

Unleash The Mighty Forces That Seize Men's Minds and Make Them
Respond To Your
Bidding
Through...



The Laws of Mental Domination

**How to Master
and Use Them for
Dynamic
Life
Force**

by Frank Rudolph Young

Here's a remarkable book that shows you how to hold others spellbound with a single glance...how to command others with thoughts, words or actions...how to become a hypnotic mental giant...how to dominate and control groups and crowds...and how to attain complete self-mastery!

22

The Laws of

Frank Rudolph Young

Mental Domination

How to Master
and Use Them
for Dynamic Life-Force

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Frank Rudolph Young

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“Let others see you as *you*
wish them to see you.”

JOHN ARNOLD YOUNG
*(the author's father, in whose
memory this book is dedicated)*

how

The Laws of
Mental Domination
Will Change Your Life

Wouldn't you like to hold people—even PERFECT STRANGERS—SPELL-BOUND with a glance? Indeed, by merely appearing within their view?

Wouldn't you like to COMMAND OTHERS with your THOUGHTS?

Wouldn't you like to know THE BEGUILING STATEMENTS to say to people? The 12 things ALL MEN like to hear about themselves? The 13 things ALL WOMEN like to hear about themselves? Even how to utter them?

Wouldn't you like to know THE REPELLING STATEMENTS not to say to people? The 16 things NO MAN likes to hear about himself? The 10 things NO WOMAN likes to hear about herself?

Wouldn't you like to know THE CONQUERING ACTS that bring others under your domination?

Wouldn't you like to know how to sway people easily to your way of thinking?

Wouldn't you like to analyze—and influence—difficult people AT SIGHT?

Wouldn't you like to learn how to control large groups of people with the power of your mind?

THE MIRACULOUS CHANGE THAT AWAITS YOU

The Laws of Mental Domination is the great leap forward in the art of winning friends and influencing people. It is the book that adds psychic power to this art. By the end of the *Second Law* you will be already commanding others with your THOUGHTS. By the end of the *Fourth Law* you will be holding people—even PERFECT STRANGERS—spellbound at a glance. You will no longer be the typical, average, everyday Joe drifting about his daily affairs, but a dominant individual who controls others *at sight* without their knowing why. They will be drawn to you even against their wills, you have learned the first few laws of mental domination.

And that is *only the beginning*. Once you hold people spellbound, you keep them spellbound with the magic of the beguiling statement and by avoiding the 13 fatalities of the Repelling Statement. Should obstacles arise between you and any of them, you overcome the obstacles by knowing the right things to say to them, as well as how to win them over to you with the Conquering Acts. If their actions are complex, you analyze and control them with Subconscious Vision. To easily sway them to your way of thinking, you use Chain Rapport. On occasions when they are difficult to deal with: such as, when they are angry, grief-stricken, jealous, stubborn, pugnacious, etc., you analyze and influence them quickly

with the Magic Eye. To keep them always intrigued with you, you generate the powerful magnetism of harmonious conversation. To elevate yourself with them, you create a dominating physical image of yourself with the Winning Voice and the Winning Posture and Carriage. To put yourself on a pedestal with them, you use Goliathan Autosuggestion. If you are a woman, you do it with Glamor Autosuggestion. To reach the peak of mental domination, you develop conscious control over your Winning Aura. To protect your power of mental domination, you put on the necessary False Front. With the 5 constituents of Mass Control, you seize control over groups and crowds. Finally, with the Khudd Ozonta you attain—and retain—*mental domination* over yourself.

You complete the Laws transformed into "THE NEW YOU," as if you have been re-created into a many-times more effective person. Socially, your life will come alive as it never has before. You will utterly fascinate others, no matter what your age or appearance. You are shown how to use mental domination to successfully enrich your leisure hours at any age. You learn how mental domination can lengthen your life with the hunger to live longer.

Aside from MORE MONEY and POPULARITY, you will start reaping a joy in life which you hardly suspect possible. Instead of trying to give yourself confidence, you acquire confidence *automatically* when you control others, for nothing brings confidence so easily as power over others. The world is yours, indeed, when you master mental domination. Yet, the power acquired from it can be used for worthy purposes only. The psychic resistance generated in the other person's mind nullifies any attempt to use it for unworthy purposes.

You are now about to embark in a most thrilling and profitable mental adventure. And you are going to *gain a power* which required the dedicated lives of 3 men—covering a century and a quarter, and spread over half the world—to track down and find, and crystallize and simplify, for you.

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first

law

how the

Dominating Mind

Works for You

Your first important step in the mastery of mental domination is to learn the basis of the dominating mind. So, follow closely everything in this law.

In order to acquire the dominating mind, you have to cast out, full blast, all fears and doubts of your ability to please others, all antagonisms toward any member of the human race, all eagerness to get the best of anyone, and all feelings of superiority over anybody. Rid yourself of all feeling of Self—all feeling of being **THE**

2 Dominating Mind Works for You

single, all-important being. Cast out all desire to rule or subjugate others, or to compete against them in anything. Cast out all temptations to compare yourself with them, either to your own advantage or disadvantage. Cast out all urges to *impress* people or to look down upon them. DO NOT feel like a show-off.

Don't feel, of course, like a nobody who is being tolerated by others. Envy no one anything he has, but don't pine over the fact that you have no more yourself. If Jack or Jane is taller and handsomer than you, banish those comparisons out of your mind. All such "hostile" thoughts in which you secretly wish to remake yourself and someone else and to bless yourself with his enviable traits and curse him with your unwanted ones show on your face, no matter how hard you try to conceal them. Even if you hide them from your face, they creep into your voice and your general manner. Jack or Jane feels a strange, inexplicable frigidity in the atmosphere around you and is repelled by it.

Neither can you acquire a dominating mind unless you free yourself from worry. If you are sensitive, you cannot help but suffer, wherever you go, from slights and insults and from unfriendly thought messages from people who dislike you. A major portion of these messages will be purely imaginative on your part, but some of them will be actual enough to start you worrying. Since you cannot devote the major part of your life to the unprofitable struggle of getting and overcoming psychological complexes, you have to develop an immediate block to prevent them from implanting themselves in your mind in the first place. Don't wait until you are worrying chronically about an oppressive influence to put an end to it. Block it out of your psyche the moment you sense it disturbing your peace of mind. Rubberize yourself against it. Don't dodge the issue by thinking about something else, for that pushes the already implanted "mental virus" deep into your brain cells. When you feel the "gnawing within" oppressing you following a misunderstanding with someone, halt all introspection in your mind at once before that "mental virus" buries itself in you.

THE SWINDLER'S STRATAGEM

You can *still* dislike the other person and still fool him about your feelings towards him. The swindler does it regularly. He does it by maintaining a running conversation with his prospective victim which prevents the latter from listening to the warnings from his subconscious. In that way, the swindler prevents his prospective victim from introspecting and responding to his "hunches." (Hunches are frequently telepathic impressions spontaneously received.) When the swindler departs, taking his aura with him, his victim loses contact with him and does not "wise up" through psychic "feeling." The victim's mind, in addition, is left teeming with the false visual and auditory impressions it received from the swindler and is tightly shut against all logic concerning the matter. His imagination builds up the swindler into a demigod. The swindler, to summarize, concealed his true opinion of the prospect through a running commentary of words and an endless flow of wit and clever flattery. Aside from the nefarious aspect of the case, the swindler's stratagem requires an extraordinary amount of quick, natural wit. The least error he makes in the attempt will cause the plot to be exposed or will arouse fatal suspicion. The swindler's stratagem is hardly worth the risk involved.

THE SANE WAY TO IGNORE RUDE PEOPLE

With the dominating mind, you have nothing to fear from the other person—nothing to conceal from him. If he is sulky and still dislikes you, as sometimes happens even after you have tried to win him over, stop wasting your time. An astounding percentage of people can be mentally dominated. Overlook the comparatively small number who either can't be or are too difficult to be influenced. But don't come to grips with them and have to avoid encountering them thereafter. Don't exhaust your mind-power regularly in such situations. If such a person ignores you rudely,

4 Dominating Mind Works for You

ignore him thereafter as you would ignore a puddle of water on the street. Don't drain yourself of mental vitality as you approach him and end up deploring the occurrence for the rest of the day. A rude person is not rude to you alone. He is rude to almost everybody. He antagonizes others and receives their indignation in return. If you adopt a bitter attitude towards him, it will subconsciously creep into your dealings with others, and you will lose your mental domination over them.

THE DOMINATING MIND AND SELF-CONSCIOUSNESS

The dominating mind banishes self-consciousness. You are self-conscious when you doubt your ability to please or control others. You are not self-conscious when alone in your room with a pet or dumb animal that you don't worry about pleasing. When self-conscious, you not only waste your mind-power in needless worry about your ability to please others, but you also can't put your best foot forward with them. There are understanding people who can still like you if you are self-conscious once they know you well; but if you associate with them only now and then, they could misinterpret your self-consciousness and regard you as selfish and arrogant.

HOW THE DOMINATING MIND OVERCOMES NERVOUS TENSION

The dominating mind brings you another important blessing. It relieves you of the tension of trying to give yourself courage, confidence, and other positive traits. Adopting any new trait builds up tension, particularly if it is based upon nothing specific. You cannot acquire confidence in being charming, for example, merely by assuming a confident manner. Confidence is the end product of a mastered skill. Blind confidence is of little value because sooner or later you are jolted out of it by failure in performance. The same is true of courage and other positive mental attitudes.

It is no different with negative mental traits like general lack of confidence or courage. These evolve from the failures that abound when you try to learn a new skill. Never assume hastily that you CANNOT do something right just because you did it wrong before. But neither should you assume a CAN-DO-IT attitude about any skill unless you CAN do it right.

HOW TO DEVELOP THE BASIS OF THE DOMINATING MIND

EXERCISE 1: THE THOUGHT VACUUM. This simple exercise will rid you of all feeling of Self, so that you can cast off your fears and doubts about pleasing others, your antagonism, and your urges to surpass, subjugate, impress, or look down upon others. It rids you also of the opposite urges: the urge to feel inferior to others or to dread that you cannot please them, no matter how hard you try. You will then have the basis of the dominating mind.

Alone in your room, imagine yourself on the sidewalk, running into somebody you know—somebody you dislike. He arouses inferiority feelings in you and destroys your natural charm. But since it is impossible to avoid him, he is the ideal subject with whom to practice this exercise, both in your imagination and in actual life.

The moment you lay eyes on him, convert your mind into a mental blank by banishing every thought from it. To achieve this, do the Thought Vacuum. Stare at an insignificant spot on the wall and repeat to yourself silently, "Dot . . . Dot . . . Dot."

Project to him, now, the kindest thoughts and fill yourself with an eagerness to meet him. As you two draw near, exclaim, "So glad to see you again!"

Prevent all introspection from returning to you, by thinking again, "Dot . . . Dot . . . Dot . . . Dot." Grin at him and stare at the bridge of his nose *directly between his eyes*. (DO NOT STARE into his eyes, or you will perceive his unfriendly glare.) But *he* believes that you are staring into his eyes. Don't wait for his reply,

6 Dominating Mind Works for You

but add something meaningless to what you said, something about the weather, for instance. (You will learn more about harmonious conversation in a later Law.) Continue grinning at him and staring at the bridge of his nose, and march on. With that routine you can move past him without really seeing him or being rude to him.

HOW THIS EXERCISE HELPS YOU WITH EVERYBODY YOU ASSOCIATE WITH

The basis of the dominating mind is mastered faster when practiced in private with an obnoxious person in mind, than when practiced in person with a well-behaved friend or relative who approves of you. With the obnoxious person, even when he is not present, you encounter fierce personality resistance.

This one exercise is all you need to master the basis of the dominating mind. It rids you of doubts and fears with people, not by building up tensions in you with suggestions to have courage and confidence, but by limiting your emotional reactions to others. It leaves your mind unaffected by its immediate social environment, so that it responds only to the suggestions which you yourself put into it. It teaches you how to meet the blows of rudeness, not with your chin, but by RELAXING and ROLLING with them. It enables you to meet and walk past the unpleasant individual without being shaken up by the encounter. Last, and most important, it keeps your head cool, ready to apply the laws of mental domination on him.

When applied to the average or the better bred person, the basis of the dominating mind captivates him instantly. He is impressed by your staring "into his eyes," and his psyche receives no unfriendly telepathic thoughts from you. With your mind a blank, projecting only the best feelings for him, he receives the wavelengths of your well-intentioned thoughts and is stirred by them. Your very expression is altered by that frame of mind. (This will be explained fully in *Law 4, SONDALA: HOW TO DEVELOP THE OVERWHELMING GAZE.*) Your mental blank purifies your thinking, so to

Speak, just before you meet the individual, and he feels an irresistible rapport with you before you utter a word.

HOW THE DOMINATING MIND WORKS FOR YOU is the first law of mental domination. Master it right away by practicing the Thought Vacuum.

second

law

kizuma: how to

Command the Thoughts

of Others with the

Picture-Form Thought-Command

Now you are ready for *Law 2* and its exercises. Study it well because this is one of the most effective of the 18 laws. It is one of the staggering skills of the Yogi.

THE POWER OF THE
SILENT WORD

For everyday use you seek not a power to accomplish miracles, but a power to help you attain your goals in life. You seek a power to help you influence others, to make more money and become popular admirably. To attain it

you have to influence—or command—the thoughts of others.

All through the ages, men have ruled others by commanding their thoughts with oratory or with the printed word. Remember Mark Anthony's speech? Other men have commanded the thoughts of others just as effectively through awe-inspiring silence.

The silent word can be a stronger instrument for commanding the thoughts of others than the spoken or written word. For one thing, it is undetected by the other person; yet, if skilfully directed to him, he feels its influence and interprets it as his own thought—if your projected thought benefits him. If it does not benefit him, he grows suspicious and resists your further telepathic attempts to command his thinking. He might even warn others to beware of you.

THE FIRST REQUISITE FOR SUCCESSFUL THOUGHT-COMMANDING

The more worthy your thought, the more the other person gains from it. You gain too, because the other person feels attached to you and sings your praises. Your reputation grows. Jesus Christ and other mystics applied extra-sensory perception for worthy purposes. You can sway the other person most easily when you want to do him good. That is why religious leaders so often effect miraculous cures. To cure others of disease is certainly to do them good.

A doctor gains by healing his patient, the storekeeper and the salesman by pleasing their customers, the politician by satisfying his voters, the lover by adoring his beloved. The first requisite for successful thought-commanding is to seek to do something worthwhile with your thought for the other person whose thoughts you wish to command. It will, of course, have to be something which he himself will accept as being of value to him. But this, too, has its problems. If you wish to break him of a bad habit, he might enjoy the habit and hang on to it. When someone becomes enslaved to anything, he falls in love with it.

He might also wish to adopt the new habit but resists it because of a misconception about it that he holds. He might wish to exercise, but is anxious about his heart. He might wish to eat more fruits and vegetables, but is convinced that they are weakening and not filling. He might wish to stop smoking and drinking, but fears losing out in his social circle. You will always run into psychic walls put up against you by the person whose thoughts you wish to command.

Let's go ahead now and break down thought-commanding into a series of easily executed steps. Practice them, and you will be amazed at the power you acquire with *Law 2*.

THE FOUR GREAT STEPS FOR COMMANDING THOUGHTS

FIRST STEP: THE ENSLAVING FRAME OF MIND. The enslaving frame of mind is the step best calculated to do a world of good to the other person. Nothing is more enslaving than the emotion of love. Those who believed in Christ loved Him, and He performed miracles for them. In His own hometown, where He was not highly honored, He failed to perform miracles. He, in turn, loved His followers, and this enslaved them to Him. Moses, Mahomet, Allah, and Jesus's Disciples also commanded the thoughts of others. An overpowering desire to help another person is the core of success in thought-commanding.

Exercise to Acquire the Enslaving Frame of Mind

a. Sit alone in your room and visualize before you the person whose thoughts you wish to command. Take paper and pencil and list the thought or thoughts which you want him to accept.

b. List beside each thought the gains which you expect him to derive from it. Be sure that the gains are not solely your gains. They have to be **THAT PERSON'S** gains, or he will sense the selfish motive behind them and withdraw outside your psychic control.

If you are a salesman, for example, and hope to profit from the sale, obliterate from your mind all thought related to your profit. Replace it with the thought of the advantages which the prospective customer will enjoy from your product. Should he purchase your product at your price, you will profit from the sale; so why keep thinking about your profit?

Sell your merchandise first! Your profit or commission will automatically take care of itself. To sell the merchandise, think only of the savings and blessings which your prospect could realize from it. Visualize him realizing these blessings and feeling grateful to you. Dedicate yourself, for the moment, to satisfying him. *That* is the enslaving frame of mind. It enslaves him to you!

Do likewise if you are a professional man, business man, husband, parent, or friend. To enslave anybody to you, visualize him convincingly in the act of gaining from your thought command.

SECOND STEP: THE ENSLAVING SELECTION. The Enslaving Selection is just as necessary. You may earnestly desire to help an individual, but you may be commanding him with a thought that enrages him. You may be a doctor and wish to stop your patient from smoking, but he might deeply resent such advice. You may be a parent and wish to prevent your daughter from keeping company with an undesirable man, but she may be (or thinks she is) in love with him. You may want to sell somebody a product he needs badly but which he cannot appreciate. These are a sample of the difficulties which you encounter every day.

To command the other person's thoughts as you wish under such conditions is no easy task. The utmost tact and perseverance are necessary. Even if you do succeed, the instant you relax your thought-commanding, the other person returns to his old habits.

In the case of the love-blinded girl, it might be easier to transfer her to a distant school and let absence and new interests finish her attachment for the undesirable man. If you are a sales-

man, you might have to resign yourself to selling your prospect something akin to what he likes. If you are a doctor, you might have to compromise and only persuade your patient to smoke less. Expect 100 per cent success in nothing you attempt in life. The most successful man knows when to compromise. The failure never compromises but runs headlong into disaster.

Don't resign yourself to failure, nonetheless, merely because you can't command the thoughts of some peculiar or unusual person completely. The fact that you can influence him at all should be advantageous enough for you. The more skilfully you try to influence him, the better you succeed. After repeated attempts with him, together with increased skill, you might succeed in commanding even *his* thoughts to a remarkable degree.

Exercise for the Enslaving Selection

a. Write down beside each of your command thoughts for any person exactly what reaction you would expect from him if you were to blurt out orally those thoughts to him. If they might incense him, mark that down. If his friends would scoff at him and tease him into ignoring your advice, mark that down. Don't shut your eyes to any difficulty you might meet. If you feel that he might purchase your product if you don't appear eager to sell it, mark that down. Mark down anything that might hinder your efforts to command his thoughts. Thought-commanding may be more subtle, more unsuspected and more effective than oral commanding, but you still have to affect the other person's subconscious mind to put it across. If you can't affect it enough, you can't command his thoughts.

Success will be faster when you choose an easier objective with which to enslave him such as, to make him like you better, to speak to you longer, to listen to you more attentively, to have more respect for you. When your skill and confidence in thought-commanding grows, you can select more difficult objectives.

THIRD STEP: ESTABLISHING PSYCHIC UNION. Having put yourself into the enslaving frame of mind and picked out the enslaving selection, you are ready to command the other person's thoughts. You are not trying to rule him with your thoughts but to command his thinking.

You don't even want him to suspect what you are about to do; that would call up his defenses. You want his conscious mind to assume that the thought which has suddenly possessed him originated from within himself, that you yourself just happen to be present or to have accidentally entered his thoughts just then.

Thought-commanding is an art of extreme subtlety. The least suggestion of force, coercion, hammering insistence, or personal effort on your part thwarts it. You have to establish such an absolute telepathic rapport with the other person that he obeys you with the unsuspecting, unresisting responsiveness of a subject carrying out a hypnotic suggestion. He has to obey your thought-command spontaneously, without hesitation, even if he is astounded later at what he did.

Exercise for Establishing Psychic Union

Sit before your mirror in your room and pretend that your image is that of another person. Don't fill yourself with power to blast him off the scene. Just sit there calmly, breathing easily and staring kindly at him. Think out to him, "I want to do you all the good I can." Putting your thought into silent words suggests it better to both of you. Still better, think out to him such self-sacrificing sentiments as, "I am ready to do anything to make you happy. Your best interests are my main concern."

The statement, of course, is not strictly accurate. If you are a salesman or a business man, your own best interests have to remain your main concern. But you can't let your subconscious telepathize that thought into the other person's mind, or he will become wary of you psychically. You want him, instead, to open the floodgates of his mind and receive your telepathic messages

with the least resistance and carry them out (for a while, at least) like his own. You will then have established psychic union with him.

Feeling the Psychic Wall Give

After you establish psychic union with the other person, you will feel a sudden lessening of the resistance against the telepathic pressure which you are exerting on his mind. It feels as if you had been straining, ramming a heavy log against a wall in the dark, and that the log suddenly shifted into a hole in the wall and plunged through it easily. That's how it feels when "the psychic wall gives." You won't experience this feeling at first. You will even assume that your thought-commands are either being wholly received or wholly rejected by the other person. If he is in your presence, you will be more aware of the psychic wall giving when it does. If you are telepathically inclined, you might have experienced this feeling before. You might have attended a public gathering and been *uninfluenced* by the people around you. A new face suddenly appears, and you are drawn so irresistibly to it that your heart storms in your chest, and you can hardly breathe. Your tongue turns to lead, even though you are dying to talk to that person. Trembling, you feign disinterest in him. You let him (or her) drift again out of your life, perhaps nevermore to be seen, but to be eternally recollected with deep regret.

The other person most likely experienced those same feelings towards you. That's why your reaction was tempestuous. Both of you felt the other's psychic wall give, and both of you were consequently thrown into panic.

Master establishing psychic union until you feel the psychic wall give. When you feel it give (and you ought to feel it soon), you will be ready to command another's thoughts.

FOURTH STEP: COMMANDING THE THOUGHTS OF OTHERS.
The actual thought-command can be delivered either in word- or picture-form. Both ways are effective, but one is more effective

than the other in different situations. The picture-form seems to be more effective with strangers, and the word-form with your family and regular companions. Many reasons exist for this.

