so now you automatically dislike certain people based purely on their eye color.

The cool thing about this is that it means that the subconscious mind can be retrained, as well. You can bypass the analytical and thoughtful part of your brain that really has no control over you, and slip into the subconscious. There you can perform powerful training that will alter how someone thinks and responds to the world. You can perform this training on yourself or on others.

The subconscious mind is incredibly susceptible to influence. It is just that the subconscious mind is buried under our conscious thoughts, so no one is actually aware of it or its processes. Most people have no clue when they have been influenced or affected by something. All they know is that they start to think or feel a certain way, or they start to do things differently.

Who has influence over a subject? Well, anyone can,



ultimately. Even a stranger or advertising run by a multimedia platform can have intense and effective influence over any subject. But usually a person who has a lot of contact with the subject has the most influence. A romantic partner or parent is the type of person who exercises the most influence. These people can actively train and influence the subject without the subject ever questioning it. Getting to know someone helps because you start to understand how to get through to this person for training purposes. But repeated exposure to the subject is the main factor that helps you achieve training. You must have repeated contact with the person to cement training.

People may not realize that they are training others, but when you attempt to correct a behavior or teach your subject new behaviors, training is exactly what you are doing. It is natural and even ethical to train those around you. Often, these training methods fail, because you are simply casting them into the conscious mind of the subject. The subject can think about them and choose to discard them. Or he or she may want to follow the training, but his or her subconscious mind is trained a different way and has a different idea about how to act. For example, you may want your partner to stop drinking and he wants to stop too to please you and get his life in order. However, he drinks to deal with the pain of hidden self-beliefs and memories that lurk in his subconscious. Therefore, telling him not to drink and pointing out why his drinking is bad is not going to accomplish very much. You have to actually make his subconscious mind rely on different methods or heal its wounds to banish his alcoholism.

Subliminal training works by entering the subconscious mind and doing its work there. Then, it works by rote. This is why the military or torturers can alter someone's personality totally,

because they repeatedly perform training on an individual. This is why AA and NA uses terms like “brother” and repetition to achieve results in its members. To achieve subliminal training, you first must find a stimulus and perform discreet training to get the subconscious to form a solid association between the stimulus and a thought or action. Then you must repeat the exposure to this stimulus multiple times to make it stick.

# The History of Subliminal Psychology

Subliminal psychology is not some hot new psychology fad. It is a proven method that really works. It has been used repeatedly throughout history with astonishing results. Often, governments have been able to use this type of psychology on subjects to gain power.

One of the earliest forms of subliminal psychology can be found in a book we often visit in both *Dark Psychology 101* and *Dark Psychology 202: Sun Tzu's Art of War*. This book refers to ways to influence your enemy's actions indirectly so that you can win the war. The methods contained in this book are still useful today in persuasion and psychological warfare, topics we cover extensively in both *Dark Psychology* books. This is because these methods are tried and true. They really work. An example of the subliminal psychology in this book is using a ruse to fool your enemy into thinking that you are attacking him a certain way. He sets up a defense, which is just something that humans will do when they perceive a threat. Then you come around full circle and hit the enemy where he does not see it coming. He is not prepared and thus you decimate him.

Since Sun Tzu, many governments have experimented with subliminal methods for gaining control of war prisoners, to make headway in foreign negotiations, and to control the masses. Using propaganda, they train people how to think. Using torture, they get prisoners to reveal the secrets and plots of other militaries. It has been incredibly effective for those who have used it.

The Nazis are perhaps one of the greatest, if not the most revolting, users of subliminal experimentation and torture. They

often experimented with subliminal psychology on torture victims. They also used subliminal means to subdue and control the populations that they ruled. The Nazi march alone is a form of conditioning that drove many Nazi soldiers to become automatons who did what evil they were instructed to do without question or guilt. Subliminal psychology has been found to be an excellent way to impress others with your authority and create the organization necessary to have an entire army follow you. Many cult leaders have had similar luck getting followers using subliminal training.

Project MK Ultra is an infamous series of mind control experiments run by the CIA starting in the Cold War era. One of the most common forms of mind control that the CIA used was subliminal psychology. The CIA became experts at using hypnosis and other forms of mind training to get control over a person's mental process. It is believed that the CIA has groomed assassins who have no idea what they are doing or why. They simply snap and kill a target when presented with a trigger that they are not aware of. This indicates how triggers and stimulus can be used to train someone to act a certain way once presented with the stimulus. The mind forms strong associations, and the CIA found this out with their subliminal psychology experiments.

Social psychology also has shown a keen interest in subliminal psychology. Social psychologists have discovered how impressionable people are. The media is very persuasive and powerful. So is government propaganda and fear tactics spread by both political parties. Politicians have long known how to leak things to the news that will scare people into thinking and acting certain ways. A basic understanding of human psychology and human nature is often sufficient to begin understanding how to manipulate people without much effort. You can get people to

think and act certain ways by presenting them with a threat or the promise of a reward.

James Vicary started the trend of subliminal advertising by inserting certain phrases into a movie in the 1950s. People suddenly wanted to drink Coke and eat popcorn after seeing the phrases in the movie. But they did not realize why they had these sudden cravings. Vicary proved that subliminal advertising is extremely effective at getting people to want to consume and buy things. Since that time, many companies have used this advertising ploy, though it is considered both unethical and illegal.

Now, many companies use a different form of subliminal advertising that is not necessarily illegal or unethical. They plant associations with power or sex in their ads. These planted messages inspire people to want the product, since they want to be sexually desirable and powerful. Cigarette ads depicting sexy young women enjoying cigarettes at parties while men stare at them is a good example of this type of advertising at work. Sometimes, a direct message is not as effective as a hidden one. Using hints about sex or power can be an incredibly powerful way to market a product. You don't need to be explicit; simply hint that this power or sex can come from the product by using sexy and young models or men in business suits that others bow down to. Many companies have also discovered that switching from cartoons to live action figures or changing colors in their logos can make customers want to buy more of their products. This is why companies like Walmart and Prego have changed their logos over the years. It is amazing that something as small as the color you use can influence a person to want to buy your product or frequent your store.

McDonald's faced a class action lawsuit after being busted for spreading subliminal ads in TV commercials. These ads were

simple microseconds long and depicted the golden arch. Most people were not even aware of seeing these ads, but they developed sudden cravings for McDonald's fast food. This just shows how powerful mere images can be in making people want to do certain things. You can use images to invoke a craving and drive someone to do something, such as buying your product.

# Is Subliminal Psychology Evil?

The unfortunate fact is that mostly bad people and dictatorships have used this type of psychology, thus giving subliminal psychology a very dark and negative connotation. When you hear “subliminal psychology,” you probably think of the CIA running mind control experiments on people or of McDonald’s facing a class action lawsuit regarding subliminal advertising.

In reality, subliminal psychology is not bad unless used for bad purposes. Subliminal psychology is really what you make it to be. You can use it for evil, certainly. You can train people to hate themselves or to kill themselves or to kill others. But this is not what you should use it for. Use it for good. Use it to make your life and the lives of others better. The power of subliminal psychology is really no joke, so don’t abuse it. Instead, turn to it as a last resort to bring about positive change in your life. Affect yourself and others at a deep, intimate level that enables everyone to work together peacefully and do what is best.

Subliminal psychology could possibly enable you to save a relationship as you retrain your partner to drop behaviors that are destructive to the relationship. It can allow you to steer your company in the right direction and avoid business catastrophe by making your business partners rethink the harmful strategy that they are dead set on. It can enable you to train your children to love themselves and stay away from harmful people or bad decisions that they will naturally want to make as children or teenagers. Finally, it can even enable you to save the world. Imagine you are in some scenario where you meet a serial killer, or a maniacal dictator. This may seem like a fantastical scenario, but it could very well happen in today’s crazy world with its wide range of mentally unstable maniacs. If you can successfully retrain a psychopath’s

brain to not want to do the evil that he has set out to do, you can save many lives, including your own.

The ethics of subliminal psychology is certainly up for debate. Most people will agree that it is not OK to train someone's mind against his or her own will and without his or her permission. Psychologists and psychiatrists will certainly agree that mind control is never acceptable ethically; it is banned by the American Psychological Association and experiments with mind control and subliminal psychology are severely restricted because of the ethical problems they pose. But this ethical dilemma has a huge gray area. Is it so wrong to train someone if you are improving his or her life and situation? If you can affect someone positively through subliminal training, then what is wrong with it? Using it for good may still not be ethical according to most people. But that does not mean that you should not do it. It is not OK to violate others or harm others with subliminal psychology, but you should certainly use it for self-defense. In situations where subliminal psychology seems acceptable to you, be your own moral judge and do it if you choose.

Nevertheless, subliminal psychology is not generally accepted as an ethical means to handle others. Most people strongly object to having their brains rewired by others and want to have more control over themselves. The basic issue is trust. No one trusts you to know what is best, so they resist you retraining them. This is why subliminal psychology should be kept as discreet and stealthy as possible.

Of course, there is nothing wrong or unethical about doing this training to yourself. Subliminal psychology on yourself involves your full consent and knowledge. But it is probably best to avoid telling others about what you are doing, as people are prone



to misunderstanding what subliminal psychology is. Really, it is no one's business what you are attempting to do. So keep your use of this type of psychology under wraps and only whip it out when you need it. Don't go around telling people that you are using subliminal psychology on yourself or people will think you are trying to hurt yourself and that you are crazy.

# How Effective is Subliminal Psychology?

The short answer to the question “How effective is subliminal psychology?” is: Very effective. The long answer is that subliminal psychology is incredibly powerful but only if performed correctly. Unfortunately, it is not commonly understood how to perform this form of psychological training properly, since it is not well-studied due to ethical complications with such research. The people who have performed such research, such as the Nazis or the CIA, have kept the results of their illegal and unethical research top secret. While it would be nice to be able to access all Project MK Ultra files, it is not possible because many files were ordered to be destroyed, taking the findings out of the public’s eye and burying them in secrecy forever. But that is OK. Because we have found the most effective methods for subliminal psychology and we are revealing them in this book.

When you use the proper methods of subliminal psychology, you will have great results. There are similarities that bond most people together. Therefore, it is imperative that you understand how humans basically operate. What could motivate a person? What could scare a person? All people are driven by desire or fear. They will act in a way to get a reward or avoid something that scares them. However, also understand that all people are different, so what might scare one person might not scare another. You have to figure out what rewards and threats drive different people for subliminal psychology to actually work. Therefore, it can take some time and research, but you should also rely on your gut. Look for clues about how a person operates and what he cares about based on what he tells you, the photos he has on his desk, or

the things he does in his spare time.

You must also understand that sometimes training can take several exposures. Just because a stimulus does not lead to an association on the first exposure does not mean that this form of psychology is bunk. Some people are more resistant to training than others. Getting someone's full focus and repeatedly exposing them to the stimulus can help form the association over time. More violent and vivid stimulus might stick better than softer stimulus. Be patient and keep working at it until it takes effect.

Finally, understand that some factors can really get in the way of your subliminal mind training. A person with a deep-seated self-belief may be especially resistant to your training because he or she clings to his or her beliefs more steadfastly. Meanwhile, distractions can interrupt your training, rendering it less effective. Make sure your environment is peaceful. Try to forge a trusting relationship with the person that you are training. This will make training easier. Also learn this person and his deep-seated beliefs. Then find ways to circumvent those beliefs and replace them with better beliefs. You may have to become very persistent with your training for it to stick, especially if other factors stand in the way. It is best to ensure that no one else is also working on this person, and try to make your training the most appealing and rewarding to get the person to choose to follow you should you have some competition in training.

# **Chapter 2: How to Use Subliminal Psychology**

Subliminal psychology is fairly easy to employ. You will notice astoundingly accurate and efficient results when you do employ it. But at this point, you are probably totally clueless how to begin. What do you do? How do you tap into someone's subconscious and gain control? How do you use it for good, rather than evil? How do you avoid detection and exposure as a user of subliminal psychology? This chapter will scrape the surface and answer some of these questions. Then we get into more detail about specific uses of subliminal psychology in all of the later chapters.

First, you must understand how this works, which I covered in the previous chapter. You are only working on someone's subconscious mind with subtle and hidden cues, hints, and images. You are not doing anything obvious or overt. This is a covert operation, every time you use it. Second, you are making sure to use methods that are not illegal. Subliminal psychology can call for you to take actions that are not exactly legal, so avoid doing things that can land you in hot water with the law or with your personal relationships. It is more than possible to use subliminal psychology legally and subtly. Finally, you are welcome to learn more and even develop your own techniques. Subliminal psychology is a murky science with little information available. Research is under wraps and most research is forbidden because it is unethical. If you find out something that works, then do it. You can experiment and find your own way of doing things with this wonderful form of

psychology. No one method is exact and no one way is the right way.

# How to Use Subliminal Psychology

Subliminal psychology works by entering someone's subconscious mind and planting an idea or concept there that can work in your favor. So to use it, you want to give someone a series of undetectable signals or clues. These might be in the form of images, or memories, or word choice. How you speak to someone and how you touch them can also convey ideas and plant ideas in their minds.

Subliminal psychology is very sleight of hand. You are using little tricks to make someone's thinking change without their awareness. So being obvious or forceful is not what subliminal psychology is about. You will be using tricks like subliminal images and classical conditioning to train people. You will be using words and hidden signals and physical touch. There is no force or verbal work involved.

This entire book will show you how to slide into someone's subconscious mind without detection.

# Controlling Your Use

Avoid using subliminal psychology for evil. Sure, you could use it for all sorts of ill intentions. It can certainly be used for dark means. But do you really want to be a person like that? There is enough evil in the world. You can really use subliminal psychology for good. So here are some tips on controlling how you use this type of forbidden psychology in order to stay on the light side.

When you want to control or coerce someone, stop yourself. This is evil. You have no right to control another's mind. You can influence and persuade people, but don't try to control them or change who they are. Never try to get them to go against their morals and values, either.

When you want to use subliminal psychology to hurt someone emotionally or tear down their self-esteem, that is evil. Stop yourself immediately. You have no right to make someone hate himself. You can drive someone to suicide doing that and then his or her death will be on your hands.

When you want to use this psychology to make someone do something horrible, such as a crime, stop yourself. This should never be used for crime or illegal activities. You should not get people to do evil through subliminal psychology or you are just as guilty. You are not using this to train assassins or bank robbers to do your dirty work for you. You are simply using it to make your own life easier so leave out legal complications.

To use it on yourself, you don't want to hurt yourself. Only use self-hypnosis for good. Don't use it to change yourself too much or to break through your morals or to make you behave unnaturally. You can do a lot of harm if you start trying to change the very elements of who you are.

# Escaping Detection

The whole secret to this type of psychology is to avoid detection at all costs. You must be discreet and stealthy. Use methods that help you escape detection by disassociating yourself from the source. Don't reveal that you are the one showing subliminal images, for example, or pretend like it was an unintentional accident. Always play like you are not doing this kind of psychology. When you use subliminal methods, you should not be detected anyway because word choice and other such small gestures are hard for others to detect as it is. This type of psychology is already stealthy by nature.



# Protect Yourself from Attack

So in this book, you will learn all about using subliminal psychology on others. But what if someone uses it on you? Now that you know its power, the idea of someone running this type of psychology on you can be terrifying. You have every right to want to protect your mind from potential invasion and control by someone else. In addition, you are wise. You would be a blathering fool to think that people are not already trying to tap into your mind. It happens all the time with advertising and manipulative individuals in your life. Protecting your mind is a very useful skill to learn and develop.

The first key to protecting your mind is to read people. When someone seems to have malicious intent, be very cautious. Do not let them show you images and turn off your phone or TV around them. Avoid talking to them at great lengths.

Putting your TV on mute during ads can help you evade subliminal effects from advertisers. You can also get up and do something instead of watching the commercials. Be aware that if you suddenly develop a craving for something, you are probably the victim of subliminal psychology. So just turn off the craving and don't oblige it.

If you have made up your mind about something and suddenly you feel differently about it, you may be the victim of subliminal psychology as well. Stick with your gut choice. Avoid talking to people about it.

Notice how people make you feel. If you feel differently than normal around a certain person, beware that person. He or she is able to manipulate your emotions, probably subliminally. That person is toxic and no good for you.



