

DARK PSYCHOLOGY *and* MANIPULATION

Discover **40** Covert Emotional Manipulation Techniques, Mind Control & Brainwashing. Learn How to Analyze People, NLP Secret & Science of Persuasion to Influence Anyone

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Introduction

While Psychology can be defined, in general, as the study of human behavior and the functioning of the mind, Dark Psychology studies the human condition, concerning man's natural unconscious and emotional predisposition to prey and subjugate others.

Dark Psychology, persuasion, and manipulation are everywhere: in friendships, in love relationships, in advertising, in the workplace, in the news, etc. It doesn't matter where you look or who you're talking to. The situation is, either you are going to persuade someone, or someone will persuade you. Think about it for a moment, if you don't convince your boss that you deserve a raise, he will convince you that you are not ready for it. So, you will walk out of his office thinking you need to work another year, or even longer, before you deserve it.

This penchant for Dark Psychology is innate within each of us. As people get smarter and smarter and want to prey on us, we also, must adapt our responses to these deviant behaviors. That's why I decided to write this book.

Dark Psychology & Manipulation is the result of 7 years of studying the art of influencing human behavior and research in the psychological and social fields. This book will reveal all the mechanisms that psychologists have discovered in recent years to manipulate and persuade people's minds to do what you want them to do, as well as the most effective strategies to defend themselves against mental control.

In the next chapters, you will find a collection of the most powerful persuasive and manipulative techniques used by advertisers, emotional predators, vendors, politicians and all those who are able to change the thoughts of an individual or a group of people. You can use these techniques both to protect yourself from manipulation by narcissists, or social predators, and make a person do something they would not do. Knowing these techniques will allow you to succeed in relationships in general and especially at your work. Whatever your motivation is, in the following pages, you will find the tools you need.

Whether you are conversing with your friends, your partner, writing a work email, telling a story, or selling a product, you need to know the methods that the masters of persuasion use to change people's thoughts and make them act.

This book is not designed for academic purposes. My goal is to present persuasive language and behavioral patterns with many practical examples, and begin to apply them immediately after reading them. These tools can be so effective and powerful, so please use them ethically because it can be good or do a lot harm to those around you.

Be careful! This book may hurt some people's feelings. Please read it only if you really feel prepared to improve your communication with an ambitious goal. If you are a sensitive person, this book is not for you. Everything you will learn here is simple, easy to put into practice and works. You will learn to take advantage of our natural decision-making process. It has been shown that decision-making is primarily based on emotions and assumptions rather than logic—in the following pages, you will learn how to take advantage of this “glimmer.”

If you want to move mountains, you have to be able to move people first. Most people try to motivate others by praying them until death. When that doesn't work, they despair and start reprimanding, imposing, or deceiving to get the results they want. If you try to motivate people directly, you will fail. If you have already tried to change someone's behavior, you will know that this is painfully true. As an old saying goes, “You can take a horse to water, but you can't force it to drink.” However, you can make him thirsty. Consequently, the secret of motivation, influence, and persuasion, lies in learning to create the conditions for the mind to become “thirsty” so that the body follows it. The good news is that most minds are already thirsty in some way. We all live our lives driven by a series of necessities and desires, and you just need to go a little deeper to find those needs and take advantage of them. How? Through the use of language patterns and cognitive shortcuts that I will reveal to you.

Our brains love shortcuts. The world is a complex place, and your brain is constantly being attacked by an enormous amount of sensory information, for which it has a series of pre-programmed responses to help you resist this deluge. That's why when you hear a sudden loud noise, your body jumps. When you see good food, your mouth produces saliva. When the room is dark and warm, you get sleepy. It all happens automatically. You don't have to think about it, it just happens. These “conditioned responses” are activated because your brain has learned to anticipate what comes next. So, is it possible that there are such “cause and effect” answers when we listen

to certain words? Or is it possible that certain parts of human communication universally command a specific “shortcut” reaction?

The short answer is YES!

The interesting thing is that every time you talk to someone, consciously or unconsciously, you are influencing that person’s mind. Even if you choose not to talk, your own silence can affect them. Your verbal and non-verbal communication changes the neurochemistry of those around you. People normally do not want to accept this truth because they are afraid of being considered manipulative. Some people don’t like the idea of influencing other people’s thoughts for obvious ethical reasons, and some simply don’t want to accept this responsibility. However, to communicate effectively, you must accept this fact. Whether you try it or not, you are manipulating the thoughts, feelings, and actions of others.

When we think in manipulation, we think of some manipulators in history, such as Adolf Hitler, Frank Abagnale Jr., Bernie Madoff, or any other people who use the same skills to sell our used cars in bad condition, get guilty people acquitted or cheat millions of poor people. But let’s not forget the other great manipulators of history, such as Mother Teresa, Martin Luther King Jr., Winston Churchill, Gandhi and many others who have used the power of words to move people to fight for human rights, to abolish slavery, to give more power to the weak or to initiate political reform.