The stranger has not heard you talk much, if at all. He is not used to speaking or listening to you. His subconscious has not built up conditioned reflexes from past associations with you. He might even presume that you possess a different voice and speech than you do. Once you develop exceptional skill at thought-commanding, it makes little difference which form you use; but, at first, it would be more effective for you to project the picture-form to strangers and the word-form to your family and regular companions. The latter are conditioned to dealing with you in words and will absorb your word-messages easier.

The Picture-Form Thought-Command

For the stranger, pick out the well-selected enslaving goal which you wish to implant in his mind. This applies as much to a new prospect as to a new patient or client. Let your mental picture of this well-selected enslaving goal seep into his mind by your thinking it out to him. Let it drift through the air and push through the open floodgates of his mind. And *keep it there* before him, moving and alive. Don't create a dead, still picture. A living, moving picture projected from your mind, of the stranger performing exactly what you wish him to do, enralls his subconscious and prevents it from closing its doors against your thought messages. A moving picture is dramatic and does not bore. Boredom cuts off psychic union, except when used for hypnotizing.

Don't project the picture long. Three or four seconds are long enough. Withdraw it before the stranger's subconscious mind builds up resistance against it. Should he grow conditioned to resist your thought messages, your future efforts to command his thoughts could prove futile.

NEVER repeat that same picture after that with the same person. Next time you project a picture-form thought-command to

him, use a different one. Strive to meet the stranger you don't know quickly, and quickly alter your thought-commanding to the word-form, or your picture-forms will soon fail to arouse him. The human mind promptly gets bored with the same thing.

Study, next, how KIZUMA operates.

HOW KIZUMA OPERATES

THE SECRET OF WITCHCRAFT. The superstitious people of former times called the witches "in league with the devil." But the witches also used thought-forms. By concentrating long on their desires and projecting them, they developed stupendous thought-form powers and enjoyed amazing psychic power success. The methods they employed were revealed in their confessions. Practically all of them admitted that they:

1. fixed their minds upon other people, or upon the animals of these people, and
2. held a "concentrated mental picture of these people or animals clearly before their minds and then sent forth thought-waves to them carrying the evil thoughts about them which they wished would happen to them." These thought-waves were so powerful that the witches succeeded "in disturbing these people very badly mentally, and very frequently bring on sickness."

OTHER SECRETS OF WITCHCRAFT. Another confessed method used by the witches and sorcerers was psychometry. They procured articles belonging to their intended victims, held them in their hands to secure astral contact with their owners, then projected the evil thought-forms to them. The method proved most effective.

Still other witches molded little figures of clay or wax, in the general shape and appearance of their intended victims. They even stuck pins into them and cursed them daily. It was believed that these little figures possessed supernatural powers or attributes and brought on the evil which the witch hoped for. But that, of course, was not the case. The figures only provided the witch with

a set target towards which to project her thought-forms, as well as helped her visualize her intended victims more clearly and easily. They were equivalent to your own image in the mirror when you stare at it and imagine it to be another person in order to project more easily your psychic power to him. The same results could be achieved without those props, although the props fill one with needed confidence. When you lean too hard on any prop, though, you are helpless without it. But the prop itself possesses no power; it only brings you confidence. The fact that the prop itself has no psychic power, nevertheless, does not imply that *you yourself* have no such power.

The same applies to the witches. The fact that her clay or wax figure possessed no psychic power in itself is no indication that she herself had none. But her power was not necessarily supernatural. It was obviously thought-form power developed to an overwhelming degree.

You can readily perceive what a tremendous influence for *good* such a power can be. It could be used to help others conquer disease, to fill them with courage and ambition, to persuade them to make a wise decision. Arsenic is a deadly poison, but it is also used as an effective medicine by the doctor.

HOW TO PROJECT THE CONTROLLING THOUGHT-FORM

The thought-form is more effective when Jack or Jane expect to receive it from you and will approve of it. If Jack is convinced, for instance, that you wish him well and want to help him, he will be more receptive to your projection. If he distrusts you, his subconscious mind will block you out when it receives the telepathic message from you, whether or not he expects it. At the outset, then, you will learn *KIZUMA* faster if you already know Jack well, and he approves of you.

Suppose, now, that Jack lacks confidence in himself and that you wish to fill him with it so that he can make better use of his

talents. Personal inspiration would help, but his gnawing doubts might reassail him after you two separate.

Bridge this gap by intensifying the projected thought-form you intend to throw at him. Stare at a picture of Jack or hold an article of his in your hand and visualize the scene involving him which you wish to come true. If he suffers from inferiority feelings, visualize him as bursting with confidence. If he is a pessimist, visualize him as a progressive optimist drawing success to himself from many directions. If he doubts his ability to succeed in his undertaking (even to get a good job), visualize him doing handsomely when he applies.

Now, dispatch this perfectly conceived thought-form into his *conscious* mind. Project to him a mental picture so perfect that it lodges in his mind and obliterates the negativistic picture of himself which he already holds.

This projected thought-form, though, will not remain implanted firmly in his mind. The moment you ease your projection, the picture starts turning vague to him. You have to project it to him again a few minutes later.

Project your thought-form again and again to him for about 10 minutes.

Repeat, likewise, next evening. Repeat it several evenings in a row, in fact, if you are reasonably certain that Jack will be home. One evening's thought-form projecting will not be sufficient if Jack is convinced that he is a failure, or if he is a confirmed pessimist.

THE EXACT EFFECT OF THE PROPS

The picture of Jack which you stare at will NOT increase the power of your projected thought-form. But it will help you create *in* the thought-form a *keener impression* of Jack, and *that* will enable you to fasten the thought-form more pointedly in his *conscious* mind, as he will immediately recognize himself in your projected thought-form. Without his photograph right before you

to stare at, you might visualize Jack somewhat differently than he actually looks, and he, as a consequence, might fail to recognize himself in your projected thought-form. That is why witches stuck pins into the clay or wax images of their intended victims. They overlooked nothing that might add realism to their projected thought-forms.

Artists make use of models for the same reason. Most of them can paint or draw excellently enough without models, but with actual models to guide their eyes they can paint or draw more closely to reality and still not limit the scopes of their imaginations.

THE POWER OF KIZUMA: THE PROJECTED THOUGHT-FORM

Psychometrically, when you take hold of the article belonging to Jack, you know beforehand that it belongs to him and that it still retains an astral attachment to him. By taking it in your hand, you set up a direct astral connection with him. He might not be conscious of it, but the connection has been set up. When you thereafter project your thought-form to him, his chances of receiving it full strength are enhanced.

If Jack is taking part in a debate, an athletic contest, seeking suitable employment, or taking an important examination, and you fear that he is frightened, the situation is ideal for bolstering him with KIZUMA. You might know, for one thing, closely enough when and where the occurrence will take place. Being highly tense at the time, Jack will be most impressionable to suggestion, verbal or psychic. By projecting to him at this very time a thought-form picture of him bursting with confidence of success, he stands a big chance of receiving it fully and of being decisively affected by it. It could alter his entire outlook and turn hopeless failure into bouncing success. In the West Indies the author's father saw a native save his drowning brother's life from a swift current by projecting to him, from the river bank, a thought-form which

resulted in "doubling" his brother's strength so that he struggled superhumanly to safety.

CIVILIZED BLACK MAGIC IN OPERATION

Elsa, your neighbor, might despise you only because she envies your appearance, your position, your full crop of ravishing hair, your ready smile, your better self-care or something else. She habitually thinks about you and wishes you harm or great loss. These steadily streaming thoughts, while not systematically marshalled against you, in themselves conspire to bring about the effects of black magic. Whenever you run into her anywhere, you feel uneasy and unwelcome, as if she wished to avoid you. You even harbor a feeling (and, very likely, a correct one) that she both thinks about you and discusses you at great length (and disparagingly, too) with her husband.

The staunchest soul cannot endure this steady battering of psychic poison day after day and not grow aware of it. Before long, you grow supersensitive about the situation. When a pebble bounces near you on the sidewalk, you swear it was hurled by Elsa. You feel increasingly unsafe, and your very expression changes. Spiteful Elsa observes it, dislikes you all the more for it and wishes you still more harm. The vicious circle continues until it becomes impossible for you to live near her any longer and remain your calm, peaceful self. You have lost your sense of humor, you rage against Elsa and dread her, and you glare at her warily on the street. Your appetite deserts you, and you are restless at night. Even if you don't waste away, your vitality will be sapped, and your career and daily life suffer accordingly. If that isn't Black Magic, what is?

HOW TO NEUTRALIZE CIVILIZED BLACK MAGIC

It is difficult to neutralize yourself against the steady stream of psychic poison emanating from Elsa unless you move from the neighborhood. Since you like that neighborhood, you have to

make use of psychic self-defense. Waste no time nor effort trying to stop Elsa's insidious thought-forms from corroding your mind. That attempt would only devitalize you. Either blank out your mind to her with the Thought Vacuum, or recall something pleasant and let Elsa exhaust herself, pouring her malicious thoughts against your unreceptive mind.

● *Exercise.* Visualize yourself encountering Elsa on the sidewalk. Instantly start recalling to mind the exciting movie or baseball game you saw or listened to recently. Again, follow your favorite star or athlete in his thrilling acting or skilful movements. Watch tensely again when the tide turns against him and breathe easier again when he turns it back. Maintain this reverie for at least 10 minutes, when you will have long forgotten Elsa.

By engrossing yourself for about 10 minutes in this way, you won't leave yourself open to being upset for hours by her "Black Magic" after she has departed. The more sensitive you are, and the more lonesome your life, the more such vexing situations will disturb you. So, learn to neutralize them swiftly. Mastering and applying this exercise also keeps you from engaging, in turn, in resentful, fatiguing brooding against such a person.

Practice this exercise until you can use it at will.

CASES OF THE INDESCRIBABLE POWER OF THE THOUGHT-FORM

CASE 1: THE PLANTER IN TRINIDAD. Jonas Cooke, a brutal sugar-cane planter in 19th century Trinidad, drove his workers like slaves. He bullied and punished them unmercifully. Many died young. In desperation, the workers sent one of themselves to call on the medicine man Bayjan and to offer him a cask of molasses if he would save them. Bayjan agreed. He sent back the worker with a small package.

At the plantation, the returned emissary gathered the other workers around him and opened the package. It contained a small, clay human figure with a thong of rawhide around its neck.

When Jonas Cooke was about to retire that evening, he

noticed that very figure upon his dresser. None of his trembling servants appeared to know anything about it. They only moaned that it was an omen of evil—perhaps indicating even death, by strangulation, to Massa Cooke.

Jonas scoffed. But he knew that his workers disliked him; so he determined to be on guard.

A week, two weeks, and three weeks passed, but nothing unusual took place. The clay figure just stared blankly at Jonas from the dresser. Jonas would not remove it, or he would be confessing to cowardice. But it annoyed him and left him uncomfortable.

During the fourth week, he came down with swamp fever, and it grew steadily worse. Frantic, he dispatched a servant for the nearest doctor.

When the latter arrived, he found that Jonas had died. He had contracted pneumonia and drowned in his own phlegm.

When he learned the story of the idol, the doctor could find nothing about the corpse to change his diagnosis of the cause of death. The idol, bafflingly enough, still perched upon the dresser, but its head had been SNAPPED OFF! As the rawhide thong dried out, it had tightened increasingly until it had broken off the idol's head. Bayjan, the medicine man, had implanted that thought-form into Jonas' mind so that, as the rawhide tightened, Jonas would take ill and "die" too. Bayjan knew how long it would take the rawhide to shrink and decapitate the figure, and he daily sent word-form thought-commands of that approaching day into Jonas' subconscious mind. The fact that Jonas knew he was guilty and was discommoded by the clay figure, left him susceptible to the evil, psychic blasts. His appetite lessened, his physiological immunity diminished, and then he came down with the common tropical disease, malaria, or swamp fever. *Then* his fears multiplied. Thereafter, he was an easy victim of the death-dealing thought-form of Bayjan.

CASE 2: THE FARMER IN PANAMA. During the days of the building of the Panama Canal, Gasteazorro, a farmer, owned a *finca* about 3 miles from the pueblo of Aguadulce. There were two

routes from the *finca* to the pueblo. The shortest one led him over a *camino* winding about 5 miles through the *bosque*; while the much longer one took him over the dried-mud glutted *carretera* which swung away from the pueblo and sprawled over a difficult distance of about 8 miles. The only fly in the ointment was that, in order to use the shorter distance, Gasteazorro had to trespass across the rancho of his old enemy, Pretelt. Pretelt warned Gasteazorro repeatedly to stay off his property and threatened him with harm unless he paid heed.

One day, when the sneaky Gasteazorro had again trekked about halfway across Pretelt's rancho on his way to Aguadulce, he was suddenly seized with a terrifying cramp of the legs. As desperately as he tried, he could lift neither leg off the ground. All at once, he spied Pretelt approaching him with a tittering laugh. "*Buenos días, Señor Gasteazorro,*" he called out with a welcoming bow and a big sweep of his sombrero. "Since you enjoy so much being on my rancho, be my guest for the next day, or two, or three."

The cramp in his legs turned to paralysis, and Gasteazorro yammered to Pretelt what tragedy had overtaken him.

"*Qué piedád,*" Pretelt replied, sucking his teeth mockingly. "But what's the difference, since you love it so much here? That curse I put on you really works."

"*Qué dices, señor?*" the helpless Gasteazorro shrieked. "A 'curse,' you say?"

"*Sí, hombre, sí,*" Pretelt replied with a delighted chuckle. "I put a curse on you to prevent you from walking until I remove a nail which I have driven into your footprints in the ground somewhere back there."

In reply to Gasteazorro's frantic pleas Pretelt admitted that the curse would be effective only on his own rancho, not on ground outside of it. With a guffaw of satisfaction he strolled off, again flourishing his sombrero as he said to the consternated Gasteazorro,

"*Buenos noches, señor.* My rancho is yours. Stay on it as long as you like. And don't worry about the mosquitoes tonight. What if they descend on you in legions? Your thin face will be much fatter—and handsomer—after they beef it up for you. *Por seguro, hombre,* what a cheap way to get handsome."

Gasteazorro spent an infernal night yelling for help and feverishly swatting the endless swarms of gigantic tropical mosquitoes which feasted on him. By morning, he was covered thickly with throbbing lumps from head to foot, was practically incoherent and on the verge of hysteria. As the hot sun rose, the insects gradually retired to the nearby swamp, and the still-paralyzed Gasteazorro all but tore his brains apart trying to recall all he knew about obeah.

Utterly exhausted and feeling faint with hunger, but dreading another day and night in that horrible position, he made another desperate attempt to free himself. He ripped off his coat and tore it in half. With a superhuman effort he managed to draw one half of it under one foot. At once, that foot regained normalcy. Close to fainting with joy, he did likewise to his other foot with the other half of his coat. Gasteazorro then wrapped the halves of his coat around his feet and staggered in the direction of his own *finca*. By the fence, at the end of Pretelt's rancho, Gasteazorro found a nail buried in his footprint. He tore it out. He then unwrapped his feet and discovered that he was no longer a prisoner of the curse. As he floundered away, a sadder but wiser man, he heard in the distance the belly laugh of Pretelt.

Pretelt's enslaving thought-form had found instant reception in Gasteazorro's mind because the latter knew that he was guilty and because furious Pretelt had already threatened him. When Pretelt drove the nail in the trespassing Gasteazorro's footprint, and, at the same time, visualized it being driven into his neighbor's actual foot and fastening it to the ground, the thought-form appeared so vividly in the guilty mind of the trespasser that he

accepted it for an accomplished fact, and his subconscious mind "nailed" his feet to the ground.

CASE 3: ANCIENT LOVERS' TRICKS. Centuries ago, and in some localities even today, maidens snatched a few strands of hair from their beloveds and wove them into petite, doll-like figures, symbolic of their lovers. Next, they wove a few hairs of their own, also in petite, doll-like figures, symbolic of themselves. They set these figures, facing each other, as far apart from each other as the heights of their loved ones.

Every day, they moved these figures nearer by an inch or two. When these figures were finally close enough to touch each other, it was believed the maiden would become a bride.

The same ritual, but in reverse, was utilized to *drive away* an unwanted suitor, a love rival, or any other suspected evil.

Obviously, whatever success the maidens had was not due to the petite, doll-like figures, but to the thought-forms which they helped the maidens to project. The thought-forms, of course, were aided by the psychological and psychometrical results of the interweaving of the hairs.

CASE 4: ORIENTAL LOVERS' CUSTOMS. Mirza yearned to influence Kaffir. She called up his image in her mind and then made love to it.

When she kept up the practice steadily, it was difficult for Kaffir to resist her. Mirza could even draw to herself an *unknown man* from out of the world at large. She merely concentrated upon the image of her ideal, and in the due course of time he came along.

That is called Spirit Clairvoyance. It is no mystery. Many of us have done likewise without even realizing it. The created thought-form drifts through space until it finds the proper human reception. It sets up rapport immediately between the two persons and attracts them to each other.

CASE 5: Couples wearing twin-rings containing each other's hair have been bound inseparably to each other.

EXERCISES FOR DEVELOPING KIZUMA
FOR WORTHY PURPOSES

EXERCISE 1. You are a woman and want to win Albert Bradford for yourself. Procure a picture or an article of his, if you can do so without resorting to illegal or undignified procedures. Otherwise, do without it.

Sit or lie down alone in your darkened room. Close your eyes and visualize Albert as having just retired, but not yet fallen asleep. That is the best time to project most psychic power. Create in your mind the picture of yourself which you would like to implant in Albert's mind. Visualize yourself dressed glamorously or enticingly, looking "youthful" and trim and possessing a friendly and enchanting manner. Recreate this picture in your mind until it is so perfect in every detail that you actually "see" yourself standing before you in the dark.

Project this thought-form into the *conscious* mind of Albert, and hold it there for a second or two. Then withdraw it, blank out your mind for a minute or two (or until you feel rested enough for another projection), and project the picture to him again.

Repeat it next evening. But be reasonably certain that Albert Bradford is home in bed, or your projections will lose some authority in trying to find him first. They will fail altogether (unless you have developed extraordinary psychic power following long practice) if he happens to be in the company of another woman who delights him, or if he is having a good time with his associates. If you repeat this projecting for several evenings in a row, however, your chances of catching him at home, as he retires, are strong.

● *Advice.* Don't project yourself to him every evening looking exactly the same. If you happen to contact him more than once, he would grow used to the picture. He does not recognize the picture as a thought-form of yours, of course, but as his own thinking about you. That is what makes it effective. Therefore,

project your picture to him each evening, adorned with a different (but flattering) coiffure, gown, slippers, et al. Glamorize yourself, but accompany it with a personality that makes Albert Bradford feel *at home*. Many men fear glorified women, but none fear the woman who makes them feel at home.

EXERCISE 2. Suppose you want Mr. Darbey, your boss, to promote you or raise your wages faster. In this case, you have a better chance of getting temporary hold of an article of his, such as his pencil. Don't turn into a petty thief, though, to get hold of it. **KIZUMA** can be effective without the aid of psychometry. Just create a more perfect thought-form. Without a near-perfect thought-form, anyway, your projections won't bring you the hoped for rewards.

Sit in your room or lie in your bed, as in Exercise 1. Visualize Mr. Darbey at home, going to bed. Now, try to reach his *conscious* mind. Unless he is burdened with business worries, you might attain rapport with him swiftly.

Create, next, a flattering picture of yourself in his office, working for him, and implant it in his mind. Visualize yourself in a position requiring speed and efficiency and perform it with breathtaking dispatch.

Immediately follow it up by implanting in his mind the apprehension that you *might* consider searching for a better position, and that he would face the disheartening task of training a new employee who might turn out to be less efficient than you. Since most people dislike changing their habits, such an apprehension will find fruitful ground in which to grow.

As in Exercise 1, project your thought-form only for one or two seconds. Rest for a minute or two and project it again. Do so several times.

Repeat it next day. This time, though, visualize a different efficiency scene. Depict yourself as being equally valuable in another phase of your job. Don't let him get used to "seeing" you performing the same task again and again and of losing his initial

enthusiasm. Make him feel that you are indispensable to him in so many different aspects of your job that he *cannot afford* to let you go.

● *Caution.* When you face Mr. Darbey next day, give him no indication that you have been engaging in such thought-form projections to him.

Make up similar exercises of your own for other worthy ends, but perform them on the same pattern as described above.

It goes without saying that you have to live up—in great part, at least—to these thought-forms, in order to make them achieve their ends. You cannot be an unattractive, ill-groomed woman, or an inefficient, unreliable worker and depend upon thought-forms to delude your “man” or your boss. When you combine thought-forms with reality, however (or as much as possible), your chances of achieving your ends with them will be tremendously enhanced.

third

law

how to

Command the Thoughts
of Others with Word-Form
Thought-Commands

THE WORD-FORM THOUGHT-COMMAND. Learn next how to Command the thoughts of others with the word-form thought-command and omit the thought-form picture. This Law is most effective when you are face to face with Jack or Jane.

The word-form thought-command should be projected mainly in the form of advice. It should not "sound" like advice, though, but more like a statement of facts. Never think out to Jack or Jane, "Smoke less!" Think out to him in-

stead, "Better smoke less, Jack. Why flirt with lung cancer?" Don't think out to him, "Go to sleep at night and get more rest." Think out to him instead, "You will feel better in the morning, Jack, if you go to sleep earlier at night." A dictatorial attitude shatters psychic union. A confidential attitude maintains it. You are aware of that already in your everyday life when you speak to others. The same holds true for the word-form thought-command.

EXAMPLE 1: HOW TO GET A SALES CLERK TO SHOW YOU ALL HIS SAMPLES. You are a shy shopper, like most men, but you don't want to purchase the first piece of merchandise that the sales clerk shows you. You want to see—even try on—different samples before you make up your mind. You don't want to pay an exorbitant price for the item, so you doubt if the clerk will strain himself to show you too many different samples of it.

Control him (or her) with the word-form thought-command. Stare with interest at what he first shows you, but hesitate obviously and think out to him, "I am very interested, but something else might suit me fine. Show it to me and see." But then say to him, "This isn't exactly what I had in mind. Have you anything else?"

Your manner, you note, does not beg him to show you something else. He must not feel that he is doing you a favor, or he will think that you are out to waste his time. He must be led to feel that you are even more impatient than he, but that you will not be easy to persuade. You have already sent him, on the other hand, the word-form thought-command that you *are* interested, but that he ought to show you something else.