## **Chapter 3: Subliminal Psychology at Work**

Subliminal psychology is something you can even employ at work. In fact, it is especially useful at work because it gives you a leg up. Even if you are not big cheese at work, you can really advance your status and dominance over others just by using some of these “Jedi mind tricks.” You can make a powerful impression on clients and boost sales using subliminal tactics. You can gain dominance and lead meetings in the direction you want. When starting your own business, it can help you get your way with investors and new clients and it can help you crush competition. You can even get a raise or promotion by subliminally persuading your boss that you deserve one. Subliminal psychology can help you vanquish workplace politics and deal with nosy or unpleasant co-workers in a simple, effective way without resorting to any inappropriate behavior that will land you in hot water with HR. And if you are vying for the new leadership position that just opened up, subliminal psychology can be your friend in gaining you a better title at work.

# Subliminal Advertising

Subliminal advertising is a well-kept secret in the business world. For a long time, since the invention of television, corporations have been able to make people want to buy their products. The media has created a very powerful and subtle form of mind control over citizens. Most people fail to realize just how much they are controlled by the media and advertising. In today's largely digital and globalized world, companies have even more advertising clout and more ability to reach millions of customers.

Why should other companies have all of this power to themselves? Now it's time for you to learn the secrets of subliminal advertising for yourself. You can win lots of customers and clients using subliminal psychology. Watch your sales skyrocket as you bite into the pie that other corporations have been hogging to themselves for generations. Whether you are running your own business, trying to make sales for a multi-level marketing company, or working in sales for a larger corporation, you can use these subliminal secrets to get customers to literally line up for your product.

# What People Really Want

Before we dive in, you must understand what the key to good advertising is. Good advertising makes someone want a product by promising that this product will deliver what they really want. Most people want one of three things: to be more attractive to a romantic partner, to satisfy a basic need, or to be better than someone else. Essentially, people want food, sex, health, money, and power. They want to beat their friends and neighbors and they want to get laid. Products have to provide one of these things to make people interested.

So to be successful at sales, you want to make sure that your advertising hints at one of these things. It needs to suggest that people will beat their competitors; in other words, it needs to show that this product will make their house, car, children, or body better than everyone else's. It needs to make someone feel like they will become more attractive somehow or that their lives will become envy-worthy.

For an example of this in action, take a look at liquor ads. They portray attractive people acting classy and having fun while looking sexy, suave, and cool. This makes others want to emulate the models in the ads, so they buy that brand of alcohol. They secretly hope to be as alluring to others as the models in the ad and they subconsciously associate that brand of liquor with the irresistible appearance they hope to have at parties.

Or look at ads for cleaning products. They show women with immaculate houses, smiling casually when their kids make a mess. They clean up the mess without any stress and then they are happy because their houses look like showcases and not real homes. Housewives see that and want their homes to look like that, so they

think buying the product will help them achieve that level of cleanliness.

Car commercials show a manly macho man working on his car himself. His car looks pristine and powerful. Men want to buy the product to show off their vehicles and achieve that level of manliness and mechanical efficiency. Even commercials for products like oil use this subliminal imagery to make ordinary people feel like mechanic gods.

Keep in mind that people consciously know their lives will not mimic the commercials. But the commercials work subliminally, not rationally. They create positive associations between a product and a result. By showing an image of attractiveness or perfection, they make people subconsciously feel that they can achieve that perfect image themselves. They make people feel that they can be more attractive and beat competition. Even if someone knows that they can't really match the perfect image of a commercial, his or her subconscious mind likes the association made and drives someone to buy the product without question.

# Appealing Colors and Designs

Certain colors and designs have an effect on people's subconscious minds. This is why companies will design their logos or use certain colors and designs in their commercials. Consumer preference is a well-studied science that you should learn about if you are involved in sales at all. You will find that colors and designs have a huge impact on how people perceive your company and your product. You can boost sales simply by tweaking your website layout and logo. These tweaks are subliminal because people do not know why they find certain ads, logos, or websites appealing – they just do.

Let's look at some of the secrets to subliminally appealing consumer color and design preference:

Red is the color of power. Both sexes find it very appealing. Using red suggests power and makes people notice. Red can be used for excitement, or for sexuality. It is a bold color that stands out and grabs people's attention.

Blue suggests professionalism and reliability. You will appear like a solid, trustworthy brand if you use blue. Blue is a great color for a website offering a professional service. Accents of gray or black can lend blue more power and give your ad a steely, strong aura. Light blues tend to appeal to people more than dark blues, possibly because it less depressing and more empowering. Nevertheless, dark blue is a great power color and you might consider wearing it during a sales pitch or presentation.

Yellow is another power color that is very appealing to people seeking warmth. Use yellow to convey confidence and excitement. Use it minimally, however. Some people find yellow quite unattractive. Try applying pops of yellow or add it as an accent

color to your ad. Smiley faces and sunshine can really help you boost your appeal to people who are looking for cheer and good vibes, but it can also demote your seriousness so avoid it in serious ads or professional service ads.

Green is ideal if you are trying to appeal to people who want to help the environment. It is great to use with food, health products, or other items that people want to be healthful. However, you also can use a dark green to suggest wealth and put money on people's minds. Green in relation to monetary services or financial services can make people think "Money, money, money!"

Purple is a great marketing color because of its subconscious connotation of regality and royalty. People like purple; they feel it is a strong color, the color a king or queen would wear. Putting purple in your ad can make your customers feel both powerful and attractive. It is an attractive accent color but also an excellent choice as a main color.

To really make people think of wealth and regality, use gold. Gold is a power color that really pops and appeals to people. People love gold packaging and gold cards and gold ads.

Gold paired with purple creates a special allure. The two colors combine to inject the idea that this product or service will make someone feel like royalty. People searching for power will love this combination of colors.

Orange is not a color you see that often in advertising. You can really make use of orange to impart the idea that you have energy, cheer, and creative spunk. People will think, "Oh, this is different!" It will certainly grab their attention. However, it is not the most serious color, so avoid using it when you want to convey a serious tone in your ad's message.



Try using brown for serious and calming ads. People find brown to be quite soothing and earthy, which certainly can relax customers. Use it for ads when you want to convince people that something will solve a problem or lend relaxation to their lives. It is also a great color to wear during presentations because it is both professional and calming.

Black is always a wonderful color for professionalism and power. But beware of overusing it. Too much black can be dark, threatening, and even forbidding. A bit of black can lend elegance and seriousness to your ad. Keep black to a safe minimum and use it to draw attention to your ad through accent bars.

The best thing you can do is find a color that stands out, matches your service or product, and is clear and easy to see on the ad. Before you simply select a color based on the advice above, ask yourself, “Does this color suit what I am trying to sell?” Selling a kid’s toy but making the packaging and advertising gold and black will not send the right message. People will get confused and skip over the product. So make sure you pick a color that fits the product or service you are selling and it stands out boldly.

So we covered colors. But what about designs? When it comes to design, people tend to prefer crisp, clear designs that stand out. Designing a logo that is geometric makes you look very serious and professional. It lends you credibility. If you want to use things like figures of people in your logo or web design, avoid cartoons. People tend to prefer more realistic and real-life images. Consider using real models or realistic drawings to make people feel more of a connection with your ad. Cartoons or unrealistic-looking art is known to turn people off.

The font you use on your advertising or presentation can make a huge difference in how people perceive you. Fonts like

Comic Sans make you look less serious and can be great for fun products, toys, or crafting products. Get creative and weird with your fonts if you want to convey creativity, using things like Rosemary. A crisp font like Times New Roman or Georgia is ideal for conveying more serious tones and should be used for serious presentations. Bold will make people think that a message is important, so they will pay more attention to it. Italics can draw someone's attention, but overusing italics can turn people off and annoy them.

Keeping your print limited to short blocks or clear sentence fragments will nab people's attention. This is the secret behind copywriting: sharp, concise, attention-grabbing. No one wants to stand there reading blocks of dense text or confusing messages. They will lose interest in mere microseconds and completely skip over your ad or presentation. People feel overwhelmed very quickly in today's busy world, so keeping words to a minimum makes people feel like they can handle the message your ad is trying to communicate, and thus the ad will hold their attention.

Clutter in ads can also make people feel iffy about the product. Your ad or presentation should always have minimal images and words. It should stand out with its simplicity and clarity. Making something intricate can seem cool...until you realize that people lose patience trying to make sense of the ad and skip over it without a second thought. A single picture and sentence or sentence fragment is usually ideal. Keep the clutter on a website to a minimum too and keep buttons in clear spots where people can easily see them and access them.

# Trends

Showing that everyone else wants something is a good way to drive people to buy it. So if you show that something is a hot trend, you will encourage customers to want to buy it so that they are not left out. Using images of lots of happy people using your product or showing soaring market trends and positively skewed statistics are great ways to encourage others to buy your product. People operate on a herd mentality and they subconsciously want things that other people have. So if something is a hot trend, they will want to buy into it just to fit in with the herd.

Another twist to this is using an expert's opinion. People love being told what to do and they love listening to authority figures. The best authority could be someone with a fancy title. Most people will not ignore the advice of an "expert." They hear a title like doctor or scientist and they listen up. Without even questioning the source's real authority, most people will listen to and even obey anyone who sounds like a true authority by title. So say you are selling a mattress. You can get some sort of doctor to endorse it. No one will bother to look up this doctor to see if he is a sleep specialist. They will simply hear "doctor" and think, "Oh, this guy knows what he is talking about. He must be right."

If you can get reviews or testimonials of real people, customers can relate to that. You would be surprised how people don't even look into these testimonials or see if the testimonials are written by real users of the product. Just seeing a number of five-star reviews make people have more trust in the product; they will not ask too many questions. Customers feel that they can relate to real people just like them, which makes them trust in the product more when real people review it. This is why some companies will pay people to write fake reviews on their products on marketplaces

like Amazon. These reviews are not verified but customers will still trust them. Seeing a large number of reviews and a high overall star rating is often enough to get them to buy the product. They may simply skim the reviews for positive words but they will not actually read them in depth; and they will buy the product if they see a large amount of positive terms included in the reviews that they skim.

# Induce Urgency

“Act now before supplies run out!” “Hurry, sale ends soon.” You know these phrases. And they work because they induce urgency. Giving someone the idea that a product or service is in limited supply drives them to make an impulse purchase. People hate being hurried. They also hate missing out. So when you hurry someone, you make them feel uncomfortable. They want to get out of the pressure. But they also feel that they might miss out soon if they do not jump on the purchase straight away. So you want to induce urgency to get people to feel that they must buy something before they miss out.

# Consistency and Commitment

People love to be consistent. So if they are already committed to a cause or a brand, they will likely stay loyal to it. You want to play on this by offering them something similar to what they already have. Show them how they will get the same benefits and then some by switching to your brand. Or show them how they will get the same results and be supporting the same causes that they normally do by giving you their money. Offering some idea that they are going to get a dose of what they are used to will appeal to people.

Remember that people are often leery of change. They hate the unknown and the unexpected. So let them feel that things are going to stay similar to what they are used to. Having some images of a home environment might enhance your ad's sense of familiarity and inject the idea into people's minds that they will be getting something warm and familiar with your product.

# Flashing Visuals

Flashing a visual in front of someone is the surest way to put an idea into his or her mind. Now flashing images on TV is now illegal. You cannot flash a picture of a Big Mac, for example. This type of subliminal advertising has been made illegal. But there is a loophole: What if you flash an image that is only related to your product in front of someone? Instead of flashing the actual image, you should flash something that makes people think of your product. For example, to sell food, flash an image of a hungry person. Then cut to your advertisement about food. Or to make people want to buy a self-protection device, flash an image of violence or a home invasion.

Playing on the sensations of fear, sex drive, or hunger are great ways to make people want something. These three sensations are powerful ones that people often cannot ignore. If you flash an image before someone that makes him or her horny, scared, or hungry, he or she will likely want to act on that. So flashing an image of an excited female orgasm face can put people in the mood to want sex. Or flashing the image of a pizza can make people suddenly hungry. Then when you reveal a product that will satisfy whatever urge you put in their mind with the subliminal image, they will think, "I want that. I don't know why, but I feel I need that right now." They will associate your product with their urge of wanting something like food or sex, and they will subconsciously think that buying your product will help them get what they want.

This principle is why some advertisers will sneak phallic symbols or other hidden symbols into their visual ads. Some people claim that Starbucks does this by putting a nude mermaid in their logo. You can use these subliminal visuals in logos, advertisements, or client presentations. Remember that subliminal psychology

works on the subconscious mind, so an image does not have to be obvious or clearly visible in order to work.

This does not exclusively work with visuals. Scents are incredibly powerful too. Waving a scent around someone can make someone desire something. This is why realtors will often make a house they are selling smell like baking cookies. This scent makes the potential home buyers hungry and inspires them to want. It also makes home buyers think of home and baking, which makes them associate this house with that cozy act of baking cookies for the family on a cool winter afternoon.

An auditory stimulus can also work. Playing a sound that triggers a desire in someone is also effective. Putting subliminal auditory stimulus in your presentations or ads can invoke desire in somebody with incredible effectiveness. The more subtle the sound, the more it will work on someone's subconscious.



# Subliminal Dominance

Dominance is a big issue at work. Everyone is vying for power over one another. There is always a hierarchy at work and sometimes that hierarchy does not obey titles. For instance, if your boss is a weak leader, someone else who is not in the boss position will probably take over control and leadership and act like your superior. No matter what the hierarchy is, you probably have people that you must answer to. These people can really block your way in the climb up the corporate hierarchy and they can put an end to your brilliant and creative ideas or new policies. Even if you are the boss, you probably have to deal with people who are disobedient and who do not care what you want. It can often feel like everyone is working against you at work and you are a nobody that no one listens to or cares about.

Subliminal psychology at work can offer you a position of subtle dominance. Being dominant will enable you to get rid of the control problem and it will let you gain power over everyone, even your superiors. The best part? No one will realize that you are dominant or that you have power over them, and no one will be able to resist your control. You will rule the office and no one will know why. No one can say no to you, harass you, or make you do what you don't want to do.

# The Chair Trick

Where and how you sit can portray a lot without anyone even realizing it. Why do you think bosses like to sit on tall chairs behind desks, while others have to sit across from them in shorter chairs? Why do you think bosses like to sit at the head of the conference table, or choose reclining swivel chairs that allow them to put their feet up on their desks? There is a reason to all of this. And that reason is control.

To gain dominance over people, you want to position yourself in a powerful way. The way you sit can convey your power and dominance subliminally. When someone enters your workspace, ask them to sit. Give them a chair that is lower than yours, so that you look down on them. You can either stand or sit in a taller chair. This height gives you an immediate advantage because it makes you look more imposing and dominant.

# **Add Height to Your Stature**

Being taller than others and looking down on them as you talk helps put people on edge. They feel an immediate and natural subservience and submission to you when you appear taller. Your imposing height may not be natural, so wear high heels or shoes that add to your height at work. And remember the chair trick outlined above to add height to your appearance as well.

# **Waste People's Time**

One way to subliminally enter someone's mind and gain dominance is to dominate that person's time. Calling meaningless meetings, bombarding people with small talk, and sending constant messages may not earn you much favor with your co-workers. But guess what? It puts you on their minds constantly and gives you a monopoly over their time. Micromanaging also accomplishes this. By being ever present, you make others think of you and you assert the dominance that can help you immensely in the workplace. People will look up to you more when you are dominant.

# **Over planning**

When you plan too much, you subliminally send the message that you are actually in control. The minute you start meddling in plans and injecting your own ideas, you tell others that you are taking over. You can gain lots of control at work by actually taking control. Constantly make plans and assert your dominance in all situations. Get on planning committees and become one hundred percent involved in lunch meetings, happy hour get-togethers, meetings, office parties, and work outings.

# **Sitting First**

It can be rude if you sit first at a meeting or interview. But this is only because you say that you are the boss. When you sit first, you send the message that you are in control. You are not waiting for anyone to give you directions or to sit first. You choose your own seat and take it without any doubt.

# Posture

Ever wonder why your boss likes to sit back in his seat, legs up on his desk? This power posture sends the subconscious message that his time is his to spend. You can adopt this position yourself. Having an overly casual and dominant power posture at work, either sitting or standing, makes people look like you are in control. You are unruffled by stress because you are totally commanding the situation. Being overly nonchalant and confident in the way you talk, walk, and sit at your desk makes others subconsciously associate you with being the boss, even if you are not in the boss position.

# Deepen Your Voice

Having a deeper and more masculine voice lends you an incredible dose of dominance, even as a woman. People will think twice about challenging you or disobeying you when you go Barry White on them. Doing this can lend you a lot of credibility and respect with your higher-ups, too. People may not notice that you deepened your voice, but you know your little secret. Put it to work at work and see what happens.