Both groups have influenced the thoughts, emotions, and actions of hundreds of thousands or millions of people, but the difference lies in the intention. No one doubts that communication is a powerful tool. Like any other tool you have at home, communication can be used to build or destroy. In the hands of a chef, a knife is a useful tool, while in the hands of a murderer, it is a deadly weapon, but what matters is not the knife itself, it’s the intentions of the person who uses it. In the rest of this book, I will provide you with powerful tools that will allow you to get what you want.

Surely you’ve already imagined what you can achieve when you’ve enhanced your powers of persuasion and manipulation, so now I’ll tell you what will happen if you don’t, that is to say, without these abilities:

- If you’re an employee, you won’t get a raise from your boss;
- If you’re a parent, you won’t be able to get your kids to make their bed;
- If you’re a victim of a manipulator, you won’t realize it, and you won’t be able to react to get rid of his negative influence;
- If you’re a salesman, you won’t be able to sell your products easily;

- If you're a team leader, you won't be able to motivate your team members to work harder or more efficiently;
- If you're completing a negotiation, you won't get any concessions from the other party;
- If you're an entrepreneur, you won't get your employees to accept your vision;
- And the list goes on.

As a result, without the capacity for manipulation and persuasion, you simply will not be able to influence people's behavior. Therefore, improve these skills by reading this book, and you'll get pretty much anything you want.

So, are you ready? Now it's time to begin this fantastic "journey" into the human mind to discover its secrets.

Happy reading!

Chapter 1

The Fundamentals of Dark Psychology



What is Dark Psychology?

To understand what Dark Psychology is, we must, first of all start from the basics and understand what Psychology is. It can be defined as the science that deals with the study of human behavior, that is how people perceive, think, and react to various situations based on emotional, cognitive, and social elements.

Dark Psychology, instead, can be defined as the study of the human condition about a man's natural unconscious predisposition to prey on and subjugate others for personal gain.

The use of Dark Psychology can be found everywhere—in love relationships, at work, in relationships with friends, on TV, in advertising, in politics, etc [\[1\]](#).

This dark aspect of psychology is inherent within each of us, no one excluded, and is part of the most unconscious part of our mind.

How is it possible to use psychology to take advantage on others? Simply, by using devious techniques of influence and mental manipulation to induce others to do something they would not normally do. Many psychological experiments show how it is possible to do this, and in the course of the book, I will give you a proof of this!

The secrets of Dark Psychology, lies in the knowledge of hidden psychological principles. Some of these powerful techniques and tactics are used by influencers to manipulate other people's minds to influence their choices.

Dark Psychology, as well as the principles and techniques that surround it, can be used in romantic relationships and help in your career path. Of course, this is not to encourage you to become an emotional or social predator; however, knowing these techniques will give you a great advantage from others.

Why do we need to understand Dark Psychology? This is present every day, in everything around us and therefore, cannot be ignored by us.

At this point, you have the power to choose whether to continue to ignore the secrets of Dark Psychology with the consequence of becoming its victim, or decide to know about it and exploit it to your own advantage, either to protect yourself from mental manipulators, or to influence others to do things they would not generally do.

Perception

This is a set of cognitive abilities that allows us to acquire the information that comes from the outside and is re-elaborated in our mind. Perception is therefore that process by which everything we see, hear, and perceive with all our senses is then modified by our brain so that everything we perceive can have some meaning.

Man, by natural predisposition, tends to save cognitive energies through what are called “cognitive or reasoning shortcuts”, to conclude with a minimum of effort in the decision-making process as fast as possible. The effort is a cost and our brain tends to limit it as much as possible. Laziness is deeply rooted in human nature.

During human evolution, we have developed a capacity for reasoning. This decision-making capacity allows us to be extremely effective and fast. Since prehistoric times when there was the appearance of danger, for example in front of a starving beast, the man did not think about all the possible options. Still, he chose from a few available options:

- 1) or either run away from the lion (*escape*);
- 2) or attack the beast (*attack*);
- 3) or he would freeze to avoid detection (*freezing*).

This speed of decision-making, on the one hand, has obviously allowed us to evolve but, at the same time, generates what is called COGNITIVE BIAS that is the cause of many errors of logical, cognitive, and above all decisional type ^[2].

In other words, this reasoning capacity exposes us quickly to the possibility of being conditioned and influenced by others in our choices.

All the mental influence’s techniques will be revealed to you in this book, leverage a series of cognitive automatisms to influence a person’s decision-making process. *Anchoring Bias*, *Ingroup Bias*, *Halo Effect Bias*, *Bandwagon Bias*, *Confirmation Bias*, are some Cognitive Bias that will be explained in the next chapters.

Persuasion

“Persuade” and “manipulate” are two verbs that are often used as synonyms, but which, on the contrary, have very different meanings!