His enthusiasm is whetted. He assumes that you are keenly interested, but that you refuse to be rushed into anything.

If his second sample still does not satisfy you, think out to him, "I do like this one better, but it is still not what I want. Is that all you have?"

Outwardly, however, give it a good look but hesitate obviously more than you did over the first sample. Even pretend to smother a sigh.

The clerk will now assume that you are dying to buy, but that you are concealing your feelings. He'll rush you out another sample.

Don't look too closely at it this time if it isn't what you want. Display, instead, desperation at the fact that he might *not* have what you want, after all. Think out to him, "This is *almost* it, but . . ." and shake your head sadly.

The clerk will scurry around now to show you his remaining samples.

EXAMPLE 2. HOW TO INDUCE A VACILLATING SUITOR TO PROPOSE. Richard Steinhorn has dated you steadily for the last two years, and you know that he is infatuated with you, but he has not proposed. You wonder if he will. Last month he also dated Joan Price occasionally. You realize that he is the man for you, but either he is too backward to propose to you, or he prefers to remain a dating bachelor. Or is Joan using underhanded tactics with him? You love Richard, but you have too much pride to do the proposing. Frequently, you were convinced that he was just about to do so himself, but either you were mistaken, or he changed his mind.

Use the word-form thought-command to rush Richard into proposing to you. On your next date with him, when you two are alone and the moment seems ideal, think out to him, "Now is the right time, Richard. Now is the right time." (Don't think out to him the word "propose." That would be a dictatorial command and might deter him. Instead, let him assume that *he himself* got the feeling to propose.) Slump on the sofa enough for your head to rest on his shoulder. That not only increases your physical contact with him, but also keeps your eyes from gazing into his. You don't want to appear too eager. You still want him to feel that "the whole idea" was his.

Continue thinking out to him, "Just say it fast now, Richard. Don't make a long speech. Just say it fast, dear, and get it over with."

Clutch his hand tighter and lean more helplessly on his shoulder. Remain momentarily silent to let him absorb the full

projection of your word-form thought-command. "Just say it now, Richard," think out to him, "'Marry me, Jane.' That's all you have to say. Say it, Richard. If you don't do it now, someone else might. Just say it now, fast and easy, 'Marry me, Jane.' It's so easy."

Your words might seem a little too commanding, but you soften their terseness by resting your head on him and squeezing his hand. The situation is urgent, and so you have to be more direct with him (in your word-form thought-command) than usual.

The chances are that he will propose now. If he still does not, relax the grip of your hand on his. But don't give up. You have just begun! Interrupt his introspection at this point, though, with some praise of him. You will find a long list of these in the *Fifth Law*. His subconscious mind, otherwise, will become accustomed to your word-form thought-commands and build up resistance against them. Even enlarge your praise to him, but then relapse into a sweet silence again and once more project word-form thought-commands to him to propose.

"Tonight is the right night, Richard," think out to him now. "I am in just the right mood for it, too. Make it short and fast, and I will accept you just as fast. We suit each other so perfectly."

Squeeze his hand tightly again and lie motionless against him. Then, relax your grip and rub his fingers lightly with your thumb. "Just say, 'Marry me, Jane.' Go on, Richard. Just say, 'Marry me, Jane.'"

If he did not propose the time before, he will very likely do it now.

If he still does not, try the Law no more that night. After he goes, though, project thought-forms to him at home picturing both of you as being married and bursting with joy and excitement. Project to him, too, follow-up pictures of you two going to parties with other married couples and having a whale of a good time; picture, also, life at home with your two beautiful children, and Richard being treated like the lord of the manor. Project only scenes that flatter *him*. Do NOT project him thought-commands now to propose, although you *could* project thought-forms of the two of you on a rollicking honeymoon.

When the hour for your next date with him nears, though, pour out thought-commands to him to propose to you. Don't *command* him to propose, but visualize him doing so. Once you are alone together again and the time is right, *then* project to him the word-form thought-command to propose. If he is indeed the right man for you, success will be yours this time, if it wasn't before.

EXAMPLE 3. HOW TO GET RID OF A TIME-WASTER WITHOUT INSULTING HIM. You are in a big hurry, but you run into elderly Bill Hartman. He is a kind, old pensioner with loads of time on his hands. You can't rush past him with a fleeting hello-and-good-bye, I-am-in-a-hurry attitude. Bill is sensitive and would think that you are casting him off because he is old. Yet, you have little time to spare. Once Bill starts talking, it is hard to stop him.

Greet him as if you were delighted to see him again. Give him not the least impression of trying to hurry away from him. Don't inquire concerning his health, but tell him that he looks fine. Don't give him the opportunity to discuss his ailments, real or imagined. But, in your mind, keep repeating, "I am late to work, Bill. I have to go right away. Right away!"

Before he starts asking you questions or clinging to you, though, glance at your watch and exclaim, "*What?* Am I that late today?" Sigh deeply, thinking out to him, "Be fair, Bill! Rush me along!" Shake his hand vigorously and say to yourself, "One of these days we will really get together Bill, but right now I must get going. I'm not being rude; I am too fond of you for that." Grip his arm tightly and hasten away, exclaiming, "But I'll see you very soon!"

You cannot be so polite to him, naturally, as if you stopped and conversed with him all morning. You just have to do the best you can under the circumstances.

Note: You will be surprised how effective the word-form thought-command is. It darts into the subconscious mind of Bill Hartman and urges him to do what you want him to do, providing that it is not something dishonest or dishonorable.

fourth law

sondala: how to

Develop the

Overwhelming Gaze

The previous three laws bring Jack or Jane instantly under your influence and control, but the laws to follow not only increase your hold but make it pay off materially. You are studying these laws for social and monetary profit. Securing psychic control over others, and nothing more, is not enough for that.

THE OVERWHELMING GAZE

The overwhelming gaze, like everything else about mental domination, is best achieved through

the means of thoughts. Cunning men and women can adopt overwhelming gazes and fool some of the people much of the time. But they are found out before long. If they use the overwhelming gaze to commit felonies, they have to keep one step ahead of the law. Being dishonest, their overwhelming gazes consist of sheer pantomime.

To develop that kind of overwhelming gaze is not to be recommended. Little is gained in the long run by being tricky and deceitful. With nothing to fear from the law, besides, you acquire a peace of mind that multiplies the disarming power of your overwhelming gaze.

HOW YOUR OVERWHELMING GAZE AFFECTS OTHERS

Although the overwhelming gaze receives its impetus in your mind, its effect on Jack or Jane is extensive. It affects your subject's thinking by suggesting to him that you harbor the right frame of mind towards him. That encourages a meeting of minds. You strike him as a long lost twin—as the *one* person on earth who probably thinks and feels *as he does*.

THE POWER OF THE OVERWHELMING GAZE

Almost everyone judges the expressions of others by what he remembers about the more obvious expressions of his parents and of his youthful companions. When they were in a bad mood, their expressions were grim. When they were pleasant, their expressions were bland. These individuals reacted naturally and elementally to him. Few persons have met, or dealt enough with, deep thinkers to understand that a grim expression also accompanies deep concentration or intense application. Few, too, have dealt enough with subtle swindlers to understand that a bland expression also accompanies hypocrisy. And yet, it is only natural to accept a grim expression as first-hand evidence of a rude, unfriendly nature, and

a bland expression as first-hand evidence of a considerate, sympathetic nature. Rude, unfriendly people do *look* unpleasant (though not necessarily grim); while considerate, sympathetic people do *look* pleasant (though not necessarily bland). Almost everyone, therefore, is mixed up about how to figure out others. Swindlers instinctively realize this and take advantage of it with the overwhelming gaze.

THE TWO KEY QUALITIES OF THE OVERWHELMING GAZE

The overwhelming gaze possesses characteristics which please other people instantly—characteristics which suggest to them a kind and generous personality, frame of mind, or attitude towards them, within you.

The exercises in this Law will teach you how to acquire the overwhelming gaze for instant use. To derive the utmost out of these exercises, however, know first what the overwhelming gaze consists of. It consists of two main qualities:

QUALITY 1. Complete lack of tension on your face. This suggests that you are easy to dominate or to get along with; that you are agreeable and not looking for a quarrel; that you are easy to please and will insult no one; that you will neither look down upon, nor dominate anyone. Complete lack of tension on your face suggests that you can be turned to in time of need; that you are both naive and satisfyingly intelligent; that you are not a shrewd, cunning swindler. It suggests that you are years younger than you are, and that you are loyal to your friends and are liked by practically everybody. When you are with people it relieves them of their tensions, of their psychological aberrations, of their doubts and fears respecting their own lack of personal charm. People without appealing personalities live perpetually in dread of being slighted, ignored, shunted aside, even insulted by others. When they encounter someone with the overwhelming gaze, they flock

to him. In fact, you have to be careful not to let such people become clinging pests.

QUALITY 2. Show intense interest in Jack or Jane in your eyes, lips, and general play of your features. Such intense interest leads the subject to believe that you want to help him, be his friend, and take his side. This interest suggests a healthy mental attitude backed by the energy and willingness to do something worthwhile for him. It suggests an absence of a pay-me-for-everything-I-do-for-you attitude. To acquire this quality of the overwhelming gaze, your eyes should not be shifty or veiled, but they should be attentive and fixed upon his eyes. Let them flash no curiosity about his private affairs. A shifty eye brings to mind a sly detective, while an attentive stare implies sincere interest in the individual himself, a flattery which few persons receive too much of during their lives. Nothing can break down Jack's or Jane's resistance faster than the overwhelming gaze. Nothing can make someone like you faster than the overwhelming gaze.

HOW TO DEVELOP THE OVERWHELMING GAZE

Briefly, the two effective qualities of the overwhelming gaze are

1. Complete lack of tension on your face.
2. Showing intense interest in Jack or Jane in your eyes, lips, and general play of your features.

Learn how to develop these two qualities and how to apply them.

TEN EXERCISES FOR DEVELOPING THE PSYCHIC DRIVE BEHIND THE OVERWHELMING GAZE

EXERCISE 1: THE THOUGHT VACUUM. (Repeat this exercise from the First Law.) Sit calmly in the privacy of your room. Imagine yourself suddenly encountering obnoxious Lyle some-

where. This unpleasant experience tenses your face and fills you with fear or anger. So—

At once, stare across the room at any eye-level spot on the wall. Sit still, but relax and think to yourself (in order to escape the tension of stopping thinking altogether), "Dot . . . Dot . . . Dot." A simple spot on the wall hardly arouses your interest, so your thinking comes to a halt.

EXERCISE 2: THE ALL-OVER RELAXER. With your mind a blank now, relax your face. Actually feel the muscles of your brow, cheeks, and lips ease themselves out. Relax the rest of your body, as well: particularly your hands and feet, so that your fingers hang naturally, and your toes stop digging into the soles of your shoes. But don't drop your chest and slump. Good posture contributes much to mental domination.

The all-over relaxer blesses your face with the peace and handsomeness often perceived on the face of the newly dead. It is a natural beautifier. You will not relax all your muscles the first time you try it, but practice it until you are keenly aware of the muscles of your eyes, tongue and throat, hands and feet. The all-over relaxer also affords marked relief from nervousness.

EXERCISE 3: LIMITED ACTIVATION. This exercise and the next train you to maintain the overwhelming gaze even when your body is in action. So, get up now and walk around, but let only your walking muscles work. Relax *all* your other muscles. Boxers train themselves to relax even while they are gliding around the ring with their fists cocked, ready to strike a blow or to block one. Even when they throw a punch, their bodies are relaxed until *the very instant* the fist lands. Only during that instant do their bodies tense steel hard. The same applies to the swimmer, the golfer, the ballerina, the acrobat, the experienced laborer.

EXERCISE 4: THE SHREWDNESS-CONCEALER. Keep your face relaxed as you move around the room. Grow steadily aware of the muscles of your face and relax them at once when they feel tight. Make that a daily habit wherever you go, whatever you do. It

combats wrinkles and retains the look of youth. It is also one of the secrets for creating the overwhelming gaze.

If you stare at yourself in the mirror while thus relaxed, you will find that your eyes look larger and younger and more innocent than they normally do. Don't cultivate a shrewd look, especially in your eyes. Keep your shrewdness within you. Don't let others detect it. A shrewd look is fatal to mental domination. If the other person presumes that you can be easily fooled or victimized by him, he will not dislike you for it. Clever swindlers try hard to pass for dupes, to catch their prospective victims off guard. The clever swindler realizes that people seek bargains, so he lets them believe that *they* are taking advantage of him, while *he* is taking advantage of them. The smart salesman lets his prospect suppose that he is naive and is practically giving his merchandise away (and so does the flirt). Were the salesman or the flirt to let the prospect believe that he was dealing with a shrewd person, the prospect would be suspicious of him or her. It pays to be considered simple enough by a prospect of any kind not to realize the true value of the gold nugget you hold in your hand. People are more willing to deal with you then. The shrewdness-concealer can be worth a fortune to you.

EXERCISE 5: SUPER-LIMITED ACTIVATION. Now perform something that requires more strenuous muscular action. Lift a heavy enough object or do a hard enough exercise. Let the muscles that do the lifting or exercising contract and work. At the same time, relax the muscles of your brow, eyes, checks, lips, and tongue. Ballerinas train themselves to smile pleasantly while performing difficult routines. When posing for pictures, strong men relax their faces and smile while supporting enormous weights overhead.

EXERCISE 6: THE CONCENTRATION-CONCEALER. Pick up a serious book and read it studiously or even try to solve a problem or to understand a theory explained in it. Your brow will contract as it normally does when you think. Counteract this by again relaxing every muscle of your face. Repeat with different books.

EXERCISE 7: THE TRICK OF TALKING TO A FLOWER. Stand before your mirror and speak spontaneously to an imaginary crowd about something you know well, but which requires deep thinking. Or, perhaps, instruct the imaginary crowd, or an imaginary person in private, how to perform a skill you have mastered. Don't let your facial muscles contract. Keep the muscles of your brow, eyes, and cheeks relaxed. The muscles of your lips and tongue will automatically contract and relax as you talk, but keep your throat relaxed like an experienced speaker. Every time your excitement mounts and you tense, relax the muscles of your face and go on, as if talking to a flower.

In fact, *actually* talk to a flower or to some other inanimate object at first. This removes the self-consciousness that results from talking to Jack or Jane. Talking to someone is what causes you to tense when talking. The stammerer would not stammer over the telephone if he thought that the line were dead.

Talking to a flower will help you to relax easier all-over. When talking to it, remain keenly aware of your facial muscles and relax them the moment they contract. With your face muscles relaxed, your eyes will stop staring fixedly at the flower and move about naturally. Your voice will improve, for you are not made uneasy by the intelligence of the flower. You don't feel that it might be analyzing you and looking for inconsistencies in your speech. You can correct any mistake you make to the flower without embarrassment. The flower cannot—and will not—ridicule you. You feel at peace when speaking to it. Your voice deepens, a more fascinating rhythm creeps into your speech, your words are more clearly enunciated, and your word-choice improves because your mental powers concentrate wholly on it.

EXERCISE 8: THE SECRET STAMP OF THE FLOWER. Look again in the mirror and gaze into your own eyes as you would into those of Jack or Jane. But instead of seeing your own image, *see* the flower. Go on talking as if still talking to the flower. Despite your efforts to stay relaxed, you will tense. So turn once more to the actual flower and continue talking and again relax.

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Once relaxed, again turn to your image in the mirror and talk to it. Repeat this exercise until you can stare straight at your own image in the mirror—but *see only the flower*. You will then be able to talk to your own image as easily and as relaxed as you talk to the flower.

Master this exercise, “the stamp of the flower.” It can alter the whole course of your life in no time.

Note: It matters little *what* your eyes see before them when you deal directly with anyone. Unless you are dealing with your beloved, the less you “see” the other person the better—so far as applying mental domination on him is concerned. The more you forget Jack or Jane as a person, the easier it is for you to apply the laws of mental domination. To be acutely aware of your subject will only distract you from applying your techniques. It will prevent you from achieving the total inner cohesion which you need to become the masterful you, which you *can be* when alone, talking to a flower. Train yourself, in this exercise, NOT to observe the details of the features or expressions of your subject, but to keep gazing into his eyes with the same tranquility with which you stared at the flower. He will not suspect you for doing that, and yet he will be overwhelmed by the abnormal blast of mental domination which you are capable of dealing out from your true self.

Exercises 9 & 10. Spreading the Secret Stamp of the Flower

EXERCISE 9. Make Exercise 8 harder, now, by staring into your own eyes in the mirror, as well as the rest of your face and body, and seeing them as your very own. Even stare at the portrait of someone you know. In both instances, talk to the images as if talking to a flower.

Repeat this exercise with a *live* trusted friend or relation, until you can speak to his staring-back eyes without the least tension or self-consciousness—just as if talking to a flower.

EXERCISE 10. Let the trusted friend or relation interrupt you repeatedly and pelt you with questions. Reply to them but *keep your face relaxed* as if still talking to a flower. This exercise will develop stage presence, confidence, and poise.

**EXERCISE FOR THE CORRECT EXPRESSION FOR
THE OVERWHELMING GAZE**

EXERCISE. As effective as relaxing your face is in creating the overwhelming gaze, it is not enough by itself. You have to add the correct expression to it, and the correct expression stems from the correct mental attitude.

Again, do the Thought Vacuum exercise. Stare at a spot on the wall with your mind a blank and your face relaxed. Fill yourself to bursting with interest in that insignificant spot. Feel ready and willing to do anything possible to improve it. Perhaps it would rather be on a different wall. Perhaps it would rather be found nearer the light, where it could be more easily observed.

(To interest yourself in a spot on the wall will be more difficult, naturally, than to interest yourself in someone you like at sight. On the other hand, you won't like at sight a great many of the people you meet. Some of them will be nice people, too. You *can* stir up within you, however, deep interest in them through sheer auto-suggestion, as you do with the spot on the wall. Once the person "feels" that you are "genuinely" interested in him, you have won him to you. Everybody who works has to meet people for whom he cares little or nothing, but he has to conceal his feelings and pretend to like them.)

Here, then, is the exercise summarized.

1. Stare at an insignificant spot on the wall.
2. Blank out your mind by thinking only the words, "Dot . . . Dot . . . Dot . . ." until you forget everything else.
3. Relax the muscles of your face—those of your brows, eyes, cheeks, and lips.

4. Fill yourself with a desire to help that spot on the wall in every way you can. You don't have to think of *ways* to help it, just FEEL WILLING to help it. But don't long to help it like a zealous reformer. Stare at it with a relaxed face and let your thoughts show through. Your eyes will brighten, and your lips will assume an amicable curve.

When you perform this exercise upon the people you encounter in everyday life, its effects upon your popularity, business, and success will be little short of magical.

● *Caution:* When applying this method on a person, don't merely stare at him and feign interest in him. Just do exactly what you practiced with the spot on the wall. Long to help him, like a sympathizing friend. You cannot attain these results by merely pantomiming an interest in him. After practicing this longing to help an inanimate object, like a spot on the wall, you will easily be able to assume it with people, whether they interest you or not.

SUMMARY OF THE OVERWHELMING GAZE

The overwhelming gaze consists of two steps:

- *Step 1.* Complete lack of tension on your face.
- *Step 2.* Intense interest in—and attention to—the other person, clearly expressed in your eyes, lips, and gestures.

Achieve Step Number Two through practicing a number of exercises which blank out your mind to conceal shrewdness, concentration, and other “unfriendly” traits; through practicing the stamp of the flower; and through developing the correct mental attitude and the correct expression for the overwhelming gaze.

fifth

law

how to

Use the Magic
of the Beguiling Statement

Once your overwhelming gaze has filled Jack or Jane with faith and confidence in you, you are ready to take the next important step toward practical and profitable mental domination. The *Fifth Law*, "How To Use The Magic Of The Beguiling Statement," is the Law you need now. You have to proceed further and converse with the subject or even keep company with him if you want to enjoy popularity. Popularity is not a one-person affair. It takes at least two persons to make popularity

possible. To enjoy its fruits, you have to attract one or more individuals to you and engage in some sort of social or business life. All you gain from these Laws, so far, is a popularity potential.

THE NECESSITY OF THE BEGUILING STATEMENT

No matter how strong a hold you have over Jack or Jane with what you have learned so far in *The Laws of Mental Domination*, you can lose it in a flash by saying the wrong thing. Nothing can hurt his or her feelings more than the wrong statement coming from someone whom he or she suddenly trusts. That is why you will now study the *Fifth Law*.

HOW THE BEGUILING STATEMENT AFFECTS OTHERS

Saying the right thing to people lifts their spirits and fills them with joy. At last, they feel, somebody appreciates them just as they are. At last, somebody understands them through and through and values them for what they are worth. You have probed into their inner sanctums, and they accept you like a dearly loved relative. They long to have you around all the time. Everybody is sick and tired of the brusque, cold-shouldered attitude that greets them from petty people everywhere. When a person meets someone who knows what to say to him, he is dumbstruck. He will do anything in the world to keep that person around. The beguiling statement is perhaps the shortest and quickest way to popularity.

THE EIGHT SECRETS OF THE BEGUILING STATEMENT

It is impossible to list everything you ought to say to people to bring them or keep them under your domination. Much depends upon your sex, your native character, and the situation itself. The beguiling statement varies with each situation. Even if it did

not, you would only waste your time memorizing stock phrases and sentences to repeat to others at appropriate times. Everybody is on guard against the hypocrite, and the hypocrite uses stock phrases.

Applying certain secrets, though, always produces the beguiling statement for you to utter. You therefore need to memorize no stock phrases. Practice and master these secrets. Thereafter, you will never have to worry about saying the right things to people. Here are the secrets.

SECRET 1: THE MAGIC OF THE SELECTIVE STATEMENT. Make *positive statements* to Jack or Jane which *emphasize* his or her good qualities and overlook the bad ones. Should he hiss or snort and point out his deficiencies, don't agree with him. Do it in a natural tone of voice but don't go too far and embarrass him with obvious attempts to overpraise him. Be alert and detect his favorable traits and readily point them out to him.

SECRET 2: THE FATAL EFFECTS OF LONG SILENCES. Unless you two are relatives or old friends, or your mutual interest is romantic, don't let long silences ruin your conversation. Long silences disrupt the ideal rapport that is being created between you by the conversation and let your mind fill with introspection about him, some of which he might sense if it does not flatter him. Long silences also allow him to escape from your growing mental domination.