# **The Firm Handshake and Eye Contact**

Send a clear message that you are not afraid of anyone by making clear and steady eye contact and offering a firm handshake. Offer your hand first and overpower the other person with your grip. People will subconsciously associate you with trust, power, and confidence when you do this. The handshake and eye contact is not something to sneeze at. There is a reason it is so emphasized in the workplace and the professional world.

# Being Quiet

Quiet can make you seem like you are holding back a lot of thoughts. You are calmly observing everyone, putting them on edge and making them a bit nervous about what you think. When you withhold your judgment and sit quietly or create uncomfortable pauses, you subliminally send others the message that they are doing something wrong. They will take a moment and wonder what they are doing wrong, which gives you a lot of effortless control over their thoughts and actions.

You also get to speak up when you choose, which adds dominance to your position. People will be surprised when you speak up and they will listen more. They will put more importance on your words since you are so sparing with them.

Be very careful with quiet, though, because if you come across as mousy, no one will pay you any mind. You want to insert dominance into your posture when you use quietness as a subliminal weapon. I discuss in detail the subject of dominance in my book entitled *Psychological Domination 101: The Ultimate Secrets to Influencing Your Friends and Subduing Your Enemies*.

## **Chapter 4: Subliminal Psychology in Relationships**

Relationships most likely take up most of your time. You spend all day working on making new friends and engaging with your current friends, lovers, family members, etc. You have to mediate conflict and win competition. You have to establish dominance and submission. The more people you have relationships with, the more work you have cut out for you. So learning how to manage your relationships with subliminal methods can cut that work in half by sliding ideas you want into someone's mind. You can gain the ultimate control and make your relationships work more smoothly as a result.

So let's explore how you can use subliminal techniques in your different relationships.

# **Subliminal Messages in Romance and Family**

Romance can be messy and confusing. Subliminal psychology enables you to get your partner to want what you want. It also helps you mediate and avoid conflict altogether by working on your partner's subconscious mind. You can quell a fight or put your partner in a good mood within minutes if you use subliminal psychology.

## **Establishing Dominance and Submissiveness**

All relationships have a sort of unspoken balance between dominance and submissiveness. One partner is always more dominant and always makes the decisions. The submissive one trusts the dominant one and submits to his or her commands to avoid conflict. When you establish dominance and submissiveness, you end the need for fighting because one person delegates all decisions to the other. However, the problem in most relationships is that there is no even split of power and both partners want dominance so they fight. You can eliminate this problem by taking the dominant position using subliminal techniques. That way, you are the leader and your way is law. Your partner obeys you and does not fight with you. Your partner is more likely to sacrifice things for you and you do not have to anymore. You basically take control of the relationship and end all conflict and power struggling.

Does this sound like something your partner will never stand for? That's fine. Because your partner will not even guess what is going on. He or she will simply feel the sudden and inexplicable

desire to submit to you and let you have your way. He or she will not even ask questions or put up a fight. Overnight, the entire dynamics of your relationship will change in your favor. If you are a loving person, this means they also change in your partner's favor as you gain control because now you are allowed to take better care of your partner and provide more love.

The subliminal secret to gaining dominance is to make a power move that floods your partner's subconscious mind with respect and awe. The way to do this is to use leading and pacing.

So when you are dating someone, you already have some rapport. You already have some natural mirroring that links you two as people in a relationship. But to strengthen your bond and set the mode for leading and pacing, you should start to practice mirroring regularly. Then you can start making some small movements of your own to see if your partner mirrors it back. For instance, after a few minutes or even hours of mimicking the other person's gestures, flip over your right hand. Ideally, the other person will also flip over his right hand. Once your partner someone starts to follow your lead, you know that you have gained a bit of control. Now you can start leading. You can lead them to do what you want just because they want to follow you. You have trained your partner, in a sense. Start to use this control to begin planting ideas in others' minds and lead them into new ways of thinking. They will be inclined to follow you since they already know to follow your subtle movements.

Using really emotional language, start pacing by eliciting some sort of emotional response that you want in your partner. Playing on his hopes, doubts, fears, likes, and dislikes will make his or her emotions surge as you desire. Bring up the things that will make him think positively or negatively about something; then

bring up another idea, and he will associate it with his foul mood and won't want to do it, or he will start to think darker thoughts. Or vice versa to make him feel happy and more receptive to an idea.

Remember that people form strong memories and associations with their emotions. This means that while you are talking about a person, you can make someone form a negative association by also mentioning his fears in relation to the person you are both discussing. So you might bring up your mother who is an overbearing mother-in-law to your partner in order to sadden your partner before you ask him to make a decision. In his negative mood, he will make the decision that will help him avoid his mother-in-law. Bingo, you just influenced his thinking.

Pacing lets you set the pace for what someone does while leading means that you lead someone to do what you want. Combine the two for super power over someone's mind.

## **Hint about what You Want**

So you want something and your partner is not all for it. Maybe you want that car to be your expensive new toy, or you want to try something new in the bedroom that your partner is not open to. How can you get your partner to want what you want? The secret is hinting and placing subconscious images in your partner's head. The longer you do this, the more you wear him or her down. He or she will eventually get comfortable with the idea and let you do it, without even understanding why he or she is now so OK with it.

The first secret is to use subliminal images, much like in subliminal advertising. Say you want that car or that threesome. Flash rapid-fire images of the car or threesome porn in front of

your partner. The images need to be displayed for mere microseconds so that your partner does not notice them. His or her subconscious mind will, though, and he or she will start thinking about it a lot.

People tend to become blind to their customary surroundings. It is the brain's way of saving time by no longer registering the things it sees every single day. But the subconscious mind is still highly aware of everything around it. So you can put a poster of something that you want in your home or office where your partner will see it daily. While he or she will eventually stop noticing the poster, its image will still have a profound effect on his or her mind. He or she will come to accept it as part of reality and grow more and more comfortable with it over time since it is there on the wall constantly. Then, when you actually do something or ask your partner for permission to get something, it will not seem like such a big deal because it is no longer a foreign concept to him or her. He or she will be at least a little more likely to say yes.

## **End Fights in their Tracks**

One thing you probably hate a lot is fighting. All couples fight. This is because it is difficult for two different people to exist in total harmony; one must make some sort of sacrifice and no one wants to be the one making the sacrifice. Hence, fights happen. But you can really minimize fighting and reach peaceful resolutions with some sneaky tricks that remove the drive to fight and put your partner in a happier mood that is more receptive to your desires.

One thing to do is to train your partner to associate a fight with a negative result. Whenever a fight happens, you make a meal your partner hates. Or you play a song he or she hates. Or you don't sleep with him or her. Eventually, he or she will realize that

fighting results in something unpleasant. So they will avoid it.

Reward them with something they really love when they are cooperative and do not fight with you over a common issue you two often fight about. Say your girlfriend fights with you about your fishing trips. So when she lets you go without a fight, reward her with flowers, her favorite perfume, or something else nice that she likes.

Keeping your voice neutral can help stop a fight in its tracks, too. When you keep your voice at an even volume, you can really minimize the anger that fuels and escalates fights. Resist your urge to yell and speak like to a normal person. The other person will calm down and cease yelling as well.

## **Settling Conflict Easily**

Even if you two do not fight much, there are undoubtedly conflicts that arise almost daily. Who should do the dishes this time? Who has to pick the kids up? How do you settle on where to eat? A lot of these conflicts will go away when you establish dominance. But some will still remain as you both fight to be comfortable and happy in life. You both have your needs and sometimes those needs clash.

One amazing way to subliminally end conflict is to use the movement of objects to sway your partner. Let's use an example. She comes home from work and is tired. You know she does not want to do the dishes, but you really do not want to do them either. As you ask her about her day and distract her from what you are doing, you start walking into the kitchen. Move the sponge to where she can easily grab it. Let her see and smell the pile of dishes. You can even get the water going and say, "I have to go take a shower. Would you mind knocking these out real fast? I even



started the water for you and here's the soap." She will feel that the job is less daunting since you have already kindly done some part of it for her and since she is so close to the sink, so she will be less likely to get mad and fight you. You also make yourself unavailable by hopping in the shower so she cannot stand there and argue with you about who should do the dishes.

When deciding where to eat, start driving or walking in the direction of a certain place you want to go. Your partner will settle on that place since you are already heading that way. He or she will not even realize why he or she settled on that place, but his or her subconscious mind just thought it would be easier. Quit the agonizing arguing over where to eat by simply subliminally sending messages about where to go. Imagine how much time and frustration this will save, since you probably spend a lot of time arguing about where to eat if you are like most couples. The "Where should we eat?" question is the source of a lot of jokes but really it is a huge time waster. Subliminally you can just eliminate the whole thing by not even waiting for your partner to answer the question and make up his or her mind where to go for dinner.

Another great way to settle conflict is to simply play relaxing music in the background when your partner starts to argue with you. Relax his or her nerves with minor notes and gentle tones that bring his or her temper down. Using a low, soft voice will also act to soothe your partner and help mediate conflict. Never raising your voice tells your partner's subconscious mind that this is not a fight but a mere calm discussion, and it will avoid triggering physiological reactions that will send your partner into an angry overdrive that can easily escalate into aggression and a fight. Then, he or she will be more clear-headed and ready to reach a peaceful resolution with you instead of letting a conflict turn into a fight.

## **Subliminal Messages to Win Competition**

To win a competition, you want to make sure that your competition makes subconscious mistakes that are detrimental to his success. Therefore, you want to make him stop believing in himself. Depending on how fierce you want to crush your competition, you can really hurt him with false memories and ego destruction, or you can simply undermined his confidence.

### **Use Subliminal Image of Loneliness and Losing**

Surround him and bombard him with images that suggest losing, loneliness, and failure. These depressing images will seep into his subconscious mind and will form what he knows. He will think about it so much that it will become a self-fulfilling prophecy. He will discourage himself.

You should also make sure he sees evidence from times in the past when he lost. Say he lost a company and is now competing with you for a job. Show him images of his failed company in the name of “good times.” Say, “We’re sailing into new territory. Just look back on how you were before!” You sound kind and encouraging, but really you are making him scared that he will fail again like in the past and you shake his confidence.

### **Mention or Show Him What is Against Him**

Everyone has something working against him. Bringing it up can really help you shake his confidence. If you need to, create and plant false memories of his early childhood by saying things like, “I know you were always picked on. It will be better this time.” Then you can remind him that he has things working against him, even if

those things are fake.

Show him that he has more opponents than supporters. Make him focus on the negative. Ensure only the negative filters through into his lens of the world so that he feels that the world is against him. He will feel scared and discouraged as a result. Then he will not have the confidence necessary to beat you. Now you have all the confidence!

Keep in mind that my tips on dominance are also a great way to boost your own success by intimidating the enemy.

## **Remove His Support Network**

In an unfamiliar environment, someone is not as prepared. Without friends to cheer him and a familiar setting, your opponent can really lose his footing and his ability to win. So you can win a lot and beat competition by taking him away from his support network and home ground to an unfamiliar place. Surround him with strangers and new surroundings to jolt his sense of confidence.

## **Distract Him**

Your opponent won't perform at his best if he is distracted. So messing up his concentration and his thought processes is an excellent way to disrupt his ability to perform well and beat you. Here are a few ways you can use this:

Your competition for a job is heading in for his interview. Distract him by accidentally spilling a drink on him or something. Doing it stealthily so that he does not see it is you is crucial. Remember, always avoid detection as much as you can. He will become flustered and concerned about his appearance, which will throw off his entire rhythm and make him forget his great opening

line.

Your opponent is about to take that winning shot at golf. So you have a stranger bust onto the course and start playing obnoxious music. Or you disrupt some birds and they start screaming and flapping around. Do something to jerk his attention off of the ball.

Someone is rehearsing for a play audition part you want so you want to see him fail. Start a conversation within his earshot. The conversation will scramble up the order of the words he has been reciting, making him lose them. Later in the play, he may mess up and misspeak his lines. Then you can swoop in and perform the audition perfectly. The part is now yours!

Use emotion to shatter someone's concentration, too. Find what someone feels strongly about and then bring it up. Or "accidentally" have a person that really rattles your opponent show up while your opponent is preparing for an important presentation. Reveal photos or something to remind him of an intensely emotional time. The emotions will take over his brain and ruin his concentration and mess up his train of thought.

## **Subliminal Networking**

Networking is an important part of life. The more people you know, the better off you are. You really need to invest time and effort into networking if you are trying to sell a product, start a business, get into a new social scene, or meet a new significant other. You may dread networking, but with these tips and the tips in the next section about getting people to like you, you will nail networking like an expert people meeter. You will find people left and right who want to get to know you and help you succeed in life.

## **Have a Goal**

The first and most crucial step is to clearly decide on your goal and intention for networking. Are you trying to sell something? Then you want to appear professional. You want to wear a power color, either brown or blue or black, and you want to be presentable. You want to use formal language and express excitement about your product or service. Have business cards at hand that clearly state what you do for a living. People get hundreds of business cards a day so they won't remember you unless you stand out with a clear message.

Are you trying to meet people? Then you want to appear casual, friendly, and fun. You want to talk about your interests but you want to talk about theirs even more. Use the tips below to attract new friends!

Are you trying to date? Then use the tips in the section below and the tips on seduction above to aid you in your romantic quest.

## **Nonverbal Communication**

Your nonverbal communication says even more than your verbal communication. As a result, people get subliminal messages from how you carry yourself. To make a great impression at a networking event, you want to convey a ton of confidence as well as warmth. Accomplishing this is fairly easy. You just have to appear friendly and relaxed and sure of yourself.

Stand tall and with your back straight. Throw your chest out and your shoulders back. Hold your head high to look people in the eye. Avoid crossing your arms, as this makes you look closed off. Instead, swing your arms at your sides and face people head-on to appear approachable.

The way you look at people also makes a huge difference in nonverbal communication. You want to have a relaxed jaw, forward-facing eyes, and a smile. Be ready to speak first and walk toward people with your hand outstretched, a huge smile on your face. Being the first to make a move and smiling makes you appear super approachable. Then you have their attention and have a chance to turn on the charm.

## **Focus on Them**

Engage someone by focusing on them. When you lean toward someone, you show your interest. When you ask lots of questions, like “What do you like to do?” or “Do you like this type of music?” you show that you want to get to know them. People love nothing more than talking about themselves, so you convey a subliminal message that you care and that they can do what they love by talking about their own interests while you listen and express interest.

To engage potential clients or customers, you can use the great opening line, “Hey, do you have time to talk about this?” or ask, “Hey, what do you want most in life?” Ask them something unusual that will pique their interest so that they want to make time for your pitch. Asking someone a personal question can engage them enough to grab and hold their attention, eventually closing a sale or gaining a new lead.

## **Subliminal Ways to Get People to Like You**

It is a natural human need and desire to want companionship and company. You do not want to be alone; you want people to like you. You want friends and connections. So wanting to learn how to get people to like you is naturally something you might be

interested in. Did you know that subliminal psychology can do wonders in boosting your popularity? You can get people to like you using some subliminal tricks that make others feel bonded to you and in tandem with you. You will gain friends and connections left and right when you start employing these tricks. Your luck with romance may also skyrocket when you employ subliminal techniques with potential new partners.

## **Create a Good Vibe**

The vibe you give off is probably the first thing that people pick up on you when they meet you. If you give off a bad vibe, then people are automatically turned off and want to avoid you. Give off a good vibe, and people will feel more attracted to you and will relish your company. But how do you control the vibe that you put off?

No one truly understands what makes up the vibes that people pick up on in other people. But social scientists have studied it well and have concluded that vibes are probably a combination of body language, facial expression, appearance, and associations that they make between you and other people they know. You cannot help it if you resemble someone's ex or mother-in-law and cause them to dislike you as a result. But you can help how you present yourself to others. Essentially, you want to make an excellent first impression and give off vibes that you are a warm, welcoming person that others can comfortably talk to.

The main way to accomplish this is to smile. Smile like your life depends on it. Smile till your cheeks hurt and you are tired of smiling. Be the first to look at someone and smile. A smile really ups the good vibes you give off to other people. Smiling and making eye contact automatically makes others think that you are a

nice person. They feel that you like them; why else would you smile and hold eye contact? Expressing positivity with your facial expression is ideal in attracting others. A smile is a huge part of the good vibes you are attempting to put off.

Another way to give off good vibes is to appear your best. Being well-groomed, well-dressed, and obviously comfortable with how you look really ups the impression you make. People will get good vibes if you look nice. They will feel more comfortable talking to you and liking you if you seem to care about your appearance and seem to have your stuff together. So put a little effort into looking good and boosting your confidence. Others will pick up on this very easily. The more dapper or pretty you look, the more you will exude confidence and warmth just because you feel good.