SECRET 3: THE SHREWEDNESS OF ENCOURAGING THE OTHER PERSON TO DO MOST OF THE TALKING. Encourage Jack or Jane to do most of the talking. To achieve this, ask him or her questions about subjects or matters that he or she knows something about, and ask them as if you value highly such knowledge and conclusions. Appear, in short, to put yourself into intellectual debt. Don't pepper him with probing questions about his salary or occupation. Let him divulge such information voluntarily. Instead of asking a mechanic how much he earns, ask him what model car would he advise you to buy this year, and his reasons why. Such a

question makes him feel wise and important. It provides him with the thrilling opportunity to inform you about something which you don't know much about, but about which he knows considerable. If you have to expose his ignorance of the subject under discussion in order to sway him to your way of thinking, don't look him in the eye and bombard him with sheer logic. Tell him, rather, that you know someone who thinks so-and-so about the subject, and then describe that person's ignorance exactly as that of the mechanic. That will enable him to save face, and he will not feel bitter towards you.

SECRET 4: THE ATTENTIVE LOOK. When Jack or Jane addresses you or your group, don't look distant or impassive. Respond with the overwhelming gaze, and nod sometimes to him to indicate agreement. Let him enjoy the thrill of being listened to attentively. Don't overdo it, of course. Don't roar every time he cracks a poor joke. But act warmheartedly and drop an encouraging word or two for him whenever the opportunity presents itself. Do NOT act peculiar, mystifying, or dispiriting.

SECRET 5: THE FUTILITY OF PRAISE SABOTAGE. Don't try to hide praise of Jack or Jane when praise is due. Blurt it right out, even if you secretly envy him. Jack will sense your secret envy if you try to conceal it. Praising someone detracts nothing from your own qualities. It also leads others, including Jack or Jane, to accept you as a clean sport. It helps to conserve your mind-power by freeing your system of most of your envy of that person, thus neutralizing your aura and drawing him to you. It takes you out of the prison of being just you, pining away in morbid introspection.

SECRET 6: HOW TO ESTABLISH IDEAL RAPPORT QUICKLY. Converse kindly with your associate. Urge Jack to carry through any sensible personal ambitions he reveals. Forget about your own personal ambitions. Jack longs to hear talk about himself, not about you. If he is handsome, don't withhold that praise from him. You are afraid it will go to his head? Why, he has been called good-

looking from childhood! He suspects envy from those who don't call him that now.

Don't be stinting with your praise, either. Although praising the obvious is better than not praising him at all, try to praise, if possible, something more striking and unusual than readily meets the eye. This delights him more than the usual praise from others. You don't have to praise him for the rest of the conversation, but be sure to praise him early enough in it to establish ideal rapport as soon as possible. The satisfaction with which such praise fills him neutralizes his aura, and it welcomes yours. His whole physical being will feel better for it.

SECRET 7: THE SAFETY OF ONE-AT-A-TIME PRAISING. Don't undermine your efforts, though, by praising Jack or Jane right before the eyes of Tony, whom you have just praised. Tony will see you as a hypocrite. Praise each individual only when you are alone with him. Praising him before others, unless they are his proud parents, wounds their feelings if they lack his blessings. By praising each person separately and alone, you mentally dominate each one further and alienate none.

But don't repeat the identical praise to each and every one. Praise each individual for something unique and different about himself. At the end of this Law, you will find listed the 12 things which all men, and the 13 things which all women, like to hear about themselves.

SECRET 8: DIRECT AND INDIRECT PRAISE. Don't wander from person to person either, purposely praising each and every one of them. Instead of always praising directly, too, such as calling Fowler good-looking, praise him more frequently during the actual conversation. Say to him, for instance, "When a handsome person—like you, say—steps into law or politics, he possesses an initial advantage over his rivals." That is subtle praise, and it does not sound designing. The more impersonal and spontaneous your praise seems, the better. It should never suggest tricky premeditation.

Direct praise is most effective with children and subordinates. Indirect praise fails with these. The courted female, too, looks for bold, outright praise. Subtle praise is most effective with individuals of your own sex, age, or position.

THE KIND OF PRAISE PEOPLE LIKE TO HEAR ABOUT THEMSELVES

1. *What All Men Like to Hear about Themselves*

A man likes to be told

1. That he has broad shoulders.
2. That he is tall.
 - a. If he is short, and the subject is broached, tell him that you thought he was about three inches taller than he confesses to be.
 - b. If he is too tall and narrow, tell him that he is surprisingly broad-shouldered for so tall a man.
3. That he is very intelligent.
4. That he has a fair, logical mind.
5. That he is a sensible philosopher.
6. That he is remarkably well informed in a wide variety of subjects.
7. That he looks imposing and dignified.
8. That he has a commanding carriage.
9. That he possesses a remarkable wit.
10. That he looks—and acts—like a wealthy man.
11. That he looks as if he has a way with women.
12. That he looks very brave and courageous.

All these attributes need not be handed out to the same man, since all of them might not apply to him. Use, with each man, those that best suit him. Praise him about **NOTHING ELSE**, and you will not fail to impress each—and every—man you meet.

2. *What All Women Like to Hear about Themselves*

A woman likes to be told

1. That she is at least 3 to 20 years younger than she is, starting from age 19 to 90.
2. That you thought she was her daughter's sister.
3. That her complexion is as smooth and glowing as a teenager's.
4. That her face and body are sexy-looking.
5. That her feet are small, and her legs shapely.
6. That she has beautiful insteps.
7. That she wears her clothes like a movie actress or fashion model. If you name the actress, select a young, glamorous one, even if the lady herself is a middle-aged prude or even older.
8. That her cooking has no competition anywhere; that she would make a fortune if she opened a restaurant. (Tell her this even if her chicken is as tough as shoe-leather. Blame the butcher if you have to acknowledge the fact that the meat is "not too tender"; but always praise the lady's cooking.)
9. That her housekeeping is remarkable.
10. That her furnishings and home interior show artistic taste and encourage comfort.
11. That her voice is very pretty.
12. That her hands look like a girl's.
13. That if you were an artist you would beg for the privilege of sketching her in a Bikini. (Tell her this even if she weighs 200 pounds. If she scoffs at her "size," reply that she has voluptuous curves.)

Re-read this Law carefully and apply its different steps. No exercises are necessary, but apply the steps in your every day life with everybody you meet. Before the day is over, you will be

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astonished at how your popularity has grown. You might be a little awkward at first. Everybody is awkward when first using that to which he is not accustomed. But you will soon lose that feeling, and a new life will open up for you. Memorize the things which all men and women like to hear about themselves. You will find them an "open sesame" to instant popularity.

sixth

law

how to

Avoid the Thirteen
Fatalities of the
Repelling Statement

THE CATASTROPHE OF SAYING THE WRONG THING. No less important than what to say to people is what not to say to them. The wrong word, the wrong statement, or the wrong answer can nullify the mental domination you have built up so far on Jack or Jane. That is why the *Sixth Law* means so much to you. All day long, almost everybody wrecks one good opportunity after another or fails to impress one person after another, only because he says the wrong thing at the wrong time or

in the wrong way. People who are not very sensitive to the reactions of others towards them do not "sense" when their statements offend others. They are aware only that the "diplomat" is successful with people while they themselves are not. Here are the 13 fatalities of the repelling statement.

THE THIRTEEN FATALITIES OF THE REPELLING STATEMENT

FATALITY 1: DON'T POKE YOUR NOSE INTO OTHER PEOPLE'S BUSINESS. Never bombard anyone—a stranger, in particular—with intimate, personal questions such as, how does he earn his living, what is his income, is he married or single, what is his nationality, race, religion, or draft status. Never ask a foreigner (even a naturalized one) why he came to your country. Remain impersonal along personal lines. Everybody is bursting with curiosity about the other fellow, but you cannot achieve mental domination over anyone unless he trusts you and drops his mental guard. Everybody is entitled to privacy. Do not force him to give you a sharp answer and to hold you at arm's length thereafter. Even if he answered your questions, you would not know his true personality, his true intelligence, whether he likes to be your friend or to do business with you, or what unique knowledge he possesses which could be useful to you. All this, and more, could be lost to you in exchange for some superficial knowledge about him. Most of that knowledge would come from him naturally, anyway, during the course of the conversation. Should he keep it to himself, he may have his own reasons for doing so, and that is his business.

FATALITY 2: ASK NOBODY, "WHAT IS YOUR ACCENT?" NEVER ask an individual (except perhaps a Frenchman) what is his accent. Practically every immigrant expects to become a naturalized citizen of the new country. A migrant from one part of the same country to another, too, expects to be accepted as a citizen. He resents being singled out as a "foreigner." The immigrant, besides, may have lived in your country as long as you and even have raised a

family in it. He has undoubtedly lost all contact with the old country. Your country is his country. Then *you* come along and remind him that he is a "foreigner" and ask him infuriating questions that make him feel like a man without a country. Unless he is fanatically nationalistic, in order to continue extending your mental domination over him, accept him as being as much of a citizen as you.

FATALITY 3: DON'T SHAKE YOUR FINGER IN ANYBODY'S FACE SERIOUSLY. Act towards nobody like a prosecuting attorney. If he proves stubborn and argumentative, subtly change the subject by asking him something that draws his attention away from the controversial issue. Never bark at him, "OK, you think as you like, and I'll think as I like!" It matters little, socially, whether or not you convince anyone that he is wrong about anything; so why try to? Don't tease him along either, unless you know him well and you two are accustomed to poking fun at each other. Talk about something else, rather, and pretend to agree with him generally whenever he starts shouting again—and then again change the subject. When being tried in court before an impartial jury, or debating before an impartial audience, you have something to gain by exposing your adversary's inconsistencies. But, in social life, all you want to gain is his admiration for you, and this requires mental domination. To expose him only converts him into a bitter enemy.

FATALITY 4: DON'T GIVE VENT TO YOUR EMOTIONS. Should Jack or Jane turn abusive during the discussion, draw him away from the main issue and subtly praise something about him. Use one of the 12 or 13 things which all men or women like to hear about themselves. Don't just end the argument abruptly and walk off. Deaden yourself to veiled insults and don't throw them back. In fact, remain (or pretend to remain) unaffected by them and reply as though you had not heard them. Do not alter your voice, and give vent to no emotion. If he is quarrelsome and persists insulting you, smile, shrug your shoulders, and drift away. Since he is no friend of yours, why waste time talking to an enemy? As

Eisenhower said, "Why waste time (even) *thinking* of people who don't like you?"

Such an attitude aborts a clash and thrills those present with your calm and dignity. Your hostess (if you are at a party) will bless you. At her next party, you will be present, but that person will be absent. Getting in the last word does not win an argument. The social winner is the one who retains the respect and admiration of the onlookers.

FATALITY 5: DON'T BE GUILTY OF VICIOUS FLATTERY. Hand out no vicious flattery. Don't praise Jack in front of Henry just to belittle Henry. Don't commend Larry for his excellent speech so that you can humiliate Mike (who is also present), who has poor speech. Flattery should be constructive, not destructive. Not only does it wound deeply when used as a whip, but it also embarrasses the person flattered. Instead of making a friend of one person, you lose out with two, for neither trusts your tongue thereafter. It is amazing how many people engage in this abominable habit and wonder why they can't influence others.

FATALITY 6: DON'T CULTIVATE A SHARP TONGUE. You will exert no mental domination over any one if you have a sharp tongue. A sharp tongue creates universal uneasiness because it scares people. It amuses some of the people some of the time, but it antagonizes most of the people most of the time. It divides your associates into groups who like you and groups who dislike you. The group that likes you sticks to you, but to continue amusing it you have to turn your tongue on one of its own members. That spells your doom.

You don't have to be mealy mouthed, but don't be rapier-like. Under *no circumstances* poke sarcasm at any religion, race, nationality, or political party, or you will never acquire mental domination over anybody.

FATALITY 7: DON'T LASSO PEOPLE TO YOU AT SOCIAL GATHERINGS. Unless you have an excusable reason for doing so, single out nobody in a social gathering and isolate him (or her) with you.

When people gather together socially, they expect to mingle. When the group breaks up into pairs, it becomes another kind of party. Every hostess tries to guard against this, because her more timid guests would be left out in the cold.

Don't stand back and wait to be dragged into the fun. Join any minor group in it you like, listen pleasantly, and gradually join in. Don't leave the burden of entertainment to the hostess. She planned the party, she invited the guests, she prepared her premises for it, she is providing the refreshments. Your duty is to help to make the party a success. If the guests fail to make it a success, the hostess only loaded herself with work and responsibility for nothing. She will certainly screen out the wet blankets next time.

FATALITY 8: EXPRESS HATRED OF NO ONE. Show hatred of no one present or absent. Let no one consider you capable of hatred, or he will avoid you. Even if Jack or Jane agrees with your criticism of some common enemy, criticize the enemy without venom. Keep out of controversial arguments, unless the group is political. People enjoy hearing about themselves, talking about themselves, discussing commodities they buy or use or places they travel to. They like to chat about people but not about the personal as it pertains to themselves. Any up-to-date group, for instance, enjoys discussing changing moral standards in modern society, but not a soul in it wants to acknowledge which part of the changing standards applies to himself.

FATALITY 9: DON'T WEAR OUT A SUBJECT. Don't discourse on a subject until it is dead. Change it when it is at its peak of interest. To sustain interest with most people, the conversation should flutter from subject to subject. It should not dig deeply into any one subject for long. In order that all can have a good time with the subject, the more superficial it is kept the better. Don't even sit in one place too long or remain with one group too long. Move on from group to group. Make the contacts you want but cling to nobody excessively or you will help wreck the party.

Exchange phone numbers or make outside appointments with those you like best, but keep your hostess in mind. Don't make her regret inviting you.

FATALITY 10: WHEN IN THE COMPANY OF THE OPPOSITE SEX, DON'T BRAG ABOUT YOUR OTHER CONQUESTS. The woman, or man, you are with wants to hear only about himself. He has groomed himself for you and is tensely hoping to fascinate you. If, instead of talking about him, you talk about his rivals, can you blame him for being incensed?

FATALITY 11: LEAN A LITTLE TOWARDS THE SOPHISTICATED. When with company or with strangers, talk neither like a pessimist nor like too great an optimist. You will establish ideal rapport by leaning a little towards the sophisticated, so long as you don't sneer or use sarcasm. Above all, don't confide your secret ambitions to strangers or to other guests at a party. You might arouse only envy or derision from your listeners. Blowing your own horn never brings you mental domination. Mental domination requires you to cast off all feeling of Self and think only of the other person.

FATALITY 12: DON'T ORDER PEOPLE AROUND (EXCEPT IN JEST). Don't talk commandingly to people, as if giving them orders, unless you know them intimately and they take it as a joke. For mental domination, it is more effective to talk on an even, unemotional keel. Laugh readily at good jokes. If the joke is poor, help out the joker by smiling heartily and changing the subject. Always try to spare him embarrassment. Put no one to shame. Don't show up inconsistencies in knowledge, nor expose faults—particularly, in public. Everybody likes to retain his dignity. If Jack or Jane is witty or a good comedian, don't laugh at him as if he were a downright fool. He wants to be considered brilliantly funny, not an imbecile.

FATALITY 13: NEVER ENGAGE IN COMPARISON PRAISING. Never praise anybody by comparing him to somebody else who "looks just like" him, unless that other person is a celebrity or is decidedly handsomer—and younger—than the individual. Even then, he might not enjoy the comparison, as he might not agree

that the other person is handsome or attractive. Everybody longs to be unique and prefers to be admired for being unusual. You may compare certain unusual features, nevertheless, with those of glamorous or highly respected public figures.

About the worst insult you can give a man with a good figure is to say to him, "You have a wonderful figure! You remind me of somebody shaped just like you, only, he is bigger than you." Even if you do know such a somebody, don't tell the man you are praising that. It is one sure way to lose all mental domination over him.

Don't tell a dark-haired woman that she is very pretty, that she strongly resembles another beauty you know, except that the other beauty is taller and blonde. All comparisons between people are risky at best. The slightest favoring of the other person, even if insignificant, estranges the person being praised and diminishes, instead of increases, your mental domination over him. To tell Jack, for instance, that he is better built in every way than Peter, except that Peter is broader-shouldered than he, will insult Jack more than if you ignored his figure completely.

The same applies to a woman who is not tall enough, whose hair is not curly enough, or whose breasts are not high enough.

A *final word*. By observing these 13 fatalities, you will never say to people what you should never say to them. You will easily maintain the mental domination you have acquired over them so far.

THE KINDS OF THINGS PEOPLE DON'T LIKE TO HEAR ABOUT THEMSELVES

What No Man Likes to Hear about Himself

1. That his language is poor.
2. That he is getting old.
3. That he is a fool with women.
4. That he can't hang on to his money.
5. That he lacks backbone.

6. That he looks sissyish.
7. That he looks like a weakling.
8. That his shoulders are narrow.
9. That he is short.
10. That he is probably impotent.
11. That he can't take a joke.
12. That he is not intelligent.
13. That he has a bad memory.
14. That his education is faulty.

*What No Woman Likes to Hear
about Herself*

1. Never tell her that she is well-preserved for her age.
2. Never tell her that she is turning gray.
3. Never tell her that she is putting on weight.
4. Never tell her that she looks "just like" another woman you know.
5. Never ask her her age.
6. Never ask her if she has been married before.
7. Never ask her if she works. If she tells you she does, feign astonishment and ask her how can she look so glamorous and yet be working. Never act as if you took it for granted that she held a job.
8. Don't refer to her varicose veins, bunions, moles or other imperfections.
9. Never ask her if she has children. Tell her that she looks like a young woman who has led an easy, luxurious life.
10. Never ask her how big her feet are.

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how to

Overcome Obstacles

and Win Friends

When Talking with Others

THE IMPORTANCE OF SAYING WHAT YOU SAY RIGHT. Merely to give lip-service to the beguiling statements will not maintain your mental domination over the person. He might even consider genuine praise, when uttered wrongly, as nothing more than humiliating sarcasm. Clever wits make bitter enemies when their jest is misunderstood. Until the other fellow accepts you as a wit, you better watch your tongue. Until he knows you better, your saying or writing anything to him with sub-

tle humor, runs the risk of being taken at its face value. You may end up with a savage foe instead of a warm friend, and certainly you will have lost all mental domination over him. Do the exercises in this Law with care and master the art of saying what you say right. Not only pronounce the statements clearly but give them the right inflection and tone of voice. The thought or mind-power behind the spoken word is not enough to overcome the impression created by the way it is said.

THE FIVE SECRETS OF SAYING WHAT YOU SAY RIGHT

SECRET 1: THE PROPER SPEAKING VOLUME. Don't talk too loudly nor too softly. Talking too loudly is rude, irritating, and reduces mental domination by calling attention to a fault in your manner. To maintain and increase your mental domination over Jack or Jane, reveal no disillusioning faults to him. Loud talking even alienates him from you by suggesting quarreling. Speaking too softly, on the other hand, wears him out by compelling him to strain to hear you. In time he stops straining and wishes that someone would come up and give him a chance to escape without being rude about it. Your natural wit, too, is seriously handicapped when you speak too softly, because Jack or Jane might miss important words and fail to understand you, and wit falls flat when repeated. When you speak too loudly, though, your wit might seem forced and egocentric and only antagonize; it also sounds bossy, while too softly sounds servile. The well-modulated voice, which is neither too loud nor too soft, captures the listener. It arouses a feeling of friendly privacy and builds around you an aura of respectability, intelligence, and of a mind under quiet control. It maintains perfectly the mental domination which the beguiling statements are selected to take advantage of.

SECRET 2: THE MAGICAL POWER OF TALKING TO THE OTHER PERSON. Talk *to* the other person, not *towards* him. Visualize your words going right into his body. Don't talk to him as if he is somewhere around you and that he will hear you somehow. Don't

glance here and there either but stare right between his eyes much of the time. Don't spit your words into his face but direct your breath towards him.

(A clean smelling breath is important for mental domination. It emanates from the biggest cavity in your body and carries something of you with it to the other person. If it smells good, it draws him to you and soothes him. But it has to be a healthy breath, flowing from a clean, well-cared-for mouth and from a stomach with good digestion. When you allow such a breath to drift around your listener and envelop him, it has a keen effect upon his aura and helps to alter it into harmony with your own. Romantically, the sweet breath of a woman is described in thousands of poems.)

Speaking *to* the subject controls his mind more effectively than speaking *towards* him. It adds to his feeling of importance, as he feels singled out. To make someone feel important, is a sure way to win him to you and maintain mental domination over him. It inflates his ego, dulls his suspicions, and blinds him to the subtle influence you are exerting over him with mind and mouth. It may be compared to stroking a cat. You can get away with murder with a cat after you have stroked it for a while. You can pull its tail gently and even tease it to a degree—things that you could not have tried safely before.

How It Establishes Complete Rapport

When you speak *to* the other person, your words take firmer root with him because you have captured his full attention. When you speak *towards* him they do not take firm root with him because his attention is divided between you and something else. Not feeling singled out by you, Jack is not in complete rapport with you. He has the impression that your words are directed half to yourself and half to him.

When you speak *to* him, though, he feels that he alone is being honored, and you achieve complete rapport with him. To maintain or increase your mental domination over him, then, is easy. That is why the best politicians try to address their followers

without notes. When the speech is so important that it cannot be given spontaneously, the politician tries to read ahead of himself, so that he can look straight at his audience as much as possible.

How to Fill Someone with Confidence in Himself

Speaking to the other person also intensifies his reactions to you because of the complete rapport achieved. Such an effect is most necessary, for instance, when you have the need to fill Jack or Jane with confidence either to go out and land a better job, to be successful socially, to pass a school or promotional examination, win a desirable mate, compete in sports or in a music contest, or take a tryout of any kind.

Suppose your son John faces a tough college entrance examination tomorrow morning. He has studied for it with furious energy, but he is uncertain of himself. No one can be absolutely positive of passing any examination, after all; and yet, as in any other venture, confidence (not overconfidence) can turn the tide. Confidence not only conserves mental stamina, which is required for the examination, but it also calms the mind, enabling it to think clearly and recall information which it might forget otherwise.

Thought-forms alone are effective when John is *already* taking the test, to bolster up his self-confidence; but before the test starts, what you say to him, and how you say it, is the best mental domination help he can get. Fix him with your eyes and speak to him. Don't speak *towards* him or in his general direction. And direct your breath, your words, and your whole attention to him. Say to him, "You will be surprised how much easier it will be, John." And think out to him, "You will pass with ease. Just keep cool, and you will pass with ease. The others who are taking it—they are all nervous." (Do not mention the fact that he, too, is nervous.) "The one who keeps cool is the one who will pass, and you will keep cool. You easily will."

Thus, you create a oneness, a psychic union with John. By

remaining cool yourself, besides, and reminding him through your word-form thought-commands that *he* will keep cool, his nervousness ebbs.

“Don’t worry about what you don’t know, John,” you add again. “Just remember what you *do* know, and you will pass with incredible ease. Don’t make a mountain out of a molehill. Relax now. You will pass tomorrow.”

SECRET 3: BEWARE OF THE FALLING VOICE. Don’t let your voice fall much, if at all, at the end of your sentences while applying the laws of mental domination. Letting it fall suggests that the conversation is ended. Hold it at the same pitch and continue maintaining mental domination over Jack or Jane. Such a voice removes rudeness, brusqueness, and obvious domineering from the association. The other person will assume that you respect him and that you would like to know him better. Best of all, it brings about psychic union between you two. He accepts you like a trusted brother, family doctor, minister, or human relations counselor to whom he can confide. Your mental domination over him is then tremendous.

Preventing your voice from falling at the end of the sentence, besides, suggests that you have a calm, even temper. A falling voice suggests a curt, commanding, impatient temper, while a rising voice suggests uncertainty and servility. The even voice at the end of the sentence suggests a logical mind willing to listen to reason, not a stubborn, dictatorial mind.

SECRET 4: AVOID A TIRESOME MONOTONE. Don’t, on the other hand, keep your voice in a monotone all through the sentence. Monotony bores people and curses your speech with an effect of narcotization. Monotony of pitch goes hand in hand with too rapid speech. Such speech may be unavoidable when your mind is flashing with new ideas; but, in social life and in business, your words should be clear and effective and cannot gallop along.

But don’t go to the other extreme and add too much inflection to your voice. It would retard your utterance, and you would sound

childish and moronic. Do so only if you mimic someone, but don't adopt it as your own way of speaking. It is best to vary your pitch by a few notes up and down; that is the effective way to talk.

SECRET 5: DON'T SING WHEN YOU TALK. Don't drag out your syllables too long. This occurs when you speak with too great a range of pitch. Your voice then has to drag the vowel all the way down the scale from a high note to a low note, or from a low note to a high note, and that takes time. The tiresome monotone, in contrast, speeds up your oratory by removing all its inflection. By varying your voice moderately, it will be musical enough, but not idiotically overmusical.

There are exceptions to this: When you exclaim or greet Jack or Jane, you have to extend the range of your pitch and lengthen the emphatic vowels of your key words. Your greeting, otherwise, sounds distant and disinterested. Once the conversation starts, you stop expressing yourself like that, or you will appear emotional and lose your power of mental domination over Jack or Jane. Only if you are portraying a character part on the stage or if you are a famous eccentric, can you afford to sound emotional. Those who don't know you well, but who deal with you in social or business life, won't admire you unless you appear to be a sane, sound citizen. So, don't drag out your syllables. When the other person accepts you as a "character," he won't fall into rapport with you, unless you are well-known for your services, skill, or honesty. Try to be viewed neither as an eccentric nor as a cheerful buffoon.

EXERCISES FOR SAYING WHAT YOU SAY RIGHT

EXERCISE 1: FOR NOT SOUNDING LIKE YOU ARE ORDERING PEOPLE AROUND. Repeat the following commanding statements as if they were NOT commands, but mere statements of fact.

"Get out of here! Don't ever come back to this house!"

"Go cut your own throat! You are the biggest fool on earth!"

"What you don't know about this, would fill volumes!"

"You are too stupid for words!"

"Don't bother me with it!"

These remarks are insulting and require tact to utter seriously without their sounding hostile. They belong in no civilized conversation, but they provide a perfect exercise for training you never to sound like you are ordering people around. Later, when you repeat sentences that are not insulting (like those below), but which *could sound* insulting, you will sound like a bosom companion.

"Law is one subject that requires much reasoning."

"This product is exactly what you need."

"This color is better than that one."

EXERCISE 2: FOR NOT TALKING TOO LOUDLY OR TOO SOFTLY.

Read the following emotional verse from the Puritan George Herbert's, *The Collar*, in a tranquil tone, to train yourself not to talk too loudly or too softly.

I struck the board, and cried, No more; I will aboard!

What! Shall I ever sigh and pine?

My lines and life are free; free as the road.

Loose as the wind, as large as store.

Shall I be still in suit?

Have I no harvest but a thorn

To let no blood, and not restore

What I have lost with cordial fruit?

* * *

But as I raved, and grew more fierce and wild

At every word,

Methought I heard one calling, "Child!"

And I replied, "My Lord."

EXERCISE 3: FOR TALKING TO THE PERSON. This exercise will train you to talk *to* the person, not *towards* him. Read the Ten Commandments (reprinted below) as if to somebody, not just to yourself, and think fully the meaning of each word. But don't overdo it.

1. Thou shalt not take the name of the Lord thy God in vain: for the Lord will not hold *him* guiltless that taketh his name in vain.
2. Keep the sabbath day to sanctify it, as the Lord thy God hath commanded thee.
3. Six days thou shalt labor, and do all thy work.
4. But the seventh day is the sabbath of the Lord thy God: *in it* thou shalt not do any work, thou, nor thy son, nor thy daughter, nor thy manservant, nor thy maidservant, nor thine ox, nor thine ass, nor any of thy cattle, nor the stranger that is within thy gates; that thy manservant and thy maidservant may rest as well as thou.
5. Honour thy father and thy mother, as the Lord thy God hath commanded thee; that thy days may be prolonged.
6. Thou shalt not kill.
7. Neither shalt thou commit adultery.
8. Neither shalt thou steal.
9. Neither shalt thou bear false witness against thy neighbor.
10. Neither shalt thou desire thy neighbor's wife, neither shalt thou covet thy neighbor's house, his field, or his manservant, or his maidservant, his ox, his ass, or any *thing* that is thy neighbor's.

EXERCISE 4: FOR NOT LETTING YOUR VOICE FALL. Again repeat the Ten Commandments. Do NOT let your voice fall at the end of any of them.

EXERCISE 5: FOR AVOIDING A TIRESOME MONOTONE. Read the Ten Commandments again, but instead of using a monotone all through each, use some inflection and don't prolong your vowels too much. Prolong the emphatic vowels of the important words but trip along over the articles and prepositions, except when those are consequential. You cannot emphasize equally each and every syllable in a sentence. If you do, you would create a tiresome monotone. The emphasis would lose variety and that in itself would result in monotony. Your speech should be smooth, but not

boringly uniform, except when applying hypnosis or rocking a baby to sleep.

EXERCISE 6. A. Without being sacrilegious, add to Exercise 6 by repeating the Ten Commandments in a sing-song, over-exaggerated, changing pitch of voice. Go up and down the scale as you read them. Note that you sound unconvincing.

B. Re-read them in a staccatto voice. Use the same pitch all the way through, like hammering on one piano key. That is how you sound when you speak too fast in daily life. It is the way NOT to sound.

C. Again, repeat the Ten Commandments but employ just enough inflection and stress only the main syllable of each word. That is how to orate them and sound convincing.

EXERCISE 7. This exercise will train you to use a wide-ranging voice in exclamations, and yet blend it into mental-domination speech. Pronounce the exclamation with the long, drawn-out emphasis already explained. Speak the rest of the dialogue normally. Try it with the following: "Hello, Jack! Where have you been all this time? Was wondering what became of you. Sure glad nothing happened to you. Fact, you look better than ever! How's everybody else in the family?"

(Note the effectiveness of this dialogue in respect to mental domination. Although it contains little direct flattery for Jack, it is bursting with subtle flattery for him because it expresses concern over his whereabouts. "I was wondering what became of you," testifies to him that you had him in your mind all along, even though you had not laid eyes on him all that time. The rest of it, "Sure glad nothing happened to you. Fact, you look better than ever," etc., adds to the flattery. Read the entire dialogue over again and study the subtle effect. Talk to people that way, even if you exchange only a few words, and you will influence them with surprising ease.

EXERCISE 8. Practice the dialogue below, using everything you have learned in these exercises for saying what you say right, keeping in mind the following secrets:

- a. Don't talk commandingly.
- b. Don't talk too loudly or too softly.
- c. Talk *to* the person, not *towards* him.
- d. Don't let your voice fall.
- e. Avoid a tiresome monotone. Specifically:
 1. Don't drag out your syllables too long.
 2. Emphasize the main syllables in each important word and race glibly over the unimportant words, like the articles and conjunctions, except when these should be emphasized.

The Dialogue to Practice

"Meeting you is a real pleasure. You struck me from the very beginning as being a deeply serious and concentrative person. One seldom meets such a person nowadays. Television and other interests absorb most everybody's time and keeps them superficial. I was anxious to meet you and know you better, but I didn't want to be rude and aggressive. Our hostess is a fascinating lady, isn't she?"

HOW NOT TO SAY WRONGLY WHAT YOU WANT TO SAY RIGHT

To master how to do something right would seem to be all you have to learn about it. When you know how to do it right, in other words, you stop doing it wrong.

Such is not the case. During the apprenticeship, you might retain a fault which impedes your best efforts, or you might introduce innovations of your own which might not equal the orthodox procedures. To know what **NOT** to do when doing something, is as important as to know **WHAT** to do. So exhaustively have you covered how to say what you say right, though, that the fatalities of how **NOT** to say it need only be briefly summarized.

THE THREE FATALITIES

FATALITY 1: WATCH YOUR REPULSIVE UTTERANCES. Don't scoff, sneer, and hiss in the presence of any one, unless you are clowning or mimicking. These repulsive expressions distort your face and blot out your overwhelming gaze.

FATALITY 2: WATCH YOUR LAUGHTER. Laugh neither harshly nor too loudly. To limit yourself to a faint smile, on the other hand, will dishearten your companion.

FATALITY 3: AVOID RAILLERY AND SARCASM. Engage in no raillery or sarcasm unless it is sheer humor and the other person understands it as such. Should you disagree with some of his remarks, do so calmly and considerately.

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law

how to

Disarm and Triumph
over Others with
the Conquering Acts

THE MIRACLES OF THE CONQUERING ACTS. Pantomime, thought projection, and the beguiling statements are essential for mental domination, but they need the support of the conquering acts. The conquering acts give it the final touch. Jack or Jane might overlook many drawbacks of yours, but not your omission to do the conquering acts. These sweep everybody off their feet. It is obvious how tremendous they must be for mental domination.

The conquering acts are easy

to learn. Even people with below average intelligence can study them, apply them with little trouble, and gain phenomenally from them. From them, women with ordinary minds and looks have won choice husbands. Men of inferior birth have become the associates of presidents, kings, and queens. No other law makes you more welcome anywhere. With it, swindlers have perpetrated stupendous frauds, and men have been elevated into positions of affluence over men with far more ability.

HOW THE CONQUERING ACTS AFFECT OTHERS

The conquering acts disarm the other person, lower his defenses, and throw him into rapport with you. If he is your superior, he favors you thereafter because he can't help himself. If he has to reprimand you, the words choke in his throat. With the conquering acts you appear as if you harbor no evil in you. That alone usually stifles resistance against you. The conquering acts may be called The Great Disarmer, the great neutralizer of hostile feelings against you.

THE TEN SECRETS OF THE CONQUERING ACTS

SECRET 1: THE NON-ANALYTICAL LOOK. When about to be introduced to anyone, show no shyness nor unwillingness. Show respect and admiration for the person, instead, by envisioning him nobly and respectfully. Overlook everything detracting about him. Completely ignore Bob's lesser height, irregular features, unsymmetrical figure, non-glamorous clothes, poor speech, unattractive mannerisms, strange accent, uneven teeth, poor dental work, missing limb, prominent mole, ugly scar—in fact, anything and everything about him which does not add to his appearance. Stay neutral and re-establish instant rapport with him.

Should he believe that you are not aware of his imperfections, he might conclude that you are not observant. But he will relax with you, and you need that for mental domination. Nobody

enjoys the psychoanalytical look when it is directed at him. It is an antisocial look and arouses resentment. It may be pardonable in a doctor because he has to diagnose, but in everyday life people prefer to hide their deficiencies.

Stare only at Bob's eyes to suggest to him that he has captured your full attention. That banishes the rest of him from view and stops you from studying him.

● *The pleasing expression.* Always give the impression that you are trying to please others. Withdraw brusquely from no one's company, unless he is a social pest.

SECRET 2: DRAWING THE OTHER PERSON OUT OF HIS SHELL.

After expressing your pleasure in meeting Bob, flatter him with a beguiling statement. But don't usurp the conversation after that, unless he is tongue-tied or the silent type. Induce him to do most of the talking, particularly about himself, and give him your undivided attention.

You can't do this for long because it grows boring. But do it long enough to establish psychic union, or complete rapport, between you and him.

● *Retain your dignity.* Be dignified. Don't be physically familiar with people in public. Don't lay hands on people, in fact, except when greeting someone. Engage in no horseplay, scuffling, or other juvenile behavior.

SECRET 3: SUBTLE PROBING. As stated in a previous Law, don't embarrass the other person with intimate questions. Praise something about him and let him elaborate on it if he is so inclined. If you praise him for possessing broad shoulders, he might scoff and "admit" that he acquired them from rowing, in college. At once, exhibit interest in his education and ask him what college he attended. You would soon discover what he studied. From that you can guess his occupation—even his probable income.

● *Do not borrow if you can help it. Use what you have.* Borrow other people's property only when you are in a desperate situation, and only after the owner begs you to. Borrowing per-

sonal property from others frequently severs the relationship. Generous Bob might lend it again later to a non-returning borrower, Herb, and forget that he did, but later ask *you* to return it. He won't believe you when you insist that you did return it to him sometime before.

Even if you will return the borrowed property at once, don't borrow it if you can help it, unless your stubborn refusal would hurt Bob's feelings. Never borrow another's comb, clothes, toothbrush, handkerchief.

• *Pass for a generous person always.* Neither by act nor word, give any indication of selfishness or miserliness. Do nothing that marks you off as a "character" along those lines. You don't have to throw your money away but don't be conspicuously tight-fisted.

SECRET 4: HOW TO TAKE GRACEFUL DEPARTURES FROM PEOPLE. Don't abruptly march off from a person you are conversing with. Say to Bob, first, "Will you excuse me? I'm late already. Pleased to have met you. See you again."

If another group has already gathered around him and has eclipsed you, withdraw inconspicuously.

• *Don't be slow about introducing people to each other.* Swiftly introduce people to each other. Don't let Bob and Helen face each other in embarrassment, wondering if you are ashamed of them. When you make the introduction, also, drop a praising remark to each about the other. Or, reveal to them something they have in common, so that they can become acquainted quickly and readily. Don't be afraid that in the future they might prefer each other's company to yours. Should they find each other interesting, they will be grateful to you for bringing them together. With the overwhelming gaze and being a good listener, you will never be left alone anywhere for long.

SECRET 5: RETAIN YOUR EQUANIMITY. Never give vent to rage or anger in social company. Slight or humiliate no one, even if he is unpleasant.

● *Don't be a social sadist.* Don't wound people's feelings. Don't hit back by embarrassing others for slights, either actual or imagined, which you suffered at their hands. Revenge thinking, besides, changes your general aspect to the unfriendly.

SECRET 6: SHOW A DEMOCRATIC ATTITUDE TOWARDS OTHERS.

At work, especially, look down upon no one in a subordinate position, even if he belongs to another department. Some day, he might be able to do you a legitimate favor and save you much red-tape. An antisocial attitude, besides, gets talked about; and, once you are known for bad manners, people expect the worst of you and act aloof towards you.

● *Your best guide—Subconscious Vision.* Subconscious Vision is your best guide for the conquering acts. Always ask yourself before you do or say anything important to someone, "How would I feel if *he* did that to me?" If *you* would be pleased by it, go ahead and do it to him. The chances are strong that he will feel about it exactly as you would. If you would be insulted, then don't do it to him. Not only would you stir his blood, but the host and the other guests, if it happens to be a social gathering, would be deeply embarrassed.

In the next Law you will be taught Subconscious Vision. Practice it well. Apply it first in situations in which you have time to think beforehand, and afterwards apply it in more unexpected situations. Once you apply it habitually all day long, you increase your mental domination wherever you go.

SECRET 7: ENGAGE IN NO BRAGGING. Don't brag about your income, as if your co-workers were paupers. If you are a woman, don't brag about your beauty. If others don't notice how pretty you are, forget it. There are others who will.

SECRET 8: BE—OR PRETEND TO BE—A GOOD LISTENER. Don't adopt a know-it-all attitude. Appear always ready to listen. Don't pass for a simple-minded idiot who believes anything he is told; but don't act stubborn, nor as if impossible to influence either.

People want *you* to listen to what *they* have to say. Don't turn your head when the other person presents *his* side of the question. Even if he is misinformed, don't insult him by being rude. If he is long-winded, interrupt him with something he likes to hear about himself and then abruptly change the subject. If that is not easy to do at the time, turn pleasantly to Oscar and ask him for his opinion of the matter. Never start a quarrel with the person who is monopolizing the conversation.

● *How to be a good listener.* Don't interrupt people when they talk, without a good reason for doing so. Even then, apologize first. Group conversation is different because it bursts forth without implied rules or order. But in business and social life beware of interrupting the other person continually. Interruptions prevent him from revealing his soul to you. If he is sensitive, it will confuse and anger him.

Develop into a good listener and lend a handsome placidity to your face by keeping it relaxed and attentive.

● *The perils of being too good a listener.* Like all excellent traits, being too good a listener can prove to be a calamity and leave you plagued with incessant talkers. You could end up listening to everybody, but with nobody listening to *you*. Too many chatterboxes can spoil your evening. Chatterboxes don't "hear" a word you say but talk right on even when *you* talk. They cling to your arm when you try to flee and continue jabbering. When you try to get a word in edgewise, they are so used to monopolizing the conversation that they snap at *you* for interrupting *them*. You get nowhere with them because they don't give you a chance to influence them. They can "converse" with you for years and still hardly know your name. They don't see you as a living person, but as a BIG EAR. So be a good listener, but don't overdo it.

SECRET 9: RETAIN A SEEMINGLY IMPARTIAL ATTITUDE IN EVERY DISCUSSION. Don't turn, with your tongue in your cheek, to someone beside you and mutter sarcastically about the person who is monopolizing the conversation. It puts your listener in an

embarrassing position. You compel him to take sides, and that is not sociable, even if he secretly agrees with you.

Refrain from all personal discussion. Mention nothing to your companion about his own private life, character, or ability to reason. Confine yourself to the subject being discussed and raise no controversial issue that could lead to a heated argument. Arguments incite people and curtail your power to influence them.

● *Don't be too eager to clarify somebody else's discussion.* Don't elbow yourself into the midst of a conversation circle. Beg permission, instead, to be allowed into the center of it. And be sure that you are welcome and have something interesting to say.

Most social talkers are not seeking truth. Too many crave to show off their "knowledge" or argumentative ability. So, even if you possess knowledge which could help solve the dispute, do not force your way into the circle to reveal it. You would only spoil the occasion for someone by contributing to his defeat. Do not shorten the enjoyable debate for those participating in it. Wait until you yourself are engaged in a similar discussion, or until someone engaged in one requests such knowledge from you. You are not trying to prove your logic to people but to win them to you.

SECRET 10: REPLY TO PEOPLE WITH WORDS, NOT WITH GESTURES. No mannerism antagonizes people more, nor labels you with a supercilious attitude sooner, than to reply to their statements with nods or shakes of the head. They wonder if you view them as animals or slaves. No slave would answer his master with nods or shakes of the head, but many a master might reply to his slave like that. So, DON'T insult others by replying to them with gestures instead of words, unless they are insufferable, and you wish to drive them away from you. Reply in words, even in yeses and noes, or you will lose your mental domination over others fast.

● *Don't try to be another Voltaire.* Laugh sarcastically at nothing. Don't hold back your laughter when laughter is expected, but don't laugh self-consciously as if you considered hearty laughter

unrefined. Laugh naturally and spontaneously. If you can't do it easily, practice it in your own room, alone.

● *Don't try to be a laughing hyena.* Don't laugh at every inconsequential remark, especially to satisfy a dull, tiresome wit. But don't incense him either by staring at him censoriously. Pretend that you have to leave, or say that you are sorry you missed his important words.

SECRET 11: DON'T PUSH YOUR WAY IN AND TAKE OVER THE STAGE. Don't swagger up to people who are conversing and, with a booming voice, take over the stage. To those of sensitivity and refinement, such behavior is enraging.

ninth

law

how to

Analyze and Control
Others' Actions with
Subconscious Vision

Subconscious vision is the ability to "see into" the other person, so that you can treat him just as he likes to be treated. Such a power over him makes him putty in your hands.

THE TECHNIQUE OF
SUBCONSCIOUS VISION

Subconscious vision is much easier to apply than you suspect. Its technique may be summarized as follows:

1. Put yourself in the other person's place. To the best of your

ability, just imagine that you are Jack or Jane instead of yourself.

2. Assume what strikes you as his most obvious fault or faults and estimate how it affects his character. Does it convert him into a quarrelsome grouch, a tragic wit, a supersensitive rabbit, an anti-social monster, a bragging egoist, a sulky crybaby, or a guffawing extravert?

3. Next, assume what strikes you as his most obvious virtue or virtues and estimate how it affects his character. Has his manly, or feminine, pulchritude gone to his head? Has his fast-thinking mind made him argumentative and impatient? Has his size and vigor made him bullyish? Has his sharp wit made him uncomfortably sarcastic at times? Has his boldness made him overaggressive?

With Subconscious Vision you peer at the real person behind the mask and can therefore mentally dominate him. Here are examples to show you how to apply Subconscious Vision for effective use in your every day life.

EXAMPLE 1. You run into George Knowles, whom you have not seen for a long time. How would you greet him? Would you yell, slap him on the back and pepper him with questions about his family and career? Or, would you greet him as if you had seen him only yesterday and ask him nothing about his family and career?