To increase your sense of feeling good, you can try wearing really nice underwear. Sure, other people may never see that underwear. But you know that you are wearing it. You feel that you look great under your clothes and that gives you a nice little confidence boost. As a result, you naturally project more good vibes and vibes of being self-assured.

One subliminal trick is to wear red lipstick as a woman. Having red lips makes you more alluring. It gives the idea that you are a warm, positive person. Find a shade that suits your skin tone and wear it when you go out to meet new people. As a man or a woman who doesn't like lipstick, you might try a red tie, red hat, or red scarf. The splash of red can really make others associate you with warmth, power, and even sex. Automatic good vibes will be the result.

Another subliminal trick to giving off good vibes is to warm up your hands. When you offer your hand for a shake, a cold hand can make a bad impression. A sweaty hand is also unpleasant. So



rub your hands in your pockets to create a dry warmth, so that when you shake someone's hand, you give them a lasting warm impression. A trick to up the ante on this? Offer the person you are meeting a warm drink to give the idea that you are a warm person. When people hold warm drinks in their hands, they tend to associate you with that warmth. Offering someone who is cold your coat is a chivalrous gesture that can really charm people and give those good vibes you are aiming for.

Finally, you want to be positive. This may mean that you have to fake it. But when you talk to someone, you do not want to come off as down. You might complain a lot to new people you meet without even realizing it. When your first words to someone are, "This weather is horrible, huh?" or "I'm so tired," you are projecting negativity. This creates a bad vibe. Others may commiserate with you, but they will not make a positive association with you. The communication will most likely be curtailed quickly. So you want to minimize complaining and instead talk about good things. Offer positive observations or compliments. Seem upbeat and happy, even if you are not really. Try to tell people good things and find ways to uplift them.

On top of this, you want to create similarities. People bond with similarities. You might be subconsciously rejecting people with negativity when you say things like, "Oh you travel? I hate traveling. Not for me!" Do you see how saying things that make you different from others can give off a bad vibe? You want to make a positive vibe by finding a similarity instead. So back to the previous example, maybe someone loves traveling and you hate it. So say something like, "That's great that you like traveling. One time I took a trip to New York and saw many great things." Or ask them questions to find out what else they like so that maybe you can find

something you two share in common and can talk about. Stop repelling people with subconscious negativity and attract them with positivity instead.

## **Create a Subconscious Bond**

In *Dark NLP*, we discussed a bit about using NLP to make people bond with you. These tips are excellent for getting others to like you. Using a few sneaky NLP tricks, you can make someone feel closer to you than they really are. This makes people like you and they do not understand why.

The secret of touch is a great way to subliminally bond with someone. By touching a person lightly or even firmly, you create a flesh-and-blood bond immediately. This subliminally makes a person feel closer to you. Punctuate your conversation with light arm or back touches. When standing next to someone, lightly touch him or her on the shoulder or small of the back. The more intimately you touch someone, the more intimate the vibe you create. You want to use romantic touching on dates and more reserved, formal touching on casual meetings with friends or business meetings.

Also, remember to never underestimate the power of the handshake. The handshake is your shot at making a great first impression and an immediate trusting bond when you first meet someone. Be the first to offer your hand to convey confidence as well as interest in the other person.

Another great NLP trick is called mirroring. The power of mirroring is awesome. You can do it without the other person even realizing it. But suddenly, the other person will feel an irresistible closeness to you! The reason that this technique works relates to the need for similarities that I already mentioned. People love

those similar to them, so when you perform mirroring, you create lots of similarities. The way you perform mirroring is to imitate someone's motions and breaths. When someone leans forward, wait a few seconds and then lean forward too. When someone smiles, smile back. When someone laughs, laugh too. You also want to watch the rise and fall of someone's chest to find his or her breath rate. Then imitate that. The other person will not know what you are doing but he or she will feel a powerful bond with you.

Sensory acuity is a way to hone your senses to gather more information about a person. When you understand a person well, you form a strong bond. People will find it "freaky" and "amazing" how you can eerily read them and understand them, even without knowing them well. This makes them want to open up to you and tell you more since you seem so understanding. They also feel bonded to you.

One way to practice this is to practice eye accessing. Watch the way someone roves his or her eyes to gain information about how that person is thinking and feeling. If someone is shifting his or her eyes a lot, he or she feels nervous or is thinking hard. When someone looks up and to the right, he or she is trying to access visual memories and remember something accurately, while someone who looks up and to the left is trying to imagine something or make something up to lie. Call someone out on a lie in a teasing manner if they look up and to the left and they will be shocked at your astuteness. Someone who looks down and to the left is feeling something hard, so you can offer reassurance and guess how he or she is feeling. Say something like, "I imagine this is hitting you pretty hard. Can I help?" On the other hand, someone who looks down and to the right is talking to himself or herself.

You can ask, “What are you thinking?” or suggest what he or she is most likely thinking.

Another way is to observe someone’s physiological displays of emotion. A person’s emotions will manifest in his or her outward appearance and body. Be sensitive to someone’s changes in posture, tone, vocal pitch, breathing, pupil dilation, facial expression, skin color, and direction. Usually you already know what the signs are of each emotion that someone can experience. For example, you know that anger usually manifests in redness and labored breathing and a tensed posture. Sadness will result in drooping shoulders and a frown or even a pained look in someone’s eyes. Happiness will result in an automatic smile and light in the eyes, as well as more physical movement. You know the signs. You just have to become more sensitive to observing them in others. Especially when someone is trying to repress his or her emotions and hide what he or she is feeling. The signs will still show up, but they may be hard to detect. They will not slip by you if you pay careful attention and observe people closely.

Adjust your behavior to match someone’s emotions when you recognize them. If someone appears angry or agitated, you can scale back what you are saying or ask, “Sorry, did I touch a nerve?” or “Is something wrong?” If someone appears anxious, simply say, “Everything will be fine.” He or she will feel amazed that you picked up on his or her worry! People’s emotions are typically pretty obvious in their gestures, tone, and facial expressions; you just need to develop a sensitivity and hyper-awareness to the signs. When you pay attention, you can find out what people feel and then you can determine how you should respond. Being so receptive to others’ feelings will make you seem incredibly empathetic and even psychic. People will like you so much as a

result.

Learn to speak with people using their particular sensory preference. People tend to prefer speaking using more visual, auditory, or tactile terms. They understand the world more from their preferred sensory perception. So if someone uses a lot of visual terms, like “Do you see?” or “Can you picture this?” you want to respond in kind and use the same terms. This makes communication a breeze. The other person feels better able to speak to you and better understood. A bond is magically created and the other person will not know why!

## **Subliminal Messages of Seduction**

Maybe you want someone to like you more than just, you know, liking you. You want to have sex and set the mood for a great time. How can you seduce someone? It is pretty easy with subliminal psychology. You can easily convince someone to have sex with you using these methods.

## **Set the Mood**

Setting the mood is the best way to put sex on someone’s mind. You don’t even have to make much effort on your own part. The other person’s mind will fill in the blanks and associate a sexy environment with sex.

To set the mode, you want to first dim the lights or take someone to a dim place. Have candles or soft lamps to add sensuality to the atmosphere. Make sure to provide comfortable seats or a couch where you can sit intimately and talk quietly. A velvet throw over the couch can add to the sensuality as well. Play soft and inviting music in the genre that you two prefer; R&B is an excellent choice for seduction, as is soft jazz, relaxing classical, or even slow, old country for some demographics. Be close and look

into the person's eyes; physical proximity sends a loud and clear signal that you want to touch.

Touch someone as much as possible. This touching will open his or her mind to physical contact. They will wonder what it would feel like if you touched them other places, and they will start to fantasize. Resting your hand on someone's arm or thigh as you speak to them is a good way to inject the idea of physical touch into their minds.

Also, wear the color red. Both sexes find red a sexual color that turns them on. It is also a flattering color so it will help make you look better. Wear red lipstick, or a red dress or tie, or red shoes. Having your seduction conversation in a room with red décor can be really successful as well.

## **Send Cues**

You can send all sorts of sexy cues. In turn, you can also read them in other people to find out what someone else is feeling. In the following pages, I list cues that people give off when they like you. You can use these cues yourself or look for them in the person you are flirting with to see if you are getting the green light. If you notice these cues, then you are on the path to getting laid, so turn up the flirting and mirror these cues by repeating them back.

Keep in mind that people are inhibited by society and often don't say what they mean. So don't search for cues about how someone is feeling in his or her verbal communication. Look instead at his or her body movements, tone, and other little nonverbal actions. A lot more is said nonverbally than what is said verbally. Hone your sensory acuity as detailed in the previous section and learn how to study people for clues about how they feel about you. That way, you can tell if someone likes you or if

someone does not and what you need to do accordingly in order to make seduction more successful.

## **Behavioral Cues**

The way someone acts nonverbally can suggest a lot about how he or she feels. Notice behavior and read into it. If you notice a pattern, then it probably is not an accident.

### **Physical Closeness**

The study of proxemics is the study of the space that human beings naturally erect around themselves. People don't normally violate this space. If someone does violate that space, then they are probably deliberately trying to get closer to you. So if someone keeps trying to get close to you, you can take that as your cue that this person likes you.

If on a date someone scoots closer to you or leans into you over the table, you have your sign. Encourage it by wrapping your arm around someone or leaning in yourself. You should always lean toward someone as well to show your interest and affection. Don't be shy. Lean forward to indicate your feelings of affection and attraction.

If you are in a crowded place, and someone keeps bumping into you, you might just look at that person again and smile. See if maybe this person is trying to get your attention. You can start a conversation and see where it goes from there.

### **Posture**

Anyone who is showing off his or her body is trying to get sexual attention. So if a woman is thrusting out her assets around you, or a man is showing off his musculature, then you have a pretty good idea that they are focused on the physical. Just

touching one's neckline or playing with one's hair are possible ways that a person may try to nonverbally and even subconsciously draw attention to their bodies for physical attention. Sex is clearly on the person's brain! Someone who dresses in a way to draw attention to his or her body is also trying to get laid, and someone who shows up on a date with you dressed to the nines clearly likes you and wants your sexual attention.

You should emphasize your body in seduction. Walk in a sexy way. Show off your assets or muscles. Be well-groomed and well-dressed to display your interest in being attractive to someone.

### **Looking at You**

Staring is a pretty obvious cue. But the more sexy and devious the stare, the clearer the message. Anyone who looks at you is paying attention to you. What their thoughts are about you can depend on other cues they are displaying. Someone who wants to bang you will gaze at you without blinking for several seconds, eyes hooded, lips pursed or in a smile, and head tilted to the side. Their cheeks may be colored, as well, and they will probably arch or bob their body in some way to look sexy. It is just subconscious.

When you stare someone down, avoid turning it into a fight by using these same expressions and postures. From across a room, you can hook someone's interest by staring at them in a suggestive way.

### **Biting her Lip**

When someone bites his or her lip, he or she is secretly imagining sinking their teeth into you, metaphorically or even literally. He or she is also excited and biting back urges. It is a really positive sign. So if a person keeps biting his or her lip around you, take the initiative to say hi. Maybe bite your lip back to show



how hot you are for him or her as well.

### **Licking Her Lips**

Licking lips is a lot like biting lips. It means the same thing and can be used the same way. It can also denote that a person is nervous which can be a positive sign when you are flirting with someone.

### **Subtle Touch**

As you already learned, subtle touch is a great way to bond with someone. You should definitely use it during seduction. But what if someone else is using it? What if the person you are flirting with repeatedly touches your hand, brushes your arm, puts his or her arm around you, etc.? Well, that's a wonderful sign that this person wants to touch you and probably wants to have sex at some point. Touch him or her more to increase the intimacy and lead things in a physical direction.

### **Playing with Hair or Jewelry**

A person who plays with his or her hair or jewelry or clothes feels uncomfortable. But he or she would also love to be touched. They are thinking about it as they touch themselves. Offer some real human touch and they will love it.

### **Giggling**

If someone laughs or giggles, that is a super positive sign. It means that someone is super into you. They are making an effort to laugh at your jokes or else they find you really funny. Either way, they feel nervous around you, they want your attention, and they find you hilarious. All positive signs for flirting. A really giggle person is probably shy and nervous, so tease him or her a bit about that to lure out his or her desire to prove to you that he or she is

not shy.

### **Attitude**

A person's attitude can really say a lot. You may assume that a person who shoots you a dark attitude is not into you, or that you have to be bubbly to make others like you. But sometimes, an aloof person is into you and being aloof can intrigue others. So beware of dismissing people based on attitude.

Sometimes, people play hard to get. If someone is nasty to you but sticks around, that suggests that he or she is just erecting a front to protect his or her own heart. With some gentle chipping and flirting, you can really get someone to break down his or her defenses. Suggest, "I know you have been hurt. I have been too, so I can recognize it in you. Let's talk about it."

Your own ugly attitude can also attract people who really want to win you over. You will be like an elusive mystery. The bitchier or meaner you become, the more you attract people willing to do anything for you just to win you as a sort of trophy. If that is what you want, then you can use the ugly or cold attitude to attract people.

Someone who is indifferent to you usually is. Take that as a sign that it will not be happening. Never act indifferent toward a target or you will lose him or her forever.

### **Personal Time**

Any person who spends their precious time talking to you and interacting with you has some sort of interest in you. You can use it as a sign that someone is really into you. For instance, a person who wants you will take extra time to serve you in a bar or other busy place, and will see to it that all of your specific and unique

needs are met. A person who ignores the whole party to have a conversation with you in the corner is into you for some reason. A person who takes time out of his or her busy schedule to be around you clearly wants to see you. A person who never has time for you is not busy, he or she just does not care to make time for you and is not worth your time, either.

## **Physical Cues**

People will send plenty of physiological clues about how they feel about you. Use your new sensory acuity skills to really read whether or not someone likes you or not. You can spot it in the eyes, the skin color, and other physical manifestations.

### **Pupil Dilation**

When someone likes a person, his or her pupils will naturally expand. Wide pupils are a good indicator that it is dark in a room. But if the room is bright, or you notice someone's pupils widening while you talk, then you know that person has some good feelings toward you. Your pupils will probably expand without any effort on your part, but if you want to make someone feel that you like them and you really don't, you can go into a dark room for a minute to expand your pupils before returning to talk to the person you are showing interest in.

### **Perspiration**

Little drops on someone's brow is a good indicator about what he or she is feeling. People who are horny tend to sweat more. So watch out for perspiration to find out if someone is feeling your vibe. The sweatier someone is and the more he or she leans into you, the greener the light is.

### **Accelerated Heart Rate**

The way to spot an accelerated heart rate is to notice a person's chest or nostrils. The harder someone is breathing, the higher his or her heart rate. You may notice that someone's heart rate increases when you bring up certain subjects, such as sexy subjects. This gives you clues as to what someone likes in bed and what their sexual preferences are. Then you can play on that to add to the seductive atmosphere. Even if you don't bring up sex in the conversation, notice if a person seems to get more excited about what you say so that you can find ways to appeal to them and increase their interest in you.

### **Fidgeting**

Fidgeting indicates that someone is nervous and can't sit still. Someone's nerves will manifest if he or she is dying to hop into bed. He or she just won't be able to sit still. Rather, the person will twist and turn around in his or her seat, jiggle his or her legs, pick at labels, roll up straw wrappers, play with their facial hair or hair, caress their neckline, screw around with their jewelry, etc. Constant movement in the hands and feet betray fidgeting. Don't feel insulted as long as this person does not have their feet angled toward the exit and seems to be pulling away from you. Try to keep your own fidgeting to a minimum in order to avoid making the other person feel like you are nervous or have something to hide.

### **Dry Lips**

I already talked about lip licking. If someone is horny, his or her lips will be dry, driving him or her to keep licking them or putting on some chap stick. Dry lips indicate that someone's heart rate is accelerating and their nerves are hopping in anticipation.

## **Subliminal Imagery**

Put something like a rose petal in your wallet. Then flash it at

your date when you go to pay the bill. Or keep flashing some other romantic imagery. The imagery may not stand out because the date only saw it briefly. But guess what? It just sent a huge message that resounds in his or her subconscious mind. Flashing images or even scents can work wonders to heighten your partner's sense of romance and place romance on his or her mind.

Another trick can be to somehow subliminally show someone an image from porn or flash a romantic scene in a movie. How you do this is up to you. If you have a home projector, splice it into the movie. If you have a friend at the theater, have him do it. Or even just have a picture that you briefly slip into your partner's vision. Maybe walk by a TV that is playing a romantic scene. It can be tricky to find a way to sneakily slip the sound bite or image into your partner's visual or auditory field. But if you can find a way, then do it. This will subliminally influence him or her to think more about romance or even sex.