The question cannot be answered in one word. But you can answer it by applying Subconscious Vision to it in the following manner:

● *Step 1.* Stop asking yourself, first of all, how should *you* greet him. Ask yourself, instead, how would you like *him* to greet *you*. Would you like him to yell, slap you on the back and pepper you with questions about your family and career? Or, would you like *him* to greet you as if he had seen you only yesterday and shake your hand and say a good word about you but ask nothing about your family and your career?

Your replies to those questions would guide you as to how best

to greet him. They would depend upon many factors, of course, and no hard and fast rule would apply to everybody in your position. Your natural temperament, your former relationship with George Knowles, the true state of affairs existing between you and your family, what progress you are making in your career, all have a bearing on your answer. If you are demonstrative, if you and George were close companions, if you and your family get along well and you are rising fast in your occupation, you might be thrilled to be greeted with a yell, slapped on the back and peppered with questions about your family and career.

But if you are *undemonstrative*, if you hardly know George or have fallen out with him, if you don't get along with your family and have done poorly in your occupation, you would not be thrilled to be greeted with a yell, slapped on the back and peppered with questions about your family and career. Your answer to the question would therefore be guided by those considerations.

• *Step 2.* But that is only the first step. You are not trying to decide how George Knowles ought to treat you, but how *you* ought to treat *him*. The next step, though, is easy. Merely decide which greeting fits *him*, not you, and greet him as you would like *him* to greet *you* if you were in his place. That is how to use Subconscious Vision.

EXAMPLE 2. At a social gathering you meet Thomas De Lemos, who speaks your language with an accent. The first impulse of most people is to ask him where he hails from. But restrain your tongue. Should the subject of accents or speech come up during your conversation with him, pretend that you yourself have a regional accent and that you envy foreigners who have learned to speak your language correctly.

EXAMPLE 3. At another social gathering, you meet Dana Small, a man with a girlish mince. On an impulse, you might stare at him curiously. Some might snicker at him. By applying Subconscious Vision, you wonder whether you yourself would enjoy

such reactions if you had a girlish mince. Since you would not, you feign not to observe Dana's peculiarity.

It might seem odd to you that anybody with an unusual mannerism should expect people around him *not* to regard him peculiarly. But that has nothing to do with it. *Your* question is: Does this man enjoy being looked at curiously, or being snickered at for his unusual mannerism?

The answer is self-evident. Hardly a soul in everyday life seriously assumes a mannerism in order to be ridiculed. If he is cursed with an unattractive one, he must have acquired it against his wishes; and no one knows better than he that he has it. So, why rub salt on his wounds?

If someone is just a poor golfer, swimmer, singer, card-player, or the like, don't deride him for it unless you two are bosom companions, and he takes a good joke.

SUBCONSCIOUS VISION—FOR SELLING YOURSELF TO OTHERS

Subconscious Vision is equally valuable for selling yourself to others. Don't merely hold in mind what *you* hope to gain through selling your services, your abilities, your skills, or your business. Estimate, rather, what the other person can gain from them. If he cannot gain much, you will have trouble selling them to him. Yet, he might need them. Calculate their possible gains for him, convince him of them, and you will succeed in selling yourself to him.

How do you convince him? You won't do it simply by assuring him that he needs your services. You have to put yourself in *his* place and visualize to yourself which approach would persuade him that he needs you.

Don't tell Jack that he would profit from dealing with you. Tell him that someone else with specific needs (and subtly enumerate Jack's) availed himself of your services and was glad he did. Don't let Jack assume that you keenly analyzed him. He might be

less prosperous than he pretends to be, for instance, and you would be insulting him by pointing it out to him. People will admire you for minding your own business. They will detest you when they believe that you are minding theirs, as well. They will abhor you when they suspect that you see through their well-guarded "fronts."

HOW TO PUT YOURSELF IN THE OTHER PERSON'S PLACE

● *Example.* This is how to put yourself in the other person's place and to imagine what his needs are. Suppose you are calling on an executive, Thomas Durling, applying for a position as a salesman, foreman, engineer, or whatever. As you stroll through the premises, business seems slow, and you wonder if there is an opening for you. But there might be just an occasional slump, and the business might soon be booming again.

To play safe in the interview, present both sides of the problem. Inform Thomas Durling how invaluable you were to a firm which was on its last legs, and how invaluable you can be to one which is solidly on its own legs. Unless questioned directly about yourself, keep the emphasis upon the pressing needs of the establishment, not upon your own. Strive to explain to your prospective employer all you can do for him.

TYPICAL EXAMPLES FOR USING SUBCONSCIOUS VISION TO ANALYZE AND CONTROL OTHERS' ACTIONS

EXAMPLE 1. HOW TO USE SUBCONSCIOUS VISION TO STEER YOUR CHILD SUBTLY INTO A SENSIBLE CAREER. Your teen-age son Harry, or daughter Marion, is wrapped up in dreams of pursuing a certain glamorous but unpredictable career. He may, or may not, possess talent for it, but you prefer him to be practical and pursue

a skill or profession which he can depend upon and which is in common demand. Harry is a considerate, dependable boy, but he is also stubborn and is presently bitten by the glamor bug.

(a) With subconscious vision you put yourself in his place. You stop discussing the subject with him like a father or mother talking down to a child, but enter, instead, into Harry's own mind and analyze his own reasons, warped by his youth and inexperience as they may be, for clinging to his choice. You even skip from your generation into his and see the world as he sees it. Remember how impulsive and impressionable you were at his age? Recall how you worshipped certain movie or sport stars, and how the news about them excited you, and you wished you could be they?

Then, select sensational aspects about the practical career you have in mind for Harry and stress them to him. Present him with biographies of famous people in that career. Let him realize that the most thrilling and rewarding callings are seldom bandied in the newspapers.

Don't argue with him that the glamor career is usually short-lived, and that only a few aspirants climb to the top, while the majority of them fail bitterly and resign themselves to ordinary occupations. Youngsters, on the whole, are optimists; they feel that *they* will be the exceptions to the rule, that *they* will climb to fame and fortune.

(b) Assume, now, Harry's most seemingly obvious fault and estimate how it has altered his character. His passion to shine before multitudes reveals that he has become an exhibitionist, if he wasn't one before.

(c) Assume, next, his most seemingly obvious virtue and estimate how it has altered his character. Being hard-striving and determined, he seldom gives up anything he goes after—even if it leads to nothing. It will take time to change his mind.

If he is an impulsive enthusiast, on the other hand, his new, impractical career passion could suddenly change by itself or just with some careful persuasion by you.

Having analyzed his actions with Subconscious Vision, in other words, you know what course to pursue to control them.

EXAMPLE 2: HOW TO USE SUBCONSCIOUS VISION FOR TEACHING AN OVERCONSCIENTIOUS INDIVIDUAL A NEW SKILL OR ROUTINE. Whether you are a teacher, a boss, a parent, a partner, or a friend, you frequently have to teach somebody a new skill, routine, or technique; and the more eager the individual is to learn, the harder it usually is to teach him. Charley is honest, dependable, and overconscientious and regards you highly, but he cannot function at his best in what he is doing for you, or for himself, unless he learns a particular routine step-by-step, or adds the necessary polish to his skill. You are anxious to teach it to him.

(a) First of all, put yourself in Charley's place and imagine that you are *he*. Recall an occasion when you yourself were about to be taught something new by your instructor Mr. Simmons. Remember how nervous you were at first, particularly when you did not follow his instructions implicitly? Remember how you dreaded repeating the same mistake after he had pointed it out to you more than once? And how you made even more mistakes after that because you were terrified of making a spectacle of yourself?

(b) Assume now his most seemingly obvious fault and estimate how it has affected his character. He is overconscientious and overeager. Those traits have made him try too hard to please others.

(c) Assume, next, his most seemingly obvious virtue and determine how it has affected his character. He tries very hard to do everything he does right. That trait has made him tense and too serious.

You will have to be patient with him, correct him gently, but never criticize him. Having analyzed his actions with Subconscious Vision, in other words, you know how to control him.

EXAMPLE 3: HOW TO CAPTURE THE INTEREST OF SOMEONE YOU WANT TO IMPRESS, BUT WHO HAS FAILED TO SINGLE YOU OUT AS BEING OUTSTANDING. Man or woman, you are faced with this

situation regularly, both in social life and in business. Burton Northrop is someone of consequence whom you wish to impress, but you have failed to do so, so far.

(a) Put yourself in Mr. Northrop's place. Imagine that you are he. Is he aware of his importance in your life?

(b) Assume his most seemingly obvious fault and estimate how it has affected his character. If it appears to be conceit, some people must respond to it with hostility. That would drive Mr. Northrop into a defensive shell and make him somewhat shy and uncertain of himself. If it appears to be unconcern about others, it must have driven many other people away from him.

(c) Assume, next, his most seemingly obvious virtue and estimate how it has affected his character. He acts dignified and smiles benignly when addressed. He looks very intelligent. His speech and manners are excellent, and he is not overfamiliar. These virtues bring him much admiration, but they don't necessarily add warmth to his attitude. That, too, must bring him loneliness.

(d) You have analyzed him with Subconscious Vision. Now, you are going to control him with it. First of all, forget all your past failures to interest him in you. The past is history, the future is history yet to be made. Pretend, in fact, that you have just landed on this earth from some other planet and that everything you do on earth hereafter will be for the first time. You then sally forth without the handicapping memories of past failures but only with the untarnished optimism of absolute success in the future. Mr. Northrop himself, indeed, might believe that *he* failed to impress *you*. So, thrust out of your mind all recollection of past dealings with him and act as if you never saw him before. Don't try to make a social comeback with him, in other words; just face him as if for the first time, bursting with confidence to mentally dominate him.

Approach him with the overwhelming gaze and use the beguiling statement on him that fits him. Should he show any aloofness to you, ignore it. *Don't give him back what he gives you.* Pretend not to be affected by his general manner and apply the 13

fatalities of the repelling statement. You will be astonished at how completely you will sweep him off his feet.

Use the same technique in a similar situation if you are of the opposite sex and your interest in the person is romantic.

EXAMPLE 4: HOW TO CONVERT A BORE INTO AN INTERESTING COMPANION. This is another typical situation which you will encounter, particularly in social life or when traveling. When you find yourself segregated socially with boring Phil or Alice, your whole day or evening could be ruined. And yet, anybody can be a bore. It just depends upon the occasion and on how it is met by the other person. So, classify no one as a hopeless bore. Find out, instead, why Phil or Alice bores *you* on that occasion or situation. Do so with Subconscious Vision. After that, control him with mental domination and convert him into an entertaining person—at least, for that occasion or situation.

(a) Put yourself in Phil's place. Practically everybody, even the recluse, would like to fascinate others with his personality. Phil may be a bore because he is not a wit. Or, perhaps he has very little in common with you. (That conclusion, too, might be erroneous. Everyone has more in common with any other person than he thinks. It is just a matter of seeking it out.)

Perhaps Phil is a fanatic follower of something, be it a political party, a fad or what not, and keeps perpetually introducing it into the conversation. That kind of bore is the worst to contend with.

Perhaps Phil bores you because your sense of humor goes over his head. Indeed, he might not even consider you "funny."

Perhaps he secretly envies you for something.

(b) Assume his seemingly most obvious fault and estimate how it alters his character—at least, on the present occasion and situation. That fault may be his prolonged silence, and his making no attempt to break it, even exhibiting hostility to you when you try. If he does not reply to you at all, of course, stop talking to him altogether and blot him out of your mind with the Thought

Vacuum. Unless he is too rude to associate it, before long he will be seeking to open a conversation himself.

There are bores, too, who talk endlessly and droningly about the same subject. Those, however, present no problem because they are usually not very sensitive and can be ignored or humored along. They can even be interrupted repeatedly without being offended.

(c) Assume, next, Phil's most seemingly obvious virtues and estimate how they probably affect his character. His most obvious virtue is not easy to distinguish in this instance, since it would vary with the situation. But one virtue that does not vary is that he *does remain in your company*. That cannot be said of everybody. Phil, then, does find something about you that intrigues him. (Do not include here the "bore" who *cannot* escape your company. He might not be helplessly boring but just plainly antagonistic towards you.) And since Phil is undoubtedly aware that he is boring you, he must feel nervous and inadequate.

(d) Having analyzed Phil's actions with Subconscious Vision, throw him a beguiling statement to restore his confidence and to let him feel that you enjoy his company. From then on he will open up, and the conversation will get going.

tenth law

how to

Easily Sway People to
Your Way of Thinking
With Chain Rapport

Once you analyze Jack's or Jane's actions and control him or her with subconscious vision, you want to maintain your control. Achieve that by swaying him or her to your way of thinking. The easy technique for that is Chain Rapport.

WHAT IS CHAIN RAPPORT

Chain Rapport (prolonged mutual mental harmony) is the ability to get into step mentally with Jack or Jane and to keep in step. You bend the other person

to your way of thinking, although you let him believe that *he* has bent *you*. And you keep him bent that way even when he is absent from you, in which instance you could also reinforce it now and then with a thought-form reminder. Either socially, romantically, or in your career, Chain Rapport is a stupendous Law.

THE FOUR STEPS FOR ESTABLISHING CHAIN
RAPPORT AND EASILY SWAYING PEOPLE
TO YOUR WAY OF THINKING

● *Step 1.* Avoid trying to influence Jack or Jane on controversial issues. Influence him only on issues which are accepted without question, or on which his attitude is lukewarm.

● *Step 2.* Don't try to reform the other person but only bend his logic enough to create mental harmony between you. He will promptly conclude that your whole personality is attractive.

● *Step 3.* If he is hard to sway, your creating a few moments of rapport with him may be all you need to overcome his mental resistance, because, subconsciously, he will dread ending the delightful companionship.

● *Step 4.* Never step out of a meeting, a conversation, or a discussion with Jack or Jane without establishing mental harmony repeatedly during the association. Don't wait to establish it just at the end, or heated feelings will, consequent upon your departure, burst into new flames in him.

THE INVINCIBLE RULE: Never become emotional during a discussion. Let no discussion or conversation of yours degenerate into an argument. Your least show of disagreement with Jack or Jane can stir up an argument; and the better you hold your own in it, the more bitter it can become. Don't be determined to prove that you are right or well-informed. If the verbal exchange is not taking place in a law court or debated under strict oratorical rules, it will seldom cling to the logical. *You* might be seeking the truth, but your opponent might be seeking more to show off his "brilliant mind." If you expose his poor logic, he will become furious and that will end your mental domination over him.

Spare Jack's feelings all through the conversation, so that he assumes that you agree with him for the most part. Once you establish such a delightful rapport with him, he is practically your slave. You need no more mental domination over him than that; you need only to maintain it with Chain Rapport. Thereafter, he is your booster and will praise you at every opportunity.

The same applies to the general public. Advertisements cautiously by-pass controversial subjects. They limit themselves to topics which irritate no group, but which create rapport between the public and product. In your business or profession, put yourself in your customer's place (unless he is a pest who is out to purchase nothing). Don't fawn before him but arouse no displeasure or resistance in him.

THE TECHNIQUE OF CHAIN RAPPORT

In using Chain Rapport, bear the foregoing four steps and the Invincible Rule always in mind. But the actual technique of applying Chain Rapport is composed of three simple moves.

● *First Move.* Don't push yourself on anyone—that includes business, as well as social, relationships.

● *Second Move.* Show keen interest in his wishes.

● *Third Move.* Treat him as if you consider him brilliant.

EXAMPLE: HOW TO GET PEOPLE TO DO THINGS FOR YOU. Howard Lefevre can help you considerably socially or in business. He knows just the person you want to meet. He could even put in a good word for you, if nothing else. But you suspect that he is accustomed to evading people who try to "use" him for his connection. You will have to pursue a less obvious, circuitous route. You don't want to take too long about it, though.

Note: Make sure that *he himself* is worth knowing for *his own qualities*, for such a person can also, due to his influence, become a dangerous enemy.

Sometime during the social gathering you are attending, stroll up to Mr. Lefevre and introduce yourself. But do not add, "I am

eager to meet you," "I am dying to meet you," "I've been waiting a long time to meet you," or any other statement which implies that you are pushing yourself on him. Don't even add, "I've heard a great deal about you," as that, too, may arouse his suspicions. Pretend that you have approached him because he seems friendly and interesting. Don't overdo it, on the other hand, and act stiffly, as if you are self-sufficient and never need a favor from anyone. Then, throw him the overwhelming gaze, and project him a thought-form picture of the two of you developing into the best of friends.

Converse with him naturally, casually, charming him with the beguiling statement that applies to him. But don't overemphasize it; just let it sound like a natural remark. If you experience difficulty starting or continuing an easy conversation, then reread this example after studying the *Twelfth Law*, "Generating the Powerful Magnetism of Harmonious Conversation." Should Howard Lefevre's replies be at any time controversial, avoid trying to influence him on them and watch your tongue with the 13 Fatalities of the Repelling Statement. Voice nothing to him, in other words, which could arouse his suspicions or hostility. Impress him, indeed, as a person of the utmost tact, good breeding, and considerate sensitivity.

If he invites you to share a drink with him, or offers you a cigarette, accept it without hesitancy, even if you don't drink or smoke. But take only a sip, or puff lightly but once or twice on the cigarette and don't inhale it. Your purpose is to establish mental harmony with Howard Lefevre. After you know him better you can subtly excuse yourself from those concessions.

With the overwhelming gaze you should have little trouble convincing him that you are brilliant enough for further companionship.

That evening, don't even breathe the name of his wanted connection to him but be sure to exchange phone numbers and addresses with him. Before parting, drop him another beguiling statement and project to him a thought-form picturing a lasting friendship between you.

His subconscious mind will do the rest. When you meet again, he will be eager to resume the association. This time, still don't breathe the name of the wanted connection to him. Offer, instead, to do something for him himself. That will intensify the rapport already existing between you, and he will feel that some day he should do something for you in return. That is the best relationship to have with him, anyway. Whenever you try to get something for nothing, you will discover that you usually get less than *nothing* for something. Project to Howard Lefevre, after you depart, another thought-form of lasting friendship.

The third time you meet with him, again offer to do something for him. But *this* time, later in the conversation, mention the name of the wanted connection, or the subject of the connection, and see how Mr. Lefevre reacts. To wait longer is to abort your effort, because by then familiarity will be breeding contempt, and Howard Lefevre will no longer be seeing you as being so unusual. If he is willing to accept favors from you, after all, he should be willing to do you a reasonable favor in return. By now, anyway, you will have him under your mental domination with Chain Rapport.

If he shows willingness to continue discussing that person or subject, join him in it. Then, when you let him know a little later what you would like, "somebody" to do for you, he either has to risk losing your fascinating company or do you the favor.

COUNTER-RESPONSE YOUR WAY INTO SUCCESS WITH ARGUMENTATIVE PEOPLE

Should Jack or Jane prove argumentative and make it difficult to influence with Chain Rapport, feint him or her into "attacking" you verbally. But don't slug back with the other person; just roll with his fighting words and clinch, and let him struggle to exhaustion. Then, turn the right counter-response on him to win him to your way of thinking. Don't expect to alter his thinking for him, though. Let him alter it *himself* by believing that *he himself* came

to the conclusions which you put into his head. You achieve that by pretending to agree with his argument, but follow it up with the kind of counter-response revealed above. Display no anger, sarcasm, or opposition in your tone. Don't even try to be jocular. Just remain calm, attentive, pleasant, and agreeable. Ignore Jack's snorts and oaths until he starts to enjoy your company and establish rapport with you.

**EXERCISES FOR COUNTER-RESPONDING
YOUR WAY INTO SUCCESS WITH
ARGUMENTATIVE PEOPLE**

EXERCISE 1. Sit alone in your room and imagine that you are conversing with a stranger. You have moved into a new city or neighborhood and do not belong to the general nationality stock, religion, or race predominating in it. The stranger is an inquisitive neighbor or shopkeeper, Sam Pennrod, and he lets fall at you a subtle aspersion against whatever race or religion he suspects you of belonging to. How would you reply to him without starting a quarrel, but win him to you? Put it down on paper. Then read the approved answer below.

Approved answer. "Much, sir, depends upon the specific case. There is good and bad in everything. Yes, I've heard that said, too (about your own race or religion). The same was said about several earlier immigrant races, religions, or occupations which are now highly regarded. After a couple generations, though, the emotional hostility diminishes and the person is accepted for what he is—a national citizen."

(The above question is ticklish. It has to be replied to calmly, but also fearlessly.)

EXERCISE 2. Your profession is not so highly regarded as another, and at a social gathering Al Sullivan snorts at it. What would you say to him, if an answer is necessary?

Reply as if unconcerned and present no data or statistics to defend your profession. Presenting data or statistics only lights

the spark to an argument, for you and he can present evidence indefinitely. Jot down how you would answer Al, then study the effective answer below.

Approved answer. "Seems to boil down to a matter of opinion. There is a good case for either side. For the benefit of mankind, I hope that they come to an agreement some day and leave each other alone."

Mrs. Price, your hostess, breathes freely, and the other guests resume with the party. Everybody is impressed with your dignity and good nature. You have drawn more sympathy towards your side of the case than you could have done with a volume of statistics. Practically everybody present accepts your no-answer as the only answer and is proud of you. Even your assailant experiences no bitterness towards you. The total absence of hostility on your part, indeed, has shaken his own beliefs on the question.

(And add *no more* to your answer. Branch off, instead, into small talk. Praise somebody for something and change the atmosphere. Treat your critic as if he had never brought up the matter. HOLD NO GRUDGES.)

EXERCISE 3. You are a man, and you are introduced to Doris Farragut, whom you admire. Her hair-style or dress color does not become her. Your interest in her could be romantic, intellectual, or occupational. Her unflattering hairdo or dress color lends you a fine opportunity to converse intimately with her and establish rapport. How would you take advantage of this opportunity and fall into her favor? Write down your own answer. Then study the approved answer below.

Approved answer. After the formalities of the introduction, *compliment* her for her dress and hairdo. Doris Farragut has probably heard already from her family that these are in bad taste, and so she scoffs at your praise. But deep within her she hopes that her family is wrong.

"On the contrary," you reply to her scoffing. "That

hairdo is so unique that it requires an unusually attractive face—like yours—to show it off!”

OTHER WAYS TO USE CHAIN RAPPORT

1. IF YOU ARE ELDERLY OR OLDER—HOW TO ATTRACT DESIRABLE BUT MUCH YOUNGER PEOPLE TO YOU. All of us, as we grow older, don't care to be “cast aside,” so to speak. We don't mind associating with those of our own years or older, but we also like to be sought-after and appreciated by the younger. Associating with younger people makes us feel younger. We also enjoy the physical presence of youth. Bob Stuart is only 23, and you are 61. You run into him frequently and would like to enjoy his company. He seems to be a serious, respectable, intelligent, young man, perhaps even a college junior or senior.

(a) Put yourself in Bob Stuart's place with Subconscious Vision. He belongs to two generations later than yours. A man of your age, to one of his age, should have been buried long ago. Your interests, he feels, are outdated, your pace deplorably slow; you are “nearing the end of the line,” and your interest in sex is dead. Unless you look much younger than you are, or he himself is very lonesome, Bob Stuart will hardly be drawn to you.

(b) But you *can* win his interest. With Chain Rapport you don't push yourself on him. You don't seize him by the arm, like the ancient mariner, and hold him with a glittering eye, and breathe in his face, in a piping voice, “I have a story to tell,” and blabber at him so long-windedly, without letting him get a word in edgewise, that he evades you, thereafter, for life. (And that is no exaggeration of how most older people frighten younger people away from them. From the very beginning of their association with them, they “show their age.”)

Open a conversation with Bob, instead, by using a beguiling statement that applies to him. Get him to feel, from the very beginning, that he has found an admirer, not an “old bore.” Also, remember the 13 Fatalities of the Repelling Statement, so that you

don't lose the ground you have gained with the beguiling statement. The 13 Fatalities of the Repelling Statement keep you from seeming pryingly personal. Most people are guilty of that pitiful mistake and are quickly branded as being crude and ill-bred, without their even suspecting why.

(c) Deepen Bob's interest in you with the overwhelming gaze and by projecting thought-forms to him which depict the two of you as being the best of friends and enjoying each other's company to the utmost. If he is a physical specimen, use the beguiling statement that fits him (such as, praising his "broad shoulders") and then ask him what exercises he does, or what sport he engages in, which has developed him so powerfully. If he looks studious, use the beguiling statement that praises his intelligence and then ask him if he is a student, a writer, or something which flatters him. You will soon have him talking at length about himself; and let *him* do the talking. Let *him* be the *young* mariner who talks like the ancient mariner, and *you* be a *good listener*. Whenever he utters any statement you disagree with, or voices something controversial, don't challenge it. Fascinate him with the overwhelming gaze. If necessary, even pretend to agree with him. People, and young people especially, constantly change their ideas. If you expect to know Bob for long and hope to enlighten him on the subject, do so later, after he knows you better and feels an urgent need for your company. Your objective at the beginning is to win him to you, and Chain Rapport does the job. Before you two part, find out subtly more or less when he will be around there again. But don't behave as if trying to latch on to him. Let *him* feel that he needs *you*, not that you need him.

(d) After you part, project thought-forms after him, depicting him contented with your company. Induce him to relish it so much that he subconsciously craves for more of it.

Next time you meet him, resume the association in the same vein. Mention no ailments of yours to him and let drop no such remarks as, "When you get old like I am, you won't feel as energetic as you do now." Don't belittle his present knowledge about

anything, in other words; nor remind him that you *are* "old." When he has met you a few times and enjoys your company, he promptly forgets the difference in ages. To remind him of it only serves to erect a new barrier between you.

Subsequently, the association can proceed apace. You have acquired the company of a much younger person, and both of you profit from it. If you interest him very much, he will eventually introduce you to his young friends, or even to his girlfriend. Apply Chain Rapport to all of them. They will undoubtedly be awed, at first, and wonder why Bob seeks the company of such an "old man"; but they, too, will soon be fascinated by your Chain Rapport. You will soon amass a flock of carefully selected youthful companions, to enliven your older years. Many will write you for years after they "go back home," get married, move away, or whatever, and invite you to come and visit them and their families. You will also still be intriguing new ones with the same use of Chain Rapport.

2. HOW TO PREVENT FAMILIARITY FROM BREEDING CONTEMPT, WITH CHAIN RAPPORT. You are a woman, and you are keeping steady company with Albert Cartwright. At first, he practically kissed the ground you walked on, but lately he seems to be taking you for granted. You don't expect him to remain as formal with you as he was at the beginning, but he is definitely treating you now more like a sister than like a girl to whom he expects to propose soon. Yet, you feel that you are very well suited to each other. You prefer not to resort to such characterless tactics as peeking over his shoulder at other men, for Albert might assume that you have lost interest in him, and he might never date you again. Chain Rapport is the Law to restore his possibly vacillating romantic affection.

(a) Put yourself in Albert's place with Subconscious Vision. On your dates together, he no longer doubts that he will receive his expected share of affection. You are always attractive to him, too, both in dress and manner. He is pretty well convinced that you will accept him for marriage when he proposes. He came, he saw, and he conquered, and now there is little left to get excited

about. Of course, he will marry you some day, he agrees with himself, but what's the big rush? Living at home with his folks, meanwhile, is so comfortable and so economical, and he still can enjoy your company several times a week at your place. What's another six months, or a year or two? He *will* eventually marry you, anyhow! The way things are now, besides, you pay for your own clothes and your other luxuries, and he can save his money and put it in the bank and also buy blue chip stocks—except for buying you some flowers or other minor gifts on occasion. He prefers *no other girl!* But, what's the big hurry?

(b) With Chain Rapport, don't push yourself on him. Don't act petulant and displeased, or he might think that you will eventually degenerate into an old nag, and that would drive him away from you. Don't start quarreling nor disputing with him either. Start using, rather, the beguiling statement on him. Also, start acting with him less like a sister, and more like a coquette. Without his being aware of it, in brief, show keen interest in his wishes. He may not say so, but he does not regard a sister-relationship as enough inducement for marrying you very soon; so, stop deporting yourself like one with him. Start teasing him now; start acting coy and alter the unexciting image of you which he has accepted.

You will throw him out of his complacency. He will fear that unless he hurries up and marries you, someone else might, for you *do* possess startling sex appeal, after all. But mention no other man to him, or he might lose confidence in himself and stay away altogether. Even wear more daring dresses when he calls. Display a little more of every part of you, but still remain within the bounds of decency. Let him struggle a little more for your kisses, too; but if he gives up too soon, kiss him yourself swiftly and dart away, giggling. Throw spice into the romance. Intrigue him into stopping taking you for granted.

When he departs, project a thought-form after him of your potential honeymoon with him. Depict yourself dressed in a flimsy negligee and flirting delightfully with him all over the bedroom. Do everything you can to alter the complacent, sisterly image of

yourself which he has formed, into that of an arousing creature. Act years younger, too, both with him and in the thought-form. Let him see you as a prize to pursue. Let him expect to get his full measure of thrills from the honeymoon on.

Proceed with that same technique on your next two dates with him. Don't make a spectacle of yourself in public, though, and embarrass him or scare him away. Try to draw him into proposing by the third date after you begin changing your image. *You will be surprised at the results.*

eleventh law

how to

Use the Magic Eye
to Pinpoint and Dominate
Difficult People Quickly

You will now be taught how to pinpoint and dominate people when they are plunged into attitudes which change their basic characters temporarily, such as, anger, mistrust, suspicion, jealousy, and the like. The Magic Eye, the present Law, is the one to use until Jack or Jane regains his or her normal frame of mind, whereupon you once more resume using the other laws.

A GENERAL LIST OF THE COMMON DIFFICULT ATTITUDES OF NORMAL PEOPLE

- | | |
|---------------------|------------------------------|
| 1. Anger | 12. Pugnacious |
| 2. Grief | 13. Disinterested |
| 3. Mistrust | 14. Overly curious about you |
| 4. Insulted | 15. Overfamiliar with you |
| 5. Distractedly gay | (particularly, if you are |
| 6. Absent-minded | a woman) |
| 7. Stubborn | 16. Possessive |
| 8. Suspicious | 17. Argumentative |
| 9. Unconvinced | 18. Uncommunicative |
| 10. Frightened | 19. Jealous |
| 11. Overoptimistic | |

There are many more, of course, but they practically all fall into one, or more, of the above categories.

THE STEPS OF THE MAGIC EYE

No matter how difficult an attitude Jack or Jane assumes, certain steps, if followed, will analyze and influence it quickly. These steps constitute the Magic Eye.

The steps of the Magic Eye are:

1. Note swiftly Jack's or Jane's general aspect. Distinguish the other person's expression and his general behavior and determine fast, to the best of your ability, which difficult attitude he probably bears. Anger, grief, pugnaciousness, or his being argumentative, uncommunicative or jealous, are enough alike, for instance, to help you appraise his probable attitude swiftly.
2. Do NOT challenge his unfriendly attitude or try to remove it. Don't even let him suspect that you are aware of it. Better to let him conclude that he has surprised you and confounded you and hurt you deeply. Let him assume, in short, that you have been unnecessarily insulted by him. Do NOT persuade him to believe that

he has left you unaffected. (But, of course, don't let him affect you.) Let him feel guilty and remorseful and yearn to soften the "mortal blow" he dealt you. Let him forget his own self-importance and think feverishly about poor you, whom he meant to hit hard, but not quite so hard as he did.

3. You have thereby gained mental domination over him by inveigling him into making amends to you for having "hurt" your feelings; and the best way he can do that, he figures subconsciously, is by doing something for you. You cement this thought in his mind with the proper thought-form.

These are the three Magic Eye steps to follow for analyzing and influencing difficult people quickly. You will discover, to your amazement, that people, when plunged into a difficult attitude, are easier to dominate mentally than when they are cool, calm, and collected, even though they might at first seem impossible to reach and control. They are more emotionally volatile when in the difficult state and, therefore more, easily influenced.

HOW TO USE THE MAGIC EYE ON PEOPLE WITH THE DIFFICULT ATTITUDES

ANGER: HOW TO MENTALLY DOMINATE AN ANGRY PERSON.

1. Warren Ditmar bears a stern look today. He greets you with reticence, his lips hardly parting. Something is wrong, you decide at once. His eyes have lost their warmth, and they tend to look past you instead of at you. You wonder whether he is angry or feels insulted, pugnacious or even jealous.

2. Do not challenge his unfriendly attitude, nor attempt to remove it. Don't even let him suspect that you are aware of it. Just treat him like the Warren of yore. That will incite him to intensify his unfriendly attitude in order to awaken your clouded mind to the fact that he is difficult today. If he is angry, for instance, he will talk to you brutally now.

3. That is exactly what you want him to do. Pause, now, as if suddenly aware for the first time that he is angry, and pretend

to be cruelly stung. After 3 or 4 seconds, lower your eyes and act as if subtly withdrawing from his company.

A feeling of guilt will overwhelm him. He alters his manner fast, dreading to lose you as a friend, companion, associate, acquaintance, patron, customer, or admirer (especially if you belong to the opposite sex). And so, he falls under your mental domination.

When the two of you separate, project him a thought-form showing him how lonesome he will be in the future without the thrill of your overwhelming gaze and your beguiling statements. He will be seized by a wave of depression, degenerating into anxiety. That will throw him further under your mental domination.

GRIEF: HOW TO MENTALLY DOMINATE A GRIEVING PERSON AND HELP HIM OUT OF HIS MISERY. Anybody can help a relative or intimate friend who is steeped in grief. But it is not so easy to help someone whom you don't know so well, and who even prefers not to confide his trouble to you. And yet, if you desire that person's closer friendship, when he is grief-stricken is the ideal time for influencing him—if you know how.

1. Irene Evans bears a strained look today. Her greeting (or her reply to yours) is distant, her lips moving absently. Something is wrong, you decide at once. Her brow is tightly-knit, and her lips are grim. You wonder whether she is grief-stricken, frightened, feels insulted, or is jealous about you and your association with some other woman.

2. Do not challenge her unfriendly attitude, nor attempt to remove it. Don't even let her suspect that you are aware of it. Just treat her like the Irene of yore. That will exasperate her, and she will either flounce away, or treat you with contempt.

3. That is exactly what you want her to do. You want her to insult you unnecessarily.

Do not pursue her if she has flounced off. If she has burst into

tears, however, indicating that she is probably grief-stricken, show instant alarm and take her protectingly by the arm and beg her to confide to you what is troubling her. If she refuses to talk, pretend to be cruelly stung by her attitude and apologize for having asked her to divulge information which she would reveal only to a trusted friend. But DO NOT desert her while her tears keep flowing. Every attention you give her then will be keenly appreciated. You are achieving mental domination over her.

If she still refuses to confess the cause of her grief, act crushed and, when her tears stop, excuse yourself with a humiliated expression. That will rip her attention off her own grief, and she will be alarmed at the prospect of losing so solicitous an acquaintance. As you drift away from her, project back to her a thought-form depicting her as existing thereafter without further relationship with you and losing forever the thrill of your beguiling statements and of your conquering acts. Near panic, she will either hasten after you or phone you up that night and beg your forgiveness. She will then divulge the cause of her grief, and you can sympathize with her and help her overcome it. She feels in your debt, and that increases your mental domination over her.

MISTRUST: HOW TO MENTALLY DOMINATE A MISTRUSTING PERSON.

1. Larry Smith bears a watchful look today. His greeting is pleasant enough, but guarded. Something is wrong, you decide at once. His brow is not tense, but he seems to hold you at a distance. You wonder whether he is full of mistrust, suspicion, disinterest, or is being uncommunicative with you for some reason.

2. Do not challenge his unfriendly attitude, nor attempt to remove it. Don't even let him suspect that you are aware of it. Just treat him like the Larry of yore. He will intensify his undesirable behavior.

3. That is exactly what you want him to do. Suddenly, pretend to grow aware of his changed manner. If he still persists with

it, look him full in the face. Then, let disillusion creep into your expression. Even throw him a strong word-form thought-command with that message.

He will squirm in embarrassment for treating you as he did and will be dismayed by the possible loss of your enjoyable company. He needs you now; *he* has to make the friendly effort now. That puts him more and more under your mental domination.

If he follows after you and tries to make amends, he has probably developed a mistrust of you. Act forgivingly, but as if deeply hurt. Let him view you as a noble soul who has just received a disillusioning blow. Project a word-form thought-command when you depart, with the message, "Look how close you came to losing an admirer! And he had done nothing to you! It was all in your imagination!"

Larry Smith will extend himself to make amends. He is therefore under your mental domination.

INSULTED: HOW TO MENTALLY DOMINATE AN INSULTED PERSON.

1. Orville Gallagher looks sullen today. His greeting is abrupt. His eyes are narrowed and glittering. Something is wrong, you decide at once. Gone is the congenial expression of his eyes; now they peer at you defiantly. You wonder whether he is angry, grief-stricken, insulted, suspicious, pugnacious, or jealous.

2. But do not challenge his unfriendly attitude, nor attempt to remove it. Don't let him suspect that you are aware of it. Just treat him like the Orville of yore. That infuriates him, and, so, he replies to you with curt, sharp language.

3. That is exactly what you want him to do. Act now as if suddenly aware that he is trying to hurt your feelings. Judging from your recent associations with him, you conclude that he might feel insulted over something which you might have inadvertently said or done to him. Look him full in the face as if totally confounded by his new manner. Let him realize, in other words, that you did not insult him purposely, if at all, and that it is all in his

imagination. Then, alter your expression into one of disillusion and *obviously* pretend that you have to leave in a hurry. He will feel guilty for having shocked you without reasonable cause and will be in a state of despair at the prospect of losing your respect and your company. You will be gaining mental domination over him.

He will relent now and try to get back in your good graces. Haltingly, reassure him that "everything is all right." With faltering heart he will pursue you with apologies, probably inviting you to his home or to a social affair, or offering to do you a favor.

Pretend to be getting over it and regaining your former respect for him. After you depart, throw back at him the word-form thought-command message, "Never insult me again. What a narrow escape you had! You nearly broke up with me permanently." He is indeed under your mental domination now.

DISTRACTEDLY GAY: HOW TO MENTALLY DOMINATE A PERSON WHO IS DISTRACTEDLY GAY.

1. Della MacGinnis bears a rapidly changing expression today. Her reply to your greeting is effusive, but she babbles too much, and her eyes are too shifty and evasive. You hardly start a sentence before she answers what she apparently imagines you are about to say; she chatters aimlessly, wandering from one subject to another and laughing unnecessarily. This is not her usual self. You wonder whether her strange behavior is one of distrust, suspicion, fear (of you), or just distractedly gay.

2. Do not challenge her new attitude, nor attempt to stifle it. Don't let her even suspect that you are aware of it. Treat her like the Della of yore. If she truly has something in mind, she will try to rush past you with a flurry of senseless words and gestures.

3. That is exactly what you want her to do. And now, just stand there gaping at her without uttering a word. Project the word-form thought-command to her, "Look what you have done to a friend and admirer. Look what you have lost now!"

Della will shudder over her rude behavior, but don't give her the chance to make up for it at once. Turn away slowly, your face

dumbstruck. If she calls you as you drift away, pretend not to hear her and trudge right on. That frustrates her all the more and will drive her to extremes to make up for it. That gives you mental domination over her.

ABSENT-MINDED: HOW TO MENTALLY DOMINATE AN ABSENT-MINDED PERSON.

1. Ed Bennett bears a faraway expression today. He hardly responds to your greeting, if at all. When you detain him, he acts as if surprised to see you, or even as if you were a perfect stranger. You wonder whether his strange behavior is one of mistrust or whether he is disinterested, absent-minded, or uncommunicative.

2. Do not challenge his unfriendly attitude, nor try to remove it. Don't even let him suspect that you are aware of it. Just treat him like the Ed of yore. He replies to you now, but his mind seems to be elsewhere, as if you didn't "count" with him or even exist.

3. Suddenly, act as if it has just dawned on you that he is hardly aware of your presence. Stare at him as if perplexed and grow completely silent. If he immediately bursts into a shower of apologies, it is because he is absent-minded. Perhaps something is worrying him. Smile weakly, but excuse yourself as if you are trying to get away from him. He will persist after you and apologize some more. You have him under your mental domination.

STUBBORN: HOW TO MENTALLY DOMINATE A STUBBORN PERSON.

1. You and Laura Banghart are enjoying conversing about business or social life. In the midst of the discussion she vehemently disagrees with you on some point. She is plainly in the wrong this time, but she is adamant and won't give in.

2. Do not challenge her stubbornness nor try to reason her out of it. Don't let her even suspect you are aware that she is stubborn. Just behave as if the discussion was continuing undisturbed. But, all at once, act as if she *has* agreed with you and

proceed with *your* side of the argument. That will make her blow up.

3. That is exactly what you want her to do. You want her to insult you, not merely to resist your reasoning.

Stare back at her as if taken aback. Then, slowly lower your eyes and sit back. In a hardly audible voice, mutter, "Just as you say!"

Abashed, Laura will try to soothe your ruffled feathers. Assure her in a resigned tone that you will do, or agree, with exactly what she says. In exasperation, she will compromise her argument with yours—to a satisfactory degree, at least. You have mental domination over her.

SUSPICIOUS: HOW TO MENTALLY DOMINATE A SUSPICIOUS PERSON.

1. You are convinced that Fred Langley is suspicious about your intentions towards his daughter (or son, if you are a woman), and that he is standing in the way of your marriage to her (or him).

2. Do not challenge his suspicion, but act as if he has no reason for it. Act, indeed, as if he does consider you the right partner for his Julie or Tony. The more suspiciously he acts, the more you should ignore it.

Deciding that subtlety is wasted on you, Fred Langley takes the bull by the horns and tells you outright what he thinks of you.

3. That is exactly what you want him to do. Gasp and gape at him. Pretend to try to protest, but stop and drop your eyes as if in despair and shake your head slightly. Then gape at him again, with eyes smarting with disbelief and disillusion. Pretend again to try to protest, but stop again as if words fail you.

By now, Fred Langley will be lost in confusion as to whether he accused you wrongly. He will soften his tone and address you more amicably. You are fast gaining mental domination over him.

UNCONVINCED: HOW TO MENTALLY DOMINATE AN UNCONVINCED PERSON.

1. You have tried to reveal the truth about something to Dennis Wilson, but you have failed to convince him. Since you possess, as is usually the case, no handy proof of the fact or occurrence to show him, you are at your wit's end.

2. Do not challenge Dennis' stand and try to change his mind with further reasoning. Just explain your findings further, as if Dennis did believe them. That will compel him to take a firmer stand against you; he will respond with derision, sarcasm, a scoffing laugh, or an oath.

3. That is exactly what you want him to do. At once, quit talking and stare at him in amazement. Then, lower your eyes and say no more.

4. After a brief, purposely awkward pause, change the subject and mumble without enthusiasm about the weather. Ashamed of himself, Dennis will attempt to placate you. He will even bring back the subject and allow you more credit for your "facts." Stare at him dubiously and continue mumbling about the weather. Dennis will try still harder to placate you. By doing so, he puts himself under your mental domination.

FRIGHTENED: HOW TO MENTALLY DOMINATE A FRIGHTENED PERSON.

1. Jane Dooley, a pre-adolescent child, has been frightened by you for something you said or did to her, even if you didn't mean to. You want to win back her affection. She could even be your own child.

2. Do not challenge her attitude by telling her to stop being frightened. Don't even mention the word "frightened" to her. Look away surprised, instead, even if she has started to cry, and exclaim, "Oh, my! What did I say?" Then suck your teeth and add, "I didn't mean that. I meant to say that if. . ." And then say the exact opposite of what you did say. "I was all mixed up."

3. Jane Dooley then feels instinctively grateful to you and returns under your mental domination.

OVERLY OPTIMISTIC: HOW TO MENTALLY DOMINATE AN OVERLY OPTIMISTIC PERSON.

1. Ray Kramer is determined not to appraise sensibly the potentials of a project being worked on by both of you and is over-optimistic about the expected results. You expect to experience a number of failures with it at first, but Ray sees only outstanding success from the very beginning and is already adding fantastic plans to it. You therefore wish to prepare him for any eventuality without dampening his enthusiasm.

2. Do not challenge his optimism, nor attempt to relieve him of it. Continue planning the future of the project, rather, as if you did not suspect Ray of excessive optimism. That stimulates him to the point where he spouts so fantastically that his optimism sounds ludicrous even to himself.