Another subliminal imagery you can employ is performing sexy actions and pretending like you don't mean to. Put the idea of sex onto the other person's brain by doing things that bring to mind sex. For example, lick the mouth of your beer bottle. It resembles a phallic object and can make a man feel that you are going to give him head. Or eat a banana or caress the leg of a table to further put the image of stroking something in someone's head. The way you eat or drink can really be used as a form of seduction by resembling sexual acts.

Bringing up sex inevitably puts it on everyone's mind. So you can try telling a dirty joke or mentioning something vaguely sexual. Suddenly, the idea is in the partner's mind. He or she will think about more and more, especially if he or she already wants to sleep with you. Bringing up sex a lot in general conversation can make

you seem flirtatious and can make others secretly want to, even they don't admit it. Just because people act offended by sex talk or dirty jokes does not mean that they are, either. If a person acts offended but sticks around, he or she clearly wants more.

# **Chapter 5: Subliminal Psychology in Parenting**

Parenting is one of the hardest tasks in life. But of course, seeing your lovely little angels happy, healthy, and safe makes it all worth it. You might come to the brink of screaming at your child out of frustration, but it all melts away when he or she kisses you and says, “I love you!” No one said that this would be easy, but parenting is a special and necessary journey that you will undertake for the rest of your life once you have a child. Whether you adopted a child legally, adopted one informally, or gave birth to a child with a partner, whether you are happily married or a single parent, whether you have a huge family support network or you have very few people to help you out, you are a parent and the challenges you face are unique. But subliminal psychology can ease some of the burden of the challenges of parenting by helping you manage your child easily and efficiently.

The thing that makes parenting so difficult is that each child is different, with his or her own personality and worldview. The way you must manage kids can vary widely between kids as well as age groups, genders, etc. Figuring out how to handle behavioral problems and how to get your kids to do what they need to do to stay healthy can be really hard. With subliminal psychology, however, you can get your kids to do things without complaint, argument, or coercion. You can stop fighting with those you love. You no longer have to spend as much time using persuasion on them, as well. Subliminal psychology makes your kids more cooperative because they do not know where the messages are

coming from. They just suddenly want to do something.

For clarification, subliminal parenting is not meant for control. Controlling your child subliminally for the wrong reasons can border on or even become abuse. Understand that your child is a person and has his or her own unique needs. Sometimes he or she will need to learn things the hard way or make his or her own decisions. The purpose of subliminal parenting is to help you get your child to cooperate with you and do things that are necessary, such as finishing homework or brushing his or her teeth or eating veggies. It is a way to finesse your child into doing what he or she needs to do without a fight. It is also a way to reassure your child to end tantrums, anxiety, and misbehavior. You should not employ these methods to influence your child to make certain decisions, such as which college to go to or whom to date. Avoid the temptation to rule your child's life with subliminal psychology, even if you do know best. Some things kids need to learn on their own and they have their own freedom.

Subliminal parenting should also avoid ever making your child feel bad about him- or herself. That is abuse and should be avoided at all costs. You want to make your child feel better. Therefore, subliminal parenting should never be used for punishment. It is simply for positive persuasion purposes.

This parenting technique can work for all kids at all ages. This is because it works on your child's subconscious mind, rather than his or her conscious mind. Your child is not even aware of it. So whether you are dealing with a teen with angst, a stubborn toddler, or an independent adult, you can still make a positive difference in his or her thinking and actions.

## **Strong Routine**



A strong routine is one of the best ways to keep your kids calm and encourage them to do what they need to do. A routine trains your child to understand what is expected of him. Then he is less confused and more able to meet your expectations. You will notice fewer behavioral outbursts and more compliance when you set a good routine.

So start by setting a routine where he wakes up and goes to bed at the same time, eats at the same time, takes a bath at the same time, and plays at the same time. Have routine times when he visits family or goes to the doctor. He will become calmer and will do what you say when routine drills it into his subconscious mind that this is normal.

## **End Arguments Immediately**

Arguing is especially problematic with teens, pre-teens, and young toddlers. They want something and you won't give it to them. So they fight, they persuade, they beg, they sulk, they scream, and they threaten. Ending arguments in their tracks is essential to keeping peace in the household and asserting your dominance as the parent figure.

The first key is to never argue back. Argument takes two to tango. So when you take your kid's bait and argue with him, you are doing it to yourself. Instead of feeding into his desire to argue, simply shut down and refuse to take his bait. Say "OK" and walk away. If he follows you and keeps trying to pick a fight, ignore him as you go about your day. Toddlers will rapidly give up and find something else to do. Teens will complain that you never listen and sulk, but they will give up eventually when you do not respond and they will redirect their attention to something else, too.

One subliminal tip is to hand your teen something to do when

he is trying to argue with you. Say “No” and then hand him an iron and say, “Those clothes need ironing.” Walk away as if there is no question that he needs to iron. He will most likely give up. Having something to do will make him associate arguing with chores and he will not like that. He will find arguing with you is futile because you just shut down the argument. Maybe he will refuse to do the chore you hand him; that is fine. But at least you ended the argument. Chances are, if you place the iron or broom in his hand, he will subconsciously feel the need to comply and do what you want him to do. He will also be distracted from arguing.

Also, stand your ground. When you say no, you mean no. Changing your mind after a while will only prove to your child that he or she has power over you and can get you to change your mind. Even if you want to change your mind, you should not budge on any issues. Continue to firmly state your stance on a matter and refuse to budge. Keep repeating your stance: “No” or “Yes you will do this.” He or she will eventually give up in frustration and walk away. You have won.

## **Get Your Child to Sleep**

First, a routine will do wonders to make your child fall asleep faster. Have your child go to bed each night and plan for the average number of hours he needs for his age group. Remove all electronics from his room so that he can't stay up playing games or watching TV. Restrict electronics and caffeine several hours before bedtime and instead have him engage in relaxing activities up to bedtime. Don't serve dinner within two hours of bedtime, as digestion can keep someone from sleeping. Set up a ritual where he bathes, gets dressed in his PJs, reads a book or has you read to him, prays, and then turns the lights out and goes to sleep. You can dispel monsters from his room using your parent magic powder to

help him sleep if he has night terrors and nightmares.

One trick to get him to sleep soundly and through the night is to hypnotize him. Make it part of the nighttime ritual. Tell him to breathe deeply through his nose and out through his mouth. Start to lead him through hypnosis, telling him to count his breaths and think about nothing else. When he tries to interrupt to talk, gently lead him back to the exercise. While he is counting his breaths, start to say in a firm but gentle voice, “At the count of three, you will start to feel very tired. One, two, three. Now you are very tired. At the count of ten, you will be asleep. One....two....three.” He will fall asleep like a charm. As your child gets older and can do hypnosis on his own, have him play white noise and go through the steps of self-hypnosis by himself.

Keep pictures of nighttime-related things in his room. Moons and stars on his ceiling, posters of sleeping moons, and other such things can induce a sleepy environment. Make sure his bed is comfortable, too, with lots of teddy bears and soft blankets. The bedroom can really set the mood for sleep so keep it a calm, sleep-inducing environment. Remove as many lights and other distractions as possible and make sure it is quiet. Maybe use a white noise machine or fan to add a comforting, lulling white background noise for him to fall asleep to. Music is OK, as long as it is quiet and not disruptive or distracting for him. Classical can work wonders in getting little ones to sleep fast.

## **Keeping Your Child out of Something**

You don't want your kid going through your room. So for a very young child, tell him there is a monster in there. He will become scared and will avoid your room. For an older child, leave out something uncomfortable, such as lingerie. This will freak him

or her out and he or she will never want to trespass on your privacy again.

To keep your child out of places where he or she should not go, using threats is guaranteed not to work. Saying, “You will get hurt if you go there” will not mean much to your kid. He has to find things out for himself. So say your kid wants to go explore an abandoned building on your property and can’t seem to resist the temptation to explore it with his friends. You tell him he will fall and get hurt and so he sneaks out. He does it anyway. How can you get him to stop exploring dangerous places?

The key is to use subliminal psychology. You want to create a very negative association between the thing he wants to get into and an unpleasant stimulus. Start to tell him stories that have very bad endings and show him pictures of the place in question, or play an unpleasant sound whenever he brings up the place. This will make his mind start to hate the place and he will not want to get into it.

You can also play on his ego. Tell him how he will lose friends and stop being cool at school if he does something dangerous. Tell him that he will lose things he really cares about. Threaten him with punishments that actually mean something, such as taking away his video games. Telling him he will get hurt will not mean anything to him really; but telling him he will lose friends or video games will. Adjust the punishment to really speak to him.

Finally, if he does do something foolish like break into an old building to explore, you must make him live with the consequences. He will hate the consequences and never want to do something like that again for fear of worse trouble. He may have to go fix the building if he did damage to it on a day when all of his friends are out playing in the sunshine or at the pool, for example.

If he shoplifts, he has to earn money to pay back what he took. Make him pay for his mistakes in a safe manner so that he never wants to make those mistakes again.

## **Come from a Place of Love Always**

Of course your child needs punishment for certain things. That doesn't mean that you don't love your child. But coming from a place of love and using love as a reward can often be more powerful than any punishment.

You may think that your love for your child is implied, but it is not. When you discipline your kids a lot but don't take the time to say I love you and give them hugs, you send the harsh message that he is a bad kid who is not worthy of love. He may develop low self-esteem and attachment issues as a result of a lack of love.

It is far better to follow up discipline with love. You will notice that you need to discipline a lot less when you start plying your kid with hugs, kisses, and other gestures. Be sure to say "I love you" a lot. Spend more time loving on your kid than yelling at him and disciplining him. This may seem like a counterintuitive approach, especially with bad kids, but it really works. Being a lover instead of a fighter will calm your child and subconsciously teach him to be more loving.

If your kid likes to pick and just sit there trying to provoke you, understand he is seeking negative attention. To him, getting that attention is better than no attention at all. So counteract his desire for attention by saying, "I love you" and giving him a kiss. Ignore his bait and just express love. This will surprise him and he will like that better. He will learn to ask for love instead of negative attention pretty quickly.

When your kid is having a tantrum, simply remove him from

the situation, sit him down, and tell him that you love him and you will come back for him when he calms down. He will feel loved and he will want to be part of the action. He will not like being taken away from the action. So he will shape up rapidly.

## **Offer Rewards**

Training your child using rewards may seem wrong, as if you are training a dog. But you will find that parenting is basically just training. You can use classical conditioning to make your child more compliant and obedient. Here's how it works.

Your kid positively hates the dentist and screams before going. So after the dentist, you always stop at his favorite ice cream place and treat him to a cone. This becomes routine. He learns to associate the dentist with ice cream. He becomes more amicable with dentist visits.

Your kid hates doing chores. So you put on his favorite song and turn chores into something fun. He realizes that when he does his chores, he gets to have fun. Soon, you play his favorite song and he jumps up with the broom. After he does chores, he notices that they are over and he can go play. The sooner he does them, the sooner he gets the reward of play time. Chores will become less of an issue when they are fun and result in a reward.

(Another fun tip for getting kids to do chores is to actually hand him the broom and dust pan or other item instead of nagging at him. Shut off the TV or video games and hand him an object he needs to use to do chores. He will do it if you hand it to him and remove other distractions. Telling him to do chores will not make him motivated enough to do them and he will probably forget and move on to other things, never completing the chore.)

Your kid loves to create problems in the classroom. So when

he has a day with no marks and no trouble at school, he gets his favorite cookies. You take the cookies away and tell him he can't get them until he behaves on bad days. He learns that sitting still in class and behaving gets him cookies. He starts to behave better.

Your toddler likes to scream in public because he is aware that you pay less attention to him in public. Even scolding him gives him the attention he craves. So you ignore him and withhold any attention or affection when he screams and cries in public. You refuse to even look at him. When he quiets down in confusion as to why you are ignoring him, you look at him and give him attention. He learns to associate being calm with getting attention and throwing tantrums with being ignored.

Your kid refuses to clean his room. So you bag up all of his toys and put them where he cannot reach them. He will freak out! Each time he cleans his room, you give a toy back. He learns that when he cleans, he gets his toys, so cleaning is better than losing his toys.

Start to offer your kids lots of rewards. Reinforce good behaviors more than you punish bad behaviors. As a result, you train your kids to be good. They realize that good behavior gets them what they want and bad behavior does not.

## **Feed Fewer Sweets**

Instead of candy, feed your child grapes or oranges. Make more home-cooked dinners instead of fast food. As a result, your kid will get used to the taste of these things and will not want candy or fast food as much. In addition, when you do offer candy or fast food, it is an especially powerful treat that they really want. It can be a powerful motivator to get your kid to do things.

Condition your child's taste buds to find sweets revolting. The

less sugar he eats, the less his tongue will like it. Fast food will seem too greasy when he is not used to eating it. Welcome fewer complaints about food when you do this. Your kid will be more likely to eat healthy if he is offered fewer unhealthy options. His body will literally revert to wanting good food instead of bad.

## **Dealing with Picky Eaters**

One of the hugest sources of frustration you may face as a parent is getting your kid to eat. You can easily deal with picky eaters using these tips.

Starting your kid on veggies as an infant can remove the issue of fussing over veggies later on. Again, you can condition your kid's taste buds to like veggies from an early age. The earlier you start him on veggie purees, the more he likes them and is used to them. He may still fuss later on, so use the following tricks to get him to eat. The more he is around healthy food and the more he sees you eat it, the more he will accept it as normal and the more he will want it. It is a subliminal thing: exposure makes him accept the healthy food with less complaint until eating healthy just becomes part of his life.

Cut food into bite-sized pieces with fun shapes. Stars, smiley faces, and such things can really make your kid want to eat. It makes food more appealing and fun. Having more colors in your kid's food also makes the food more appealing.

When your kid is little, it is OK to manipulate him to get him to eat healthy food. Say he loves spaghetti. So you make lasagna one night and he won't touch it. Tell him that it is fancy spaghetti. He will be more inclined to try it if he thinks it is something familiar. He will not know the difference if he is young. He will try it, like it, and never complain again when you serve lasagna. Or say



your kid wants a strawberry cake for his birthday but you can't make one. So dye the cake pink and say it's a strawberry cake. Again, he will not realize the difference and he will eat it.

One way to excite kids is to offer something to dip unappealing foods in. Yogurt, ranch, or ketchup are great ways to dress up fruits and vegetables or things he does not want to try. Use a dipping sauce he likes to get him to want foods he doesn't want. He will think the food is automatically better just because it has a familiar sauce on it or he can have fun dipping it and making a mess.

Get your child involved in cooking. When he cooks with you, smelling the food makes him hungry. Then he will want to try what he made. He will have a sense of pride and investment in the meal which will make him more inclined to eat it. Tell him how different ingredients and eating new things is important.

Refuse to be a short-order cook. This is not a restaurant. When your kid learns that you will not change food to suit him, he will eventually get hungry and break down and eat. Then he learns to eat what is in front of him or else he will go hungry. Stop spoiling your picky eater. Set food in front of him and tell him that he needs to eat because there is nothing else. He may whine at first, but when he gets used to the routine, he will eat what he is served. Stop making him special custom dishes, as well. Doing this only spoils him and makes him think that he is entitled to getting what he wants.

Finally, avoid the constant snacking and limit snacks to one or two a day. That way, he will be more hungry at dinnertime and will eat what you make him. To cut down on snacking, don't have snacks available. If he wants something, offer baby carrots or grapes or some other healthy, low-calorie option. Feed him

breakfast so that he is sustained throughout the morning. Skipping breakfast is never good. Showing him images of food subliminally can inspire him to get hungrier, and showing him healthy food can help him develop a subconscious craving for healthy items.

# **Chapter 6: Subliminal Psychology in Influence and Persuasion**

One of the ultimate keys to subliminal psychology is influencing and persuading other people to do what you want. That is basically what you have been learning in the past chapters. But what if you want to actually convince someone that you are right, or get someone to change his mind in your favor? What if you want to persuade someone to make a certain decision or follow a certain path? You can accomplish that level of influence with subliminal psychology.

First, let's go over some of the basics of persuasion. Then we will launch into subtle tricks that you can use to influence someone without even letting them know what you are doing. Simple words or postures can really influence people so keep that in mind when using subliminal persuasion and influence. So can your attitude and how you choose to approach a person.