3. That is exactly what you want him to do. Halt abruptly and stare at him. "Now, Ray," exclaim, "let's not go overboard. The best plans have their limitations."

Ray will bite his lip.

"We have a tremendous thing here," continue saying, "but let's keep our feet on the ground. Prepare for the worst at the same time that you prepare for the best. Then you can't be caught out on a limb."

Ray quickly agrees with you. He does not wish to be viewed as a wild dreamer.

"Let's look forward for the best, always," you add, "but let's be so well prepared for the worst that nothing can hinder us."

Ray again quickly agrees with you. You have acquired mental domination over him.

PUGNACIOUS: HOW TO MENTALLY DOMINATE A PUGNACIOUS PERSON.

1. Jock Bradley is known for possessing a quick temper. You have just exchanged words with him, and he leers at you. He is larger than you, and you prefer not to quarrel with him, much less brawl with him.

2. Do not call his bluff. Just pretend that nothing unusual

has taken place. Jock will turn openly pugnacious to enjoy seeing you squirm.

3. That is exactly what you want him to do. Throw him a surprised look, as if you are suddenly aware that he is being insufferably rude. Then, turn your eyes away in disgust and ignore him altogether.

Since you showed no fear of him, Jock will feel like a fool. He will scramble to make amends. That puts him under your mental domination.

DISINTERESTED: HOW TO MENTALLY DOMINATE A DISINTERESTED PERSON.

1. Bette Van Noy is very attractive but shows little interest in you. The more you try to impress her, the less she seems to notice you.

2. Do not sulk and show her your displeasure. Just keep trying to interest her as if unaware of her rebuffs. That forces her to intensify her rebuffs, and she even tries to shame you outright.

3. That is exactly what you want her to do. Halt suddenly and gape at her. Pretend to try to say something to her, but stop short and say nothing. Gape at her again; then, give her a disillusioned look and slowly drift away. Bette will strain herself to make amends. You will have acquired mental domination over her.

OVERLY CURIOUS ABOUT YOU: HOW TO MENTALLY DOMINATE A PERSON WHO IS OVERLY CURIOUS ABOUT YOU.

1. Pete Llewelyn is overly curious about you. Practically every time he encounters you, he peppers you with tiresome personal questions like, What's your nationality? Are you working? What's your pay? What's your age? How long are you married?

2. Do not confront him and ask him to stop it. Just pretend, next time, that you did not understand him. When he repeats the rude question, give him a strange, puzzled look. Then, politely talk about something else.

3. Pete will realize that he made a pest of himself and that he has lost some respect with you. He will try hard to atone for it. You will have acquired mental domination over him.

OVERLY FAMILIAR: HOW TO MENTALLY DOMINATE AN OVERLY FAMILIAR PERSON.

1. Stanley Drake likes you, but he is overly familiar. He pulls and tugs at you, boldly paws through your belongings, shares your intimate articles, calls on you too often, and even pushes into groups in which he finds you and takes over the stage.

2. Do not tackle him about it. Each time he pesters you, though, quietly relate him a story about someone who did something obnoxious (and describe exactly what he himself just did) and how unpopular it made him.

3. Stanley will "get the hint" and start curbing himself.

POSSESSIVE: HOW TO MENTALLY DOMINATE A POSSESSIVE PERSON.

1. Your girlfriend Claire (or your boyfriend, Clarence, if you are a woman) is tiresomely possessive with you. She watches you like a spy when you converse with someone else, especially with another girl, and rips into you the moment you are alone with her.

2. Do not challenge her for being possessive. When she rips into you, just pretend not to know what she is talking about. She will explode then and "expose" you.

3. That is exactly what you want her to do. Gape at her as if stunned out of your wits. Open your mouth as if to protest, but close it slowly instead and lower your eyes as if you never expected *that* of her.

She will promptly try to make amends. You will have her under your mental domination.

ARGUMENTATIVE, UNCOMMUNICATIVE, JEALOUS: HOW TO MENTALLY DOMINATE THE PERSON WHO IS ARGUMENTATIVE, UNCOMMUNICATIVE, OR JEALOUS. Use the same magic eye technique that you used with the other difficult attitudes.

1. Let Jack or Jane expose his or her difficult attitude.

2. Pretend not to be aware of it, so that he has to exaggerate it to impress it on you—and thereby insult you.

3. React as if badly insulted and disillusioned.

4. He will try desperately to make amends. That puts him under your mental domination.

twelfth

law

generating

the Powerful Magnetism
of Harmonious Conversation

Generating the Powerful Magnetism of Harmonious Conversation is like the putty in the woodwork. No matter how perfect a job the carpenter has done, if he has not filled in the little holes and crevices in the woodwork, the finished job will not be attractive. That is why this Law, "Generating The Powerful Magnetism of Harmonious Conversation," rates so high in mental domination.

WHAT IS HARMONIOUS CONVERSATION?

To be a master of Harmonious Conversation, you have to be humorous. People tire of you if you are perpetually serious or can't take a joke, for they can't enjoy your company for long. Not everybody possesses the gift of humor. When being funny, you always run the risk of giving offense, for you cannot always interpret correctly another person's exact reactions to everything you do or say. To be humorous, too, is no simple accomplishment. In different situations you have to have the right words on the tip of your tongue in a split second. The cleverest wit, besides, frequently is misunderstood. Jest is appreciated according to the reputation of the wit, *as a wit*. Audiences burst out laughing the moment well-known comedians step out on the stage. As unknowns, those very same comedians had to deal out their best jokes for several minutes before the audiences even smiled. Yet, those identical jokes, once the comedians are known, throw their followers into hysteria even before the wits have opened their mouths.

Harmonious Conversation achieves as much for you as clever wit, and it is not risky. It calms Jack or Jane at once because it sounds intimate and is simple to answer. It does not compel him to think to understand your joke or to feel inadequate if he fails to. With it, you also appear genuine and human. The other person assumes that you and he are very much alike. He is satisfied that he can answer you, and his tension eases. Doubts of his ability to please you vanish because you have convinced him that Harmonious Conversation does not annoy you. He no longer dreads that his education or his knowledge of everyday affairs is insufficient for respectable talking with you.

HARMONIOUS CONVERSATION THAT KILLS

THE "DISTANCE GAP"

Harmonious Conversation prevents "distancy" from keeping

you and a new acquaintance or business contact apart. It tranquilizes and draws Mr. Waller to you, and he rapidly falls under your influence. He forgets that he has just met you and feels as if he has always known you. When you depart, he misses you. Only his own trusted associates have left him as serene. You have left him even more serene, in fact, because he supposes that you are less acquainted with his drawbacks than they.

Nothing can break the ice so swiftly between two strangers as Harmonious Conversation. Nothing can create an atmosphere of long intimacy faster.

THE RIGHT FRAME OF MIND FOR HARMONIOUS CONVERSATION

You probably can't describe it in words, but you already have a general idea of what Harmonious Conversation is. Harmonious Conversation avoids controversial and profound subjects, although it could introduce these farther along in the conversation after you know Mr. Waller better. The important thing is to know *how* to engage in it. The appropriate subject matter takes care of itself. The solid foundation for Harmonious Conversation is built in your mind. Once you adopt the right frame of mind for it, it flows from you automatically.

The right frame of mind for Harmonious Conversation is the very opposite of that which you need for Goliathan Autosuggestion. (You will study that in the *Fourteenth Law*.) Instead of magnifying yourself to Mr. Waller, you shrink (not your physical, but your mental self) from your keenest, shrewdest, and most informed self, to a naive, self-forgetting self. Discard the haughty and overbearing spirit in you and supplant it with a democratic, everybody-created-equal spirit. Dull all personal sensitivity to your environment and adopt an eager-to-please, get-along-with-others disposition. Take on, in other words, the stable mental attitude of a pleasant nature. You are not out to argue with Mr. Waller, but to AGREE, or SEEM TO

AGREE, with him. You plan to leave him satisfied with you for the rest of the day. Every statement he utters to you that requires an answer, should receive an interested answer. Make him feel more appreciated than he has ever felt before. You don't have to fawn before him, laugh foolishly with every word he says, or incessantly nod your head in agreement with him. But respond with, "Yes," "Uh-hm," and other congenial expressions between his statements. Maintain rapport with Mr. Waller all the time he is talking, even if by doing so you unintentionally tend to weaken his defenses against the more usual, abrupt treatment which others deal out to him. He will hunger for more of your company after you depart.

THE FACTOR TO BEAR IN MIND

Don't be displeased during Harmonious Conversation if Mr. Waller fails to keep it going. Blunt individuals may presuppose that Harmonious Conversation is nonsense and will act aloof or superior to you when you try to engage them in it. Yet, if you discussed serious topics with them, they would argue with you and cross swords. Don't shut up with them either. A long silence usually whips up ill-feeling. Harmonious Conversation is the only saver. Even if it does not always arouse keen joy, remember the following: *Probably nobody else Mr. Waller knows, takes more pains to make him feel at home than you do with your Harmonious Conversation.* People, as a rule, don't strain themselves that much for the other fellow. They let him take care of himself. Most people, anyway, are not sensitive enough to the feelings of others and seldom realize it when they offend them. Many also lack the energy or the humility to figure out how to placate those whom they offend, or the courage to apologize to them. The mass of humanity is too self-absorbed in its own interests to bother scrutinizing the complex reactions of its associates too closely. He who happens to be obviously supersensitive is pitied and accepted as being a trifle weak. Few study him deeper than that. Hardly any-

body else will try to be as agreeable to him as you—nobody, except a clever salesman, a romance seeker, a worrisome parent or child, or an exploiting child. Even these, except the worrisome parent or child, apply their wily charms on Mr. Waller only intermittently. They are either too busy, or lack the patience, to apply them on him for long. Your Harmonious Conversation, in effect, finds little competition.

THE ENSLAVING HOLD OF THE
HARMONIOUS-CONVERSATION
MANNER

The Harmonious-Conversation manner can't help enslaving Mr. Waller to you, because he hungers for more of it after you go. You don't have to chain anyone down to enslave him to you. The Harmonious-Conversation manner is more subtle and less troublesome to use. Mr. Waller will go to extremes, thereafter, like the gourmet, to taste more of your delightful dish.

When bound to you by your Harmonious-Conversation manner, Mr. Waller craves for your company again. Should he behave even more insufferably the next time you meet, it means that he is out to punish you for denying him your company *even for a moment*.

The proper mental attitude to adopt for Harmonious Conversation may be summarized as follows:

1. Take on the mental attitude of a pleasant nature. Let Mr. Waller be absolutely satisfied with you for the rest of the day.
2. Maintain rapport with him all the time he talks to you, and drop intimate replies to him in-between.
3. Don't be irked by any rudeness he might show you during your Harmonious Conversation. If he is impudent, he will treat you rudely. Your company excites him, nevertheless, because no other soul probably strives with such determination to charm him.

HOW TO ENGAGE IN HARMONIOUS
CONVERSATION WITH
CONTRARY PEOPLE

The weather is an excellent subject for commencing the Harmonious Conversation. No climate is stable, and it can seldom be forecast accurately day after day. Now and then, a colorless, unimaginative soul like Ernie Wolgast, however, will censor you for mentioning it and repeat Mark Twain's quip that, everybody talks about the weather, but nobody does anything about it. But just smile and reply, "Yes. It *is* time somebody did something about it."

If you chat with Ernie longer, you will find that he is equally contrary about other matters. He disagrees for the sake of disagreeing, and he habitually takes the opposite side of most questions.

So, retain your stability and don't dispute his inimical answers. Don't try to prove him WRONG. Don't explain to him why you remarked about the weather. If you do, he might fling back at you a scathing remark like, "*Why* make conversation?"

Despite his aloofness, Ernie yearns for popularity. He longs to be esteemed by more people, even though he "can't" control his sharp tongue. Secretly, even unsuspectingly to himself, he relishes your company. He is, as a consequence, your mental slave.

HOW TO ENGAGE IN HARMONIOUS
CONVERSATION WITH
AGREEABLE PEOPLE

In general, the laity will reply to you with its own opinion of the weather, and a brief, mutual discussion will ensue. Oppose no one's views of it, even if they run counter to yours. Express only surprise and respect for Mr. Waller's "keenness" of forecast. He will glow like a seer and pray to meet you again soon to enthrall you with more of his words of wisdom. Nobody appreciated them before. At last, he has found the one who does!

From the superficial commentary about the weather (should the conversation last longer), change the subject to something in the everyday news: the world series, the new war threat, the recent television hearing, the coming championship fight, if both of you are men; or the latest fashions, the new, labor-saving devices, daily problems with children, if both of you are women. Most opinions with regard to these matters amount to little more than parrot-like repetitions of the reader's favorite columnist. Rarely, in fact, will you encounter anyone with an independent opinion in connection with anything. But even if you don't agree with his opinions, don't challenge them. When you are out to influence people for practical purposes, you are out to dominate them mentally, not to reform them. Mental domination, of course, is a potent tool for the reformer; but the reformer also soon lines up a multitude of enemies, and that would handicap you in your goal.

Do most of the listening, too. When Mr. Waller runs out of words, ask him more about the subject.

EXERCISES FOR DEVELOPING HARMONIOUS CONVERSATION

EXERCISE 1. When you go out tomorrow morning, practice Harmonious Conversation on everybody you meet and know. When you return home, list the name of everybody you practiced it on and answer the following questions for each:

- A. Did you assume—and retain—the right frame of mind for Harmonious Conversation all the time with each?
- B. Did you argue at any time?
- C. Did you listen—or pretend to listen—intently all along?
- D. Did you pretend to agree, even when you disagreed?
- E. Did you refrain from the strictly personal and confine yourself to the *uncontroversial* subjects in the news?
- F. Did your voice and your general attitude remain always strictly pleasant?
- G. Did you avoid long silences by asking more questions?
- H. Did you act as if HE, not you, were the important person?

Check the questions in which you failed. Then perfect yourself against them.

EXERCISE 2. Look in the mirror, or into space, and dramatize the above conversations all over again. Change them this time to proceed as they *should* have.

You don't have to recall every sentence spoken, nor every word uttered. Recall, mainly, where in the conversations you failed to use Harmonious Conversation and bungled everything. Recall exactly when you started quarrelling with John, where you stopped giving Earl pleasant responses, where you began interrupting Bob and silencing him. Recall when you tried to correct Lester's stark ignorance, when you scoffed at Sam's ludicrous logic, when you tired of Jack's bragging and exposed him.

By yourself, resume those conversations at those very points and speak them out as they would have—and should have—proceeded, had you used the powerful magnetism of Harmonious Conversation.

HOW TO CORRECT ALL YOUR SOCIAL ERRORS

The above is the way to correct all your social errors. Get away alone somewhere, that very day if possible, and recreate in your mind the scene you botched. Speak it out once more. Bring back to mind the very words you said and how you said them. Pinpoint where the wrangling started and the cordiality departed. Analyze, objectively, who was to blame. Then, analyze how *you* failed to save the day, and what Jack or Jane said or did that caused you to fail. Was he insulting? Was he rude? Was he infuriatingly stubborn? Did he usurp the discourse and bar you from getting a word in edgewise? Were his facts mixed up, but he still refused to credit you with accuracy?

Whatever the reason, *find it*. Find out why or where your Harmonious Conversation ran into disaster. By discovering it, you put your finger on the personality flaw that is holding you back

from achieving popularity. After that, rid yourself of it. This is the personality purge.

THE SEDATIVE EFFECT OF THE
PERSONALITY PURGE

Purging your personality frees you from the tension that unnerves you following your participation in a mortifying scene. It is like mental hygiene. It prevents you from nurturing grudges against the world. It extracts the mystery from the repellent episode and clarifies it. You can then cast off the personality defect of yours that brought it about.

But remember to purge your personality objectively. Don't punish yourself for not making the impression you should have made. Find out *why* you did not make it, and apply the remedy. Your personality grows fast after that. That is why the powerful magnetism of Harmonious Conversation rates so highly in the laws of mental domination.

thirteenth

law

how to

Create a Dominating Physical Image

You now come to one of the most widely recognized means for acquiring popularity and mental domination. It is the Dominating Physical Image. It consists of 1. the Winning Voice and 2. the Winning Posture and Carriage. It is used to sweep people off their feet quickly and easily.

THE WINNING VOICE

Your voice does not merely convey your thoughts to others in a readily grasped form. Through its timbre, musical quality, sincer-

ity, clarity, transferability, modulation, and smoothness, it has a *positive effect* upon the listener. It even carries much of your aura with it, since it is forcibly projected from the inner caverns of your body. The air from your lungs is saturated with your physiological and psychical being, so that your Winning Voice is like a second spirit. As you learned in a previous Law, the psychic novice projects his thoughts more dynamically when he speaks them out than when he only thinks them out. Giving voice to your thoughts intensifies their propelled force, either because they are hurled into the atmosphere by the vocal muscles, or because your thoughts are more specific to the receiver when converted into words.

To those in your vicinity when you speak, your voice seems to travel just so far and no farther. Beyond that, you are not expected to be heard. Yet, men in distress have been heard by others, calling for help thousands of miles away. The voice, in other words, cannot be detected by the physical ear at great distances, but it can be detected *any distance* by the psychic ear.

Your listener can, therefore, be close to you, talking to you, and overhear (even if unsuspectingly) your thoughts.

THE VISUAL YOU WHICH YOUR VOICE CREATES

Your voice suggests to others (accurately or inaccurately) that you are a certain type of person. If your voice is not the right one, it distorts the impression of you which you hope to create. Your words might be suitably chosen, but if your voice does not blend with the picture of yourself (the Visual You) which you seek to project, you will be accepted as a different type of person than you wished. Many a puny, insignificant-looking man with a booming voice is responded to as if he were big and powerful. His voice startles people and brings him the attention which a weak voice would not. You are not being encouraged to assume a booming voice, but the example proves the effect of the voice on the projected Visual You.

Your voice, in brief, can alter staggeringly, for better or worse,

the impression which people acquire of you. It can serve as a tool with which to influence and mentally dominate others in a flash. The very sound of your voice, too, can alter amazingly the effect and the meaning of your words to others. Even if you utter nothing important, but do it in a fascinating tone, the mere sound can semi-hypnotize your listener. The hypnotist actually relies more upon the droning of his words than upon their significance to lull his subject into a trance. With a difficult subject he even repeats his words as monotonously as possible, to bore him into slumber. If you did nothing else but combine the right voice with the right words and the right ideas, you could improve incredibly your whole social and business life.

HOW TO ACQUIRE THE WINNING VOICE

Exercise. Speak, in your room, to an imaginary person. Say whatever comes into your mind, but talk as if you had a *rubber ball* in the *back* of the bottom of your mouth, which depressed your tongue. (Doing this will automatically relax your throat. Relaxing your throat allows your exhaled air to rush up against the roof of your mouth. The roof of your mouth is the *floor* of your resonant nasal cavity. The result is a deep, rich, carrying tone.)

Too much space would be needed to explain all the reasons why this simple alteration in the mechanics of voice production is conducive to such fantastic gains. But, briefly stated, it lets your breath flow more rhythmically from your lungs, thereby facilitating pronunciation. Psychically, your aura is projected from within more thoroughly (more of this later), and so it envelopes Jack or Jane more completely.

CAUTION IN USING THE WINNING VOICE

Don't overdo the "rubber-ball in the back of the mouth" direction and orate bombastically or deep down your throat. Converse normally, instead, without raising or lowering your voice unduly.

The imaginary rubber-ball in the back of the bottom of your mouth will automatically provide your voice with power, magnetism, and impressiveness; to try to add to it will tighten your throat and ruin your efforts. Don't even try to relax your throat as singing teachers advise you to do. Don't even concentrate on *where* to place your voice. Just contemplate that rubber-ball wedged in the back of the bottom of your throat, pushing down your tongue. *Don't try to tense your throat, of course.*

EXERCISE TO PERFECT THE RUBBER-BALL-IN-THE-BACK-OF-THE-MOUTH DIRECTION. Begin by letting your jaw drop in hangdog fashion. Next, imagine a rubber-ball pushed down in the back of the bottom of your mouth, hollowing your tongue. Talk and keep that imaginary rubber-ball there.

You will have a tendency, at first, to forget the rubber-ball when you think of what to say next. Your throat, as a result, tenses instantly and robs you of the winning voice, or you speak nasally. But restore the imaginary rubber-ball at once and speak on. With a little practice you can retain the imaginary rubber-ball in the back of the bottom of your mouth when you talk.

To keep it there, practice this exercise regularly for a minute every morning, and whenever you get a chance during the day. Your voice is so vital to success in social and business life that you ought never to lose hold of the Winning Voice again. Every time you do this exercise, though, follow the steps exactly as outlined at the end of this Law. *Don't innovate or change them the least.* For variety, practice this exercise with reading matter and even stand before the mirror and give a speech with it.

MORE ABOUT HOW TO ACQUIRE THE WINNING VOICE

Other ways to do the Winning-Voice-Developing exercise:
Repeat the above exercise; but, as you do it, move around the room,

bend over, pick up things, look up, turn your head, and gesture. Train yourself to use the winning voice all the time—at any time. Make it a permanent part of you *every time* you open your mouth and utter words.

Don't be bashful about using the Winning Voice in public. People don't readily notice any intimate change you make in your personal make-up or in your way of doing things. But they do feel the effects right away!

Don't chop off your words at the end of sentences and don't drawl them out either. Just let your resonating inner-self drift out of you, particularly on the accented syllables of the leading words in your statements. *Seem* to speak naturally; but *don't* speak naturally. If you do, you will forget about the rubber-ball in the back of your mouth. *Always* talk with that rubber-ball wedged there.

THE STEPS TO FOLLOW IN DEVELOPING THE WINNING VOICE

Pursue the steps exactly as described.

1. Stand, or sit, with your back and neck straight.
2. Hold your neck straight but drop your head slightly.
3. Drop your jaw.
4. Imagine that you have a rubber-ball wedged in the back of the bottom of your mouth.
5. Speak or read anything you want to—but always keep that rubber-ball wedged in the back of the bottom of your mouth.
6. Neither speak nor read too quickly or too slowly. Don't chop off the accented syllables of the emphatic words.
7. Think of your voice as issuing from the deep cavities of your body. Bring up all your aural power with it and envelope your listener.

● *Caution.* Don't dig holes into your companion with your

eyes as