## **Maslow's Hierarchy of Needs**

One of the best ways to persuade someone to do (or not do) something is to show him how he will benefit. People act on a reward principle, meaning they will only do things that benefit them somehow. You must prove how something will benefit a person first. Using Maslow's Hierarchy of Needs can help you find what people want so that you can find how they will benefit from doing what you want.

Maslow's Hierarchy of Needs shows you what people usually really want and need in life. Just pick a need from the Hierarchy of

Needs and you will likely please someone. Understand that any need that you can satisfy in exchange for getting what you want will help you appeal to people. However, for the best results in persuasion, you want to find what your subject really wants and target that. He won't agree to do something for you if you are only offering to satisfy a need that he has already met. Find what he lacks and offer to fill that need or find a problem and show him how helping you solves that problem.

Maslow's Hierarchy of Needs is basically pyramid that lists peoples' needs, ranked from most important to least important. These are inherent needs that all people share. At the very bottom of the pyramid are physiological needs, such as food and water and shelter. Second up, there is the need for safety, love, and security. Third comes the need for belonging to a group of people, such as having friends. Fourth is the need for esteem and pride from your accomplishments. Ranking fifth at the very tiptop of the pyramid is the need for achieving one's potential and fulfilling one's purpose in life.

Find out which of these needs someone really craves and how they can get it by doing what you want. Then promise the person the reward he or she will really appreciate. To do this, pay attention to what he talks about a lot or seems to long for. A person who wants to belong to a crowd at work might eat lunch alone while gazing longingly at his co-workers who are all eating together. A person who wants praise and affirmation for his accomplishments may seem irritated when no one acknowledges his work or may get competitive and try to take all the credit for everything that he does on a team. Finally, a person who always talks about women or men and dating is probably looking for a companion.

## **Cialdini's Six Principles of Influence**

You can't have a section on influence without some reference to Dr. Cialdini, author of the famed book *Influence: The Psychology of Persuasion*. This book lists Cialdini's Six Principles of Influence. The Six Principles of Influence are essential for anyone to know who is interested in learning the art of persuasion.

The first principle is reciprocity. This is where you do something for someone, knowing that he will reciprocate the favor in some way. Make people feel like they owe you and they will be more inclined to do what you want if you do something for them. Do little favors for people to get them in your debt. Then call on them for a favor later and if they refuse, mention, "Well, I did such-and-such for you a year ago. Think you could return the favor now please?" Usually, it will work subliminally, though. People don't keep tallies but they will vaguely remember the feeling of being in your debt.

The second principle is known as commitment and consistency. I already covered that in the part about advertising. Well, this principle is how you can persuade people, too.

The third principle is social proof. This is basically where you get people to do something because it is a trend. I talked about that, too. You show people that others like whatever you are selling or proposing. This makes them want to hop on the bandwagon. Get endorsements or walk around with lots of friends to make yourself seem more popular, too. Having a friend talk you up to someone can score you a date more easily than if you just try to talk yourself up to the person.

The fourth principle is authority. You want to show others that you possess authority. There are a lot of subliminal ways to

gain authority, such as wearing power colors or sitting with your feet on your desk. I talk about that in the part of gaining dominance at work.

The fifth principle is to get people to like you. This is called liking. With liking, you can influence people if they already like you as a person. You want to be sympathetic, friendly, and kind to others. Remember details like when their birthdays are. When people talk to you, listen and ask questions to show that you are interested, even if you are not really interested in what they have to say at all. I talk about this in the part of getting people to like you. Memorize that section! It will always work in your favor.

Finally, the sixth principle is scarcity. Scarcity is where you pressure people into doing something because they think they are short on time. This is why ads will say, “Limited supply! Act fast or supplies will run out! This deal won’t last!” Pressure people and make them feel that something is running out. Then they will not even think about it. This works great in advertising too.

## **Offer Rewards and Focus on Gain**

People like to gain rewards when they do something. Most people operate on a reward principle, where they only do something when they know that they will get something they want in exchange. They won’t do something if it seems pointless.

A good way to accomplish this form of reward motivation is to convince someone that he will gain something by doing what you want. You want to make him think that by doing something for you, he will receive a rich reward that will benefit him handsomely. Play up the reward that you can give him in exchange for his cooperation. Use the Maslow’s Hierarchy of Needs listed above to get an idea of what reward you might offer him.

When persuading someone, speak only in terms of gain. You don't want to say things like, "You will stop doing this" or "You will lose weight." Instead, speak of how "You will gain healthier habits" or "You will gain health." When you phrase things in terms of gain, the reward seems prettier and more desirable. Therefore, your subject will be more enthusiastic about gaining that reward. He will be more inclined to do what you want.

You really want to emphasize the positive at all times. Play up your reward and talk about how much you have to offer. It is OK to promise the moon. The more you sell yourself, the more persuasive you become. The subject does not have to know whether he will really gain these results or not. He just has to think that he will and want to try his luck.

You should also focus on figuring out what your subject might really want. Then offer it to motivate him. He will not be able to resist something he really, really wants. Most people really, really want friends, sex, recognition, and prestige. So you can offer these things or imply subliminally that they will come with doing you a certain favor.

However, you should not exclusively focus on gain in all circumstances. Sometimes, it is OK to point out what someone stands to lose. If you can show him what he stands to lose by making a bad decision, you may be able to scare him into making a decision that you like more. You can use this in parenting to help persuade your kid to avoid a bad decision.

## **Attitude Change Approach**

Your attitude really affects how persuasive you are. You need to speak first and come across as an authoritative source. On top of that, you always need to appear extremely confident, like you know

exactly what you are talking about. Having an excited and positive attitude is super important in getting other people to want to believe your opinion or follow your lead into a decision. So combine positivity, cheer, and authoritative all at once to make someone want to do what you suggest. Having this attitude makes people like you and want to help you. It also makes them feel that what you want is a good thing for them to do.

## **Amplification Hypothesis**

The Amplification Hypothesis is the process of using your attitude to sway someone's opinion on a matter. Here's how it works: If you express total and absolute certainty about something, the other person becomes convinced that his attitude is right. He sticks to the idea with more conviction. If you express uncertainty, his conviction begins to wane. He is no longer so sure of himself anymore if you express doubt.

Getting someone to do what you want can be as simple as acting enthusiastic about a decision that he makes or disappointed about it. If you want him to do something, then express a lot of enthusiasm. If you disagree with someone, just express a little doubt. You will probably be able to change his opinion, or at least soften his conviction. For instance, if he says that he is going to do something, ask him, "Are you sure that is a good idea?" Put a lot of doubt and disapproval in your tone. At first he will probably defend his decision, but he will start to feel a little tickle of doubt too. Don't just argue with someone and tell him why you are doubtful, as he will be able to justify or reason with each of your reasons. Don't explain your doubt, either, just let him puzzle about it and he will find lots of holes in his logic himself.

## **Conversion Theory**



Did you know that being part of a minority can actually give you more influence than being part of the majority? Being the one voice that speaks out with an unpopular opinion or attitude can give you the hugest effect on others. The minority can often sway the majority and gain favor with their opinions. Consider how Democrats represent a minority yet often have the most sway in political issues and civil rights movements.

So if you want to change someone's mind, you can maybe subliminally expose him or her to the minority opinion. You can also speak out with what you believe in, especially if you hold an unpopular opinion. You will shock others and gain more followers and assenters than you thought possible.

## **Lead Someone's Thoughts with Word Choice**

Leading is an excellent subliminal method that you can use to sway someone and influence his or her thinking. You want to appear amicable on the surface to hide what you are really doing. But you want to pick words that lead his thoughts in a certain direction. Pick words that are harmless, so he or she cannot call you on trying to influence him or her. But the way you use those words can make him or her change his or her conviction.

Using positive phrases and light phrases tends to help someone disassociate from bad feelings. For instance, if you are trying to make someone feel less upset about being mugged, you might tell him, "Your wallet was taken," not "Your wallet was stolen." Replace words that carry strong connotations with words that carry less weight. As a result, you will change someone's mood and perception.

Guess what? This also works for deception. Make your

actions seem less egregious by using lighter language.

The reverse is useful in persuasion as well. Instead of sugarcoating things with nicer language, create a vaguely unpleasant aura around the topic by using stronger language and more unpleasant phrases. In this case, you would want to say “stolen” rather than “taken.” Choose words that lead to negative images and feelings as possible to make him sour on the idea that he is currently running with.

Don't do this in an obvious way. Rather, be subtle about it. For instance, when someone is talking about moving and you want to talk him out of it, you can tell him that you are satisfied with his decision. He will wonder why you chose that word rather than telling him that you are “happy.” Then he will begin to wonder how you really feel about it and if there is something that you are not telling him. He will wonder if there is something you know that he doesn't. This will start to make him feel unsettled about moving. He might just change his mind.

Positive words can make someone want to do something. Negative words can make him not want to do it. Lead someone's thoughts with your word choice.

## **Inject an Idea into Someone's Mind**

This is one of the best parts of subliminal psychology. You can literally inject an idea into someone's mind, which of course will really influence how he feels and acts. The best part about this method is that you can appear to be innocent; no one will detect what you are doing. That form of stealth is the key to successful subliminal psychology. You can inject the idea without appearing to be doing it deliberately. Your subject will have no idea why suddenly he has a negative association and does not want to do

something or why he is suddenly wanting to do something for you; he just will.

When you do this, you want to inject an idea into your subject's mind very subtly. Once he brings up a decision, act fine with it. But then expose to him a horrible idea or image. This will create a negative association. Or use the reverse and expose him to something that makes him happy when he makes a decision that you like or when you ask him to do something. He will love the idea because he associates it with being happy.

For instance, your boyfriend or girlfriend has decided to go on a trip out of the country and you are nervous about being apart so long and possibly getting cheated on. So you initially pretend to be super excited for him or her. But then you leave a magazine laying around open to an article about a horrific new infectious disease in the country your partner wants to go to, or you happen to play him or her a clip about a horrific plane crash overseas. This injects the idea that he or she might die if he or she goes on this trip.

Or maybe your spouse wants to move. Agree to it very skeptically. Then, later, play a movie about someone who cannot fit in at a new town after a move, or who moves into a haunted house and has no one nearby to help. Even if your spouse does not believe in the paranormal, some part of his mind will realize that things may not be all peachy if he or she decides to move. He or she will start to consider that maybe staying put is the best course of action.

You can also employ an ally in this method. Have a friend or other third party tell your subject about something horrible so that he loses interest in his decision. For example, have your friend forward him articles about how dangerous overseas travel is. He will think that your friend is the one who is trying to dissuade him

and he will not blame you. This is the ultimate form of using stealth in the application of subliminal psychology!

The more people that you can enlist for assistance, the stronger the message will be to your subject. If you flood his mind with bad messages from all sides, he may just listen. The bad message is all that he will be able to think about. He may think that the universe is trying to give him some sort of warning or sign not to go through with his plans. On the other hand, urge him to do things you like by making him feel happy about his plans.

## **Covert Anchors**

In persuasion, it is very possible to train someone to be your little minion and do what you want. He or she will be conditioned to do what you want without even being asked or told. When you condition someone to do what you want, you eliminate the need to use any direct persuasion tactics. Instead, you get this person to do what you want whenever you expose him or her to some sort of stimulus. Over time, you can condition someone to act, think, and feel a certain way the minute he hears a noise, sees a color, or smells an aroma. Using this method is very subliminal and successful because you are using hidden, secret images, sounds, or aromas. When you condition someone to respond to a stimulus, the stimulus is called a covert anchor. It is an anchor because it brings him to the same feeling every time, leading him to form an association. It is covert because he has no idea why he has made this association and he does not realize that you are the person who is actively conditioning him.

To dissuade someone from something, you want to create a negative association between a certain thought and a stimulus, so that your subject stops wanting to make whatever decision you

want to talk him out of. You must find a negative stimulus to elicit a negative emotion in your subject. Pick something unpleasant or something nasty he hates. Then you must expose him or her to that stimulus whenever he brings up the topic that you are trying to dissuade him or her from or does some habit you want him to stop doing. Some common forms of negative stimulus might include the unpleasant sound of Styrofoam rubbing together, the sound of nails down a chalkboard, the odor of rotten eggs or sewer, a song that brings back bad memories for him, his or her least favorite actor, his or her high school bully, or something else nasty that he or she hates.

Covert anchors take a while to really set in someone's mind. You need to expose someone to the covert anchor at least a few times to cement the association that you desire. You cannot just play an ugly stimulus once and expect your subject to associate it with whatever you don't want him to do. Repeated exposures require some persistence and patience on your part. You need to perform some work to ensure that the association forms. You can tell it has formed when he starts to get a bad feeling about his decision or starts to change his mind.

Covert anchors also are not permanent and need to be reactivated several times. Essentially, you need to keep training active. Otherwise, your subject will eventually lose the association and will no longer respond to it and you will have to start training all over again. Use periodic exposures to get covert anchors to stick in someone's mind.

You don't want to be obvious about training someone or you will defeat the entire purpose. You don't want to groan whenever someone brings up the topic you don't like, for example, or you will reveal your true feelings. Rather, you want to be subtle. Let's look

at an example to illustrate how to be subtle:

Your husband or wife wants to relocate the whole family. You do not want to move and leave your life behind, but you know that your opinion does not matter and your spouse refuses to listen to you or see reason. Therefore, whenever your spouse brings up the potential relocation, smile and nod like you are all for it. Then wait maybe a few minutes, to ensure that there is some separation between the conversation and your subsequent action. Then start playing a song your spouse hates. Maybe bring up the move again as you play this song, to make sure the topic is still in his or her mind. You don't want to do this right away and make it obvious, but you also don't want to wait so long that your spouse does not create the desired unpleasant association.

## **Get Someone to Wonder Why He is Saying No to You**

A huge part of persuasion is getting someone to change his or her mind and say yes to you instead of no. You want to change someone's mind from a no to a yes. One way to bring about a mind change is to get your subject to wonder why he is refusing to following your ideology. As a result, he will start to doubt his own logic and consider following yours. You must make him start to question himself and doubt the benefits he will gain by not giving you what you want. You want to make him think, "I may be wrong and he/she may be right. Why won't I listen?"

The best way to do this is to use *logos*. *Logos* is one of Aristotle's appeals and it means basic logic. If you are presenting someone with sound logic and don't appear to be manipulating him for any reason, then he has no reason not to listen to you. Use logic to get him to see your side and ask him if he really thinks this

is a good idea. Shake up his conviction in his choice by showing him how illogical it is to say no to you. Maybe use some subliminal suggestions to make him think about how he is being illogical.

Also you can use *ethos*, Aristotle's third appeal. You want to appeal to his sense of ethos by coming across as an authority that he should listen to. Tell him that you have had similar life experiences and you know what he is about to go through so that he believes you. Use credible sources, such as psychologists or doctors, to get him to hear reason. You can even present this evidence to him subliminally. He will refuse to believe you if you don't seem to be credible or to know what you are talking about. Using your own expertise and a fancy title like "Doctor" can make him respect you, or you can show him evidence from other experts that he will listen to. Just slide an article onto his desk or something to show him the authority that challenges his decision to say no to you.

## **Make Him feel Guilty for Saying No to You**

You can also use *pathos*, Aristotle's second appeal, to appeal to your subject's emotions. Emotions are a powerful way to get someone to rethink a decision. Emotions often overrule thoughts in people. So play on his emotions subliminally to get what you want.

Use a childhood picture to remind him of how close you two used to be and show him that you miss him to keep him from defying you, for instance. If you want him to say yes, then ask for what you want second. When he says no to you the first time, he will feel a bit bad about it. So suggest a compromise. He will want to say yes to you so when he hears the compromise, he will feel that he should say yes to avoid letting you down further.

Here's another trick called door in the face. If you really want something, ask someone for an exorbitant favor that he will have no choice but to say no to. After he says no, ask for what you really want. He will feel that it is more reasonable than the first request and he will want to say yes anyway. Plus, he will feel guilty for saying no to you so he will want to make it up for it by saying yes to the second request. For instance, if you want a raise, ask your boss for a ridiculous amount. He will say no but he will probably feel bad. Then suggest the amount that you really want. It will seem better and he will want to oblige you.

## **Yes Track**

Yes tracking is a lot like leading and it's a great subliminal trick. Get a person saying "yes" to make him more likely to tell you yes. If you get someone on a yes track, then he will keep saying yes until he agrees to what you want. There is some glitch in the human brain that you can exploit through yes tracking.

Start by asking him questions that he is likely to say yes to. "It's nice today, isn't it?" "You like this car?" "Are you feeling great today?" "Are you ready for the weekend?" Once you get him saying yes again and again, finally pop your pressing question. He will most likely say yes to it. He will not even think about it, the yes will just blurt out. This is because you have subliminally tricked him into using a yes track in his mind.

## **Approach at the Right Time**

Timing is really critical. You want to approach your subject only when it is a good time. He will not be the most receptive to your messages when he is preoccupied, stressed, busy, groggy, overwhelmed, or otherwise mentally engaged. Don't talk to him when he is with friends or out on dates. Don't talk to him when he



is on the phone or at work. If he appears to be in a bad mood, or has just had a bad experience, don't hit him with your argument. Or he will form a negative association with it and say no to you.

Rather, ask him, "When can we talk? I really need to talk to you. Please set aside some time to chat with me." Let him pick a time and come to you. That will appeal to him. If the matter is urgent, you can put some pressure on him to set aside time soon, but don't inundate him with demands on his time or he will get mad and shut you out.

When you speak to him, you want to put him in a good mood and make sure that he feels comfortable. This keeps him from getting defensive or refusing to help you; instead, it makes him like you. Make sure that he is seated in a comfy chair and the room is set at a comfortable temperature. Offer him something warm to drink, like coffee, because warm beverages can make him subconsciously associate you with warmth and thus he will like you more in that moment. You already know liking is essential to getting your way in persuasion.

Start the conversation in a pleasant and friendly manner. Don't be rude, defensive, hasty, or confrontational or you will lose the battle before you even begin it. Keep your voice even and low, or raise your pitch if you are a woman to sound more girly. Use flattery and nice words to make him feel at ease and happy. Express seriousness and urgency, but don't be rude about it. Being casual sometimes works best on some people so feel out your subject to decide if you should pressure him with urgency or be casual and friendly instead.

## **Information Manipulation Theory**

A subliminal tactic to persuade someone is break one of the

four main conversational maxims, or governing rules of conversation. By doing this, you can make someone doubt his own mind or begin to accept what you have to say because the conversation is not what he or she is used to. Breaking a conversational maxim will alarm the other person because it disrupts the expected order of things and that will make him or her lose focus and possibly become more agreeable.

There are four conversational maxims that people expect automatically when talking to you:

- Quantity: You give all of the information expected.
- Quality: You tell the truth.
- Relation: You speak about something that is relevant to the conversation.
- Manner: You speak in a lucid way that the other person can understand.

So if you give a short and evasive answer, avoid telling the truth, change the subject, or speak in a hard to comprehend way, you can sway the other person's opinion. You can make him or her question what is really going on and feel uncomfortable. You can also show him that you are upset by his opinion or decision, which may make him change it. When you disrupt one of these four conversational maxims, you gain some persuasive power over your subject. And he or she will not know exactly why the conversation feels so disruptive. It will be more of a subliminal thing.

## **Priming**

Priming is where you get someone to think a certain way by telling him certain words or exposing him to stimuli. You “prime” him to think what you want by exposing him to an outside stimuli

that makes him think of what you desire. This method is very subliminal and simply calls for setting ideas in front of someone to influence his thinking.

For instance, if you want your friend to choose an Italian restaurant for dinner, you might expose him to Italian words, pictures of pasta, or even the scent of Italian cooking. He starts thinking “Italian” and later he picks the restaurant you want without even realizing why he has picked it.

You can also prepare someone for some news this way. Start to show him images or movies or other stimulus that will get him accustomed to an idea. Then, when you spring the news, he will be more agreeable to it because he is already warmed up to the idea. You can prepare someone over a period of time to make things seem more normal and less harmful, so that they do not seem as bad when you present them.

## **Use the Sleeper Effect**

The Sleep Effect is when a small persuasive message gains persuasive power and attractiveness over time as a person gains distance from the source he or she originally heard the idea from; essentially, if someone “sleeps on it.” So tell someone a small idea and make it seem like no big deal. Then give him a while to think on it. He will come back and make the decision you suggested without even realizing why because he has probably forgotten what you told him. He just knows that your idea stuck in his mind and grew bigger over time. The more appealing the message is, the more the Sleeper Effect works.

For example, a used car salesman might not seem very credible at first as he tells you what kind of car to buy. But after you leave the lot, the message about the ideal car will gain significance

in your mind and you may become swayed about what kind of car to buy, partly because he's an authority and partly because his message has time to sink in. Later, you pick the car that he suggested, without realizing why.

You can apply this concept by telling people an opinion and then letting the message sink in over time. Make the message appealing but small. Don't overload someone with information and don't be pushy or check in. Let the message do its own work in your subject's subconscious.

## **Memories**

Memories are very powerful because they contain an emotional core. They evoke strong emotional responses in people and cause them to make decisions based on their experiences in the past. You can use memories to elicit strong reactions in people and scare them into or out of decisions. Bringing up the past is an excellent means to an end.

You can use stimulus that brings back someone's past. Scents and olfactory stimulus are usually best for bringing back memories. Find a perfume of his ex or some other scent that brings back his most unpleasant memories and then use them when he is about to date someone you don't like, for example. Make sure that he forms an association with that terrible memory and his current decision. Or use pictures of his old business that failed to scare him out of a bad investment decision. Use scents that remind him of happy times to get him to agree to decisions.

Using memories of the past or of things you have done for him can really help you gain his favor in influence and persuasion. You want to make sure that he feels indebted to you or inclined to help you by reminding him of warm memories of the past. If you

must, create false memories by talking up old times and making them seem better and more important than they really were. Your subject probably won't argue with you.

## **Ultimate Terms**

As you already know, specific words carry more weight than others. Using really strong language can impress someone into believing what you are saying. You can make impression with words that evoke the power of God, suggesting blessings or obedience. You can also use devil terms, which imply disgust, hatred, sin, and eternal damnation. Finally, you can use charismatic terms which emphasize values like freedom, hard work, and emotional awards for doing the right thing. All of these terms appeal strongly to someone's senses, causing that person to become more inclined to pay attention to you and take the action that you prescribe. When you use power words, you make someone listen and you have a greater chance of impressing him or her enough to persuade him or her.

Action words are often more powerful than passive ones. Also, use more command terms to feel as if he or she cannot say no. Use words like "must," "do," "will," and "required." Imply action and obligation and people will subconsciously obey these words. These words stand out in advertising and in persuasion.

## **Make Your Proposal Dramatic**

The more dramatic and climatic you make your proposal seem, the more likely someone is to idealize it and want to say yes to it. Using dramatic words, you make your ideas seem sky high and wonderful. Then people will listen and feel that your proposal is something wonderful.

Making a proposal is ultimately all about presentation. A

huge part of persuasion is being appealing to your subject by presenting what you want in a way that he will like. Therefore, you want to appeal to his wants, his needs, and his ideals. You can play your ideas up to seem lofty and somehow better than what he has now. Make your ideas seem like something that will better him as a person and get him closer to his ideals. Make it seem like you have the world in your hands and your proposal will solve every worldly problem.

Using really big words can lend credence to your proposal and make it seem loftier. You want to pick words that seem important and dramatic. This works subliminally because the subconscious is impressed by some words more than others. Words that stand out may be words that are not used often or words that sound fancy and nice. Pick words with powerful connotations that relate to his ideals too.

## **Let Him Think It's His Idea**

People love following their own ideas. They are not so receptive to the ideas and advice of others. So when you want to influence someone, just be the listener as he discusses his plans or decisions and don't volunteer your own. Then point out little things that he is forgetting in his logic so that he starts thinking of the solution that you want. Or drop hints or show him a subliminal message to give him the idea you want him to get. He will reach his own conclusion, with some excitement. Let him think that everything is his own idea. Then he will actually do what you want without any resistance.

## **Win Any Argument**

To win any argument, you just have to employ a few of these approaches for almost guaranteed success. Drop whatever you are doing now in arguments because it does not work, even if you think

it does. Instead adopt the following attitudes and you will get your way. You will surprise and charm people into thinking that you want the best, so that they want to cave in to you.

## **Remove Your Ego**

When persuading someone, you can't just force yourself onto him. You must approach him in a way that appeals to him. This means removing your ego from the equation and focusing on what the other person wants. Show him what benefits him. Leave yourself out of the discussion; no one will be persuaded to do something for you if you just talk about how you will benefit.

The very act of persuasion is a selfish one. You want something and you want to get someone to do it for you. Your motives are not altruistic. But generally, you want to pretend as if they are. Act as if your interests are purely selfless and you want the best for someone else. Your own ego and your own needs only get in the way of persuasion. You know what you want, but hide that from the other person, because no one wants to slave away just for your benefit.

## **Never say “You’re Wrong”**

Never, under any circumstances, say the words, “You are wrong.” People absolutely hate being told that they are wrong. When you tell someone that he or she is wrong, you hurt his or her ego and put him or her on the defensive. He stops seeing reason and instead becomes committed to proving you wrong and himself right for the sake of his ego. In addition, he becomes hurt and associates your opinion with the unpleasant experience of being told that he is wrong. Thus, he will never listen to you or come around to your way of reasoning.

It is far better to tell someone, “I see why you think that.”

Even if you don't see why at all, just pretend that you do for the sake of the argument. Let him know that his argument is valid and that he is not necessarily wrong. But then say something like, "But did you consider this?" Point out some facts that he may have not considered. Instead of arguing, ask him a series of questions to change his thinking.

Don't be all egotistical. That will get you nowhere. Lay down your pride and appeal to his ego instead. Persuasion is all about making your subject feel good to get the results you want. Ego has no place in it. To win an argument, your ego will only get you into trouble.

## **Do Not Argue**

Arguing is just a huge waste of time. When you argue with someone, you put him on the defensive and you say stupid things. Then nobody is listening or getting anywhere.

Instead of arguing, remain calm. Keep your voice calm. Be rational and cool-headed. Smile a lot. Make it seem more like a discussion than anything.

Never mention winning or losing, or you make it a competition in someone's subconscious. Instead, talk about finding a solution.

## **Do Not Become Defensive**

This ties in with the ego thing I already discussed. You may hate it when someone does not just blindly accept your point of view and change their minds for you. As someone begins to disagree with you, you may become both insulted and eager to prove him wrong. You go on the defensive and lose your ability to rationalize. Being defensive causes you to lose all credibility. You



blow your chances at talking him out of a decision or deciding that you are right. The minute you become defensive, the argument has already been lost...by you.

## **Focus on the Solution**

When you talk more about the solution rather than the problem that spawned the argument, you accomplish two things. First, you make him feel that you are trying to help so he likes you more. Second, you are actually making strides to accomplish something.

One way to shift his focus from problem to solution subliminally is to simply ask, “Would it be helpful if...?” or “Have you considered trying...?” Once you ask him a question, let him think of his own answer. He will think that the answer is his own idea and he will be thrilled that he just solved a problem on his own. Meanwhile, you got him to do what you wanted.

You could also say “What if?” to get him to consider your ideas and suggestions. He will start brainstorming and listening to your way of thinking. Make subtle suggestions to lead his thinking.

Finally, ask him, “What do you see could be a problem here?” Let him think of problems and cause him to doubt his decision. This way, he is more open to what you have to say.

## **Express Sympathy and Understanding**

When convincing someone that you are right, you don't want to come across as overbearing or rude. You also don't want to seem as if you don't understand. By being sympathetic and understanding, you make your subject feel as if you do see his side. Then he is no longer on the defensive and instead feels warmer toward your ideas. Always acknowledge what he says without

telling him that he is wrong or talking over him. Nod and say, “Yes, I understand.” Say things like, “I can see why you feel that way.” Repeat back what he says to prove that you are listening and paying attention and understanding him.

Meanwhile, make lots of sympathy sounds and nod your head every now and then to show that you are actively listening. Ask him a few questions to show your interest. Let him do most of the talking as you do most of the listening.

## **Show Him Why You’re Right**

You won’t show a person that you’re right just by telling him that he is wrong. It is much better if you show someone that you are right by genuinely proving that there is logic in what you are saying and benefit to listening to you. Point out real-life reasons and examples of why you are right or leave subliminal messages in his sight.

## **Cooperate and Collaborate**

When you are trying to win an argument, you want to use “we” terms to give the illusion that you are cooperating together on an endeavor and you are on the same team. This makes someone feel the need to agree with you in order to maintain the cooperation and your friendship. It is a subliminal trick that works.

“We” encourages cooperation. It elevates you from some person giving orders to a partner or teammate. People like that and will try to work with you since they don’t like being alone. Avoid using lots of “I” terms because then you seem like you are only serving your own interests. Also avoid “you” terms because they sound like you are pointing the finger, which can put someone on the defensive. Just say stuff like, “I think we should do this” or “I think we would be better off taking this approach.”



## **Chapter 7: Subliminal Psychology for Self-Improvement**

Did you know that you can use subliminal psychology on yourself? Yes, subliminal psychology is a wonderful way to tap into your own mind and bring about positive change. If you want to give up a bad habit, you can use subliminal psychology and self-hypnosis to convince your mind to give up the habit. If you want to inspire yourself and motivate yourself, you can use subliminal psychology to trick your own mind into wanting to do something.

It may seem odd and even impossible to trick yourself. The funny thing about your mind is that it can be tricked, even by yourself. Your subconscious mind slumbers under your active, conscious mind, and it silently rules everything you feel, think, and do. Your subconscious mind likes to be efficient, so it can often take over and run your life on autopilot. It will follow certain patterns that it has found to work in the past. Maybe you do not agree with these patterns, however, so you desire to change them. Your subconscious mind does not listen to your internal monologue and has no interest in doing what you want. It just is not involved or engaged with your conscious mind. So just because you want to change does not mean that you will. You have to actually slide into your subconscious mind and do some subliminal magic to change how you think.

Doing this is fairly easy, as hard as it may seem. You just have to set a clear goal for yourself. Decide what exactly you want to change about yourself and determine why to see if you really need to change. Then you need to manifest that goal in a way that your

subconscious mind will understand. You may have to do some reinforcement work, too, to change really rigid patterns that you cannot easily erase. This entails a few sessions of self-improvement work or self-hypnosis. You must replace your bad patterns with good ones, too, or your mind will revert to the bad patterns for lack of knowing what to do. Find what you want to replace your faults or bad habits with. Basically, you have to subliminally train your subconscious mind to follow your desires. Shape an image of how you want to change, then teach yourself how to change and make it happen.

Understand that you can use subliminal psychology to break bad habits and improve yourself. Want to quit smoking? Done. Want to stop biting your nails? Done. You can even change your personality to suit your liking more. Want to become more outgoing and socially exciting? Done. Want more motivation at work to finish a big project on time? Done. If you have some area of your life or yourself that you would like to improve, this is the way to do it. Subliminal psychology for self-improvement can offer you astounding and real results. Just believe in it and try it out. Commit to it and see how it transforms you and your entire life.

## **Self-Hypnosis**

One of the keys to entering your own mind and making changes is self-hypnosis. Self-hypnosis lulls your mind into a state where you can access your subconscious effortlessly. Once in the hypnotic state, you can make suggestions that your subconscious mind will hear and process. Self-hypnosis works by reducing distracting conscious thoughts, leaving your mind bare and free to receive more sensitive messages directly to the subconscious. Hypnosis also lowers your natural inhibitions so that your mind is more receptive to messages and does not argue with itself or block

thoughts or messages out.

## **Here is a simple rundown on how to perform self-hypnosis**

Lie in a comfortable position or sit down. Now look at a specific spot somewhere on the ceiling. It is important to strain your eyes a little bit in order to induce concentration so pick a spot that is a little bit behind you and hold your eyes on it.

- Change your breath to be slow, firm, and deep. Breathe in through your nose, out through your mouth. Feel yourself fill your chest and concentrate on the sensation of your lungs expanding with air. Then, let all your breath out and feel it rushing through your windpipes, over your teeth, out through your lips.
- Recite out loud or in your mind the word “sleep” as you inhale, and then recite “deep sleep” as you exhale. Keep doing this until sleep overtakes your body. Your entire body should feel leaden with sleep.
- Now is a good time to tell yourself to shut your eyes. Your eyes should just close without any effort on your part.
- At this point, you are in the hypnotic state. Welcome! Deepen this state by counting. Tell yourself, “I am going to count to three and as I do that, I shall slip deeper into this hypnotic state. By the time I reach three, I will be more relaxed.” You can come up with your own version of this mantra, but just be sure to say something like that to yourself. Repeat your mantra to yourself a few times, either out loud or in the privacy of your own mind.
- Count to three, repeating the command with each count:

“One... I am feeling more relaxed. Two...I’m feeling even more relaxed...Three... I am feeling completely relaxed and I am truly in a hypnotic state now.”

- Counting past three can help you enter a deeper hypnotic state. If your mind still wanders and you can’t focus, you can try to use longer counts. The more you practice self-hypnosis, however, the easier a short count will work.
- Once in the hypnotic state, you should start telling yourself things you want to manifest in waking life. Some examples:
  - “On the count of ten, I will get over this grudge.”
  - “On the count of ten, I will no longer hurt.”
  - “On the count of ten, I will start chewing gum when I crave nicotine so that I can stop smoking for good.”
  - “On the count of ten, I will start to crave healthier foods to lose weight.”

The more you use hypnosis, the faster you can slide into it. Also, the more you practice it, the more you can get into your deep mind and make change. Finally, realize that you don’t have to regard the examples above. You can use this type of hypnosis to achieve weight loss, quit smoking, letting go of grudges, or ending other bad habits.

Remember to always replace a bad behavior with a good one. So instead of saying “On the count of ten I will quit smoking,” suggest to your mind that on the count of ten you will start chewing gum instead of smoking cigarettes. Find an alternative to your old habits. If you are working on changing your personality, you might

want to suggest that on the count of ten you will become more of whatever you want to become.

Avoid using negatives like “stop,” “don’t,” etc. Your mind does not respond to negatives so well and will leave off the “Don’t” to adopt the following behavior. So instead of saying negatives, state positives. Say “I will” and “I am going to start.” Use lots of strong action verbs.

## **Mind Hacking**

Whether you drink a little too much to deal with stress or you tear yourself down with overly critical self-talk, your bad habits are preventing you from shining at your very best. To end bad habits, you can start to hack your own mind. It is surprisingly easy to do and it helps you end bad habits by changing the patterns your subconscious mind follows on autopilot, like I mentioned before. Mind hacking is an excellent form of subliminal psychology to use upon yourself.

Mind hacking works by using loops. The concept behind loops is that you reach into your thinking and adjust it. Instead of thinking, “Oh I am a terrible person,” think “I am a great person.” Do you notice how just changing this single thought commences an entire loop of positive emotions that feed more positive thoughts? Each thought you think leads to more thoughts of the same vein. So to change your thinking, you want to create loops of positive thoughts rather than negative ones. Instead of following the loops you create with each negative thought, be innovative and chase the negative thought with a positive one to redirect the consequential thought loop.

Back to our example. When you think that you are a great person, you start to think of examples of why you are great which



reinforces this thought's strength and power. However, when you think in negative loops, you find ways to reinforce negative beliefs. So feed positive thoughts. The result will be more positive thinking and a more positive life. Your mind will start to love itself and hence you will love yourself. And that's the best feeling in the world.

So how can you use this to adjust your personality and change bad habits? When you start to reach for a bad habit that you normally turn to in order to comfort yourself, such as a drink, think a positive loop about how you deserve better. Follow that with another positive thought that will encourage yourself to do something else that you will thank yourself for later. For example, instead of drinking to unwind after a stressful day of work, do some yoga to relax or take a hot bath. You will not hate yourself when you wake up thoroughly well-rested and without a hangover. Find what you want to feel and then find healthy ways to encourage that feeling without engaging in your bad habits. The more positive loops you make in your own mind, the more positive emotions you feel. And then the happier you are.

## **Subliminal Trick for Waking Up**

Waking up earlier is one of the difficult and elusive secrets to success. When you wake up early, you have more time to get things done. You are more productive. Even if it seems like you will get the same number of hours in a day no matter when you wake up, something about waking early is good for the human mind and allows for better productivity as a result.

But if you struggle to get out of bed, you can try the exhaustive old advice of going to bed early and just forcing yourself awake at an earlier hour. This could work for you. However, it

seldom works well for people. That is when subliminal psychology for self-improvement plays a fun little role. One excellent trick for waking up at an earlier hour is to chant the time you want to wake up to yourself as you fall asleep. So as you begin to drift off into sleep, which is basically the hypnotic state, you should tell yourself, “I want to wake up at seven.” Say this three times.

## **Anchoring**

You can start to train yourself using anchoring. By this process, you teach yourself to reach for positive behaviors when you receive a stimulus. So say you are stuck with writer’s block. To encourage yourself to write more, you create a stimulus that you associate with writing and motivation.

A few exposures to a stimulus is sufficient to create the anchor you need. Then the anchors work by themselves. Without any effort on your part, you hear or see a stimulus and your mind knows what to do. You start to work on autopilot.

So to create an anchor, first set a clear goal. Maybe you want to motivate yourself to work harder. Maybe you want to get the motivation and strength to get out of bed and go for an early morning run. Maybe you want to put down a cigarette and floss instead. First you set the goal, clear as day in your mind.

Next, pick a stimulus. It could be your victory song from high school games to give you athletic motivation. It could be your favorite song to sing along to while you do dishes, making housework easier and more fun. It could be a single bell ding to remind you to start working. Anything can work as a stimulus, but stimulus that already has a profound meaning for you will work best.

Once you choose the stimulus, you need to start playing it or

expose yourself to it, and then immediately pick up the subsequent task you want to learn to perform by anchor. Keep doing this until you have hammered it in. Soon, you will notice that when you see or hear this stimulus, you want to do something. That's when you know it has set. Keep using it and the anchor will only get stronger and more infallible. After some training, it will start to work on its own to motivate you.

Keep in mind you can also use anchors as a reward. When you finish hard work, congratulate yourself and do something you love. Soon, your mind associates this reward with completing a task. Your mind will encourage you to complete the task so that you can get your reward later.

Also keep in mind that you can use bad anchors to make you drop a negative behavior or habit. Essentially punish yourself for doing something you don't like with a stimulus you hate. For example, when you smoke, spray a whiff of a scent you hate. You quickly learn to associate the unpleasant anchor with doing something bad. You are less inclined to do the bad habit as a result.

Anchors work on other people, too. You can use it to subliminally train your loved ones. The key to anchors is classical conditioning, operant conditioning, and the reward operation system that most people operate on.

## **Continue Education and Further Experiences**

The thirst to learn is the thirst to love. So make it a goal to keep learning and experiencing life. This simple desire can really transform your attitude about your life and your zest about doing things. You will want to get out of bed if you dedicate your days to learning more and experiencing more.

I love the saying: Do something every day that scares you. I think this is the best advice you could possibly apply to your life. Try new things, approach new people, and take advantage of new opportunities. Even if you feel scared, do it anyway and surprise yourself as your life improves. Do not be complacent and let your life get stale and stagnant.

## **Adjust Your Self-Talk**

All day long, a monologue runs in your mind, constantly. Really listen to how you speak to yourself. How does your internal monologue sound? Is it the way that you would talk to a friend? If not, then you need to change your self-talk to be kinder and more encouraging. Your self-talk is a direct reflection of how you feel about yourself, so it is very important to your overall mental outlook on life. To change your overall outlook, you need to start speaking kindly to yourself. You can vanquish lack of motivation, discouragement, fear, and depression by talking to yourself in a kinder manner and giving yourself confidence boosts throughout the day.

When something good happens, what is the first thought that pops into your head? Is it negative? You may think that you are not worthy for some reason, or that you will somehow mess this good thing up. But to adjust your self-talk, you need to start switching your thoughts around to become more positive.

You are probably your own harshest judge. You judge everything you do according to especially high standards. Cut yourself some slack. Start to tell yourself that you are doing a good job at your life. Congratulate yourself on your hard work and your talents when you do things. Take some pride in things you own and things you do. Remind yourself of ways you have excelled or good

traits and qualities you possess as a person.

In addition, become more grateful with your self-talk. Look around your life and actually see all the good that is in it. Appreciate each good thing that you experience or own or do. Start complimenting your life and yourself instead of criticizing and complaining. When you begin to think of what you lack, switch your thoughts to consider what you have. As a result, your mind will get used to liking your life rather than hating it. You will become much happier as a result. Happier and more confident. Instead of bitterly complaining about how much your life sucks or how difficult things are, tell yourself how great things are and pick out the good in everything.

It may be habit for you to speak unkindly to yourself. With time, you can override this habit. It takes work and dedication, that's it. Just keep redirecting your thoughts. When you think something negative or mean, replace it immediately with a more positive, helpful thought. Think of solutions rather than complaining to yourself. Encourage yourself rather than finding reasons to be afraid and miserable. Praise yourself instead of criticizing and judging yourself based on standards that you do not even know are accurate. Soon, this will just become your normal self-voice. Your mind will be pretty receptive to this training and will follow its new line of thinking with ease.

The more that you speak nicely to yourself, the more your mind will accept these nice things as reality. Soon, you will believe the nice things you tell yourself. You will believe in yourself and in your high quality of life. You will feel much better as your self-talk improves. Say hello to confidence and encouragement and motivation.

## **It's OK to Be Mean**

Sometimes it is just necessary to be mean. No, I don't mean become the new bully in the office or an abuser to your family. But start to be a bit harsh and firm when you stand up for yourself. Be selfish and demand what you deserve without apology. Give yourself permission to be mean when you need to. Being nice will only open you up to being taken advantage of.

You must work to always stick up for yourself. Even if it requires being mean to someone, you must put yourself first. Do not accept any back talk or disrespect from anyone. Your boundaries are something that everyone needs to learn and respect. When someone crosses a line, punish them and speak up.

It is also acceptable to ignore the conventional rules of social politeness to defend yourself. Often, you will sit there letting a person talk your ear off and you will not say anything because you don't want to be rude. You let this person waste your time and drain your energy for a pointless social rule. Take care of yourself and conserve your precious time and money by not tolerating sitting there listening to someone's rambling. Cut the conversation short or say that you require silence. Switch seats to get away from the person. Who cares if you are seen as rude? You are protecting yourself. It is OK to be mean when it helps you.

Similarly, stop letting people insult you. Maybe you have accepted it before to be polite. You know that you are supposed to laugh and take it as a joke even though it is not very funny to you. But why do this? Why let someone insult you? Say something. Speak up and say, "I hate when you say stuff like that. Don't call me that." Even stand up to family and friends. People will get mad when you stand up for yourself but they were the ones being rude

in the first place.

Say no when you want to. You may feel that it is polite to say yes, but doing so can really tax your resources and make you overextend yourself. You can put yourself in some unhappy situations by always saying yes. So say no when you don't want to do something or can't handle something. You do not owe anyone any favors so no is your right. Do not let other people or social conventions take away your power and dictate your life.

Fearlessly confront people when you feel that you have been ripped off. Say how you really feel as you demand what you want in no unclear terms. Never tell people that you are sorry for what you say or that you are guilty for sticking up for yourself. Don't explain yourself or apologize under any circumstances.

Being mean can help you gain both dominance and confidence subliminally. It shows you that you are worth something, so your mind starts to believe it. Soon you will not even have to try. You just stand up for yourself because you know you don't deserve any kind of disrespect or poor treatment.

## **Conclusion**

Subliminal psychology is some crazy stuff, huh? Using just the slightest cues, stimulus, and conditioning, you can train someone to do what you want. The implications of this in your life are simply too many to count. Basically, you understand that subliminal psychology is your ticket to total control and dominance in your life. You can influence people to do what you want and you can use that influence for the dark or the light. It is entirely up to you.

All of your life, your main problems have probably involved other people, right? People stand in your way and tell you no. Their interests clash with yours, making life more difficult. They don't do what you want or they make you feel horrible. Other people may even appear to unite against you, setting up walls that hinder your chances of success and happiness. How awful that feels! You get frustrated but nothing works to make people bend to your will. You are alone, fighting for a cause that no one will help you with. Life seems impossible and even combative.

The second major cause of problems in your life is probably yourself. Am I right? Of course I am. You are your own worst enemy. You block your own success at many ventures out of fear, laziness, or a lack of belief in yourself. As a result, you never achieve your goals, no matter how proactive you become about setting them. You miss deadlines and fail to achieve goals and you hate yourself more and more. As your self-belief wanes with each failure, you make it even harder for yourself to achieve success in the future. Life becomes like a mire of failure that you can't escape from.



Well, subliminal psychology can help you defeat all of the problems in your life. It can help you train yourself to achieve your goals. It can also help you train other people to work with you and give you what you want, instead of fighting you and standing in your way. Now, no one can defeat you. You are the ultimate master of yourself and others.

Subliminal psychology enables you to see when someone is resisting you and condition him or her to obey you. You can train people to do your bidding using subliminal cues. You can use operant conditioning to train someone, or you can inject a message into his or her brain that makes him or her desire what you want him or her to desire.

You can use it to communicate ideas and messages to people without speaking verbally. This works so well that it may seem like telepathy at play. But really, you are just sending someone a message through subliminal cues. The person may not hear or see the message, but his or her brain receives it and understands it. The understanding manifests in the person's behavior.

You can use it to make someone feel a certain way. Those feelings will manifest in his or her actions. For instance, to get someone to avoid dating a person you don't like, create a subconscious association between this person and an abusive ex.

Finally, you can use it to inspire someone to do what you want or to persuade a person. Get your way by planting subliminal messages into someone's mind. Let him or her think that it was his or her idea. This is a powerful way to get what you want without even asking. You will always enjoy success if you can get someone to think that something was his or her own idea!

The applications for subliminal psychology are astounding.

But the chances of getting caught are slim. This means that you can be a sneaky weasel. You can get what you want and no one will ever be the wiser. It is important to ensure that no one catches you, however. Don't betray your secrets or you will lose power if the truth gets out.

The other good thing is that subliminal psychology can work on anyone and everyone. You can use it on friends, family, kids, seniors, bosses, and co-workers. You can use it on strangers or people that you know well, though you may have better luck learning how to manipulate those that you know well.

You can achieve subliminal psychology through subtle and sneaky phrases. You can use NLP and NLP imagery to get into the heads of others. You can use certain phrases to direct people's thoughts, and lead people to think certain ways with your choice of words. Use images to invoke emotions in people so that they respond the way that you want. An emotional response can really influence someone's decision. You can use hypnosis to change people and memories to shape their responses to the world.

This book works great with the *Dark Psychology* books 101 and 202 that I have written along with the *Dark NLP*, *Dark Cognitive Behavioral Therapy* and *Psychological Domination 101* books. All five books work in tandem with this one to show you how to influence and hurt or help others without detection. But this book is special in that it teaches you how to remain completely anonymous and discreet at all times. These methods are particularly useful when you are up against someone who refuses to give you any say or control. Take care of over controlling, manipulative, or abusive people in your life using subliminal methods. You are the most powerful one now.

By using subliminal psychology, you can train people to do

what you want and to give you what you want. There will be no more power struggles or constant games to get what you want from others. You don't even have to ask anymore. Be assured that what you want is already yours. You can use this for good, not evil, as you get people to take care of themselves or get yourself out of bad situations. You can also use it for your own self-improvement. Let subliminal psychology put you in power and let it make a world of positive difference in your life.

So are you ready to change your life? Then start using subliminal psychology today. Make a difference on the minds of others and on your mind by reaching past human perception, directly into the subconscious mind. Train yourself or others to do exactly what you want and to realize your full potential. Bend life to fit you. You don't have to suffer or sit back in despair as you fail yet another goal or get told no yet again. Life is yours for the taking.

**Other books available by Michael Pace on Kindle,  
paperback and Audio**

**Dark Psychology 101:** Learn The Secrets Of Covert Emotional Manipulation, Dark Persuasion, Undetected Mind Control, Mind Games, Deception, Hypnotism, Brainwashing And Other Tricks Of The Trade

**Dark Psychology 202:** The Advance Secrets of Psychological Warfare, Dark NLP, Dark Cognitive Behavioral Therapy, Super Manipulation, Kamikaze Mind Control, Stealth Persuasion, and Human Psychology 202

**Dark NLP:** How To Use Neuro-linguistic Programming For Self Mastery, Getting What You Want, Mastering Others And To Gain An Advantage Over Anyone

**Dark Seduction:** The Dark Truth About Seduction And How To

Use It To Get What You Want From Love, Sex, Relationships And Romance

**Dark Methods Of Persuasion:** How To Use Dark Persuasion Techniques To Convince, Influence And Persuade Anyone And Get Them To Do What You Desire

**Dark Cognitive Behavioral Therapy:** How to Stealthily Use CBT Methods to Influence and Manipulate Anyone's Mind

**The Psychology of Not Giving a F\*ck 101:** How to Carefully Choose what You Care about

**Strategies for Sabotage:** Embracing Your Dark Skills in the Craft of Victory

**Psychological Domination 101:** The Ultimate Secrets to Influencing Your Friends and Subduing Your Enemies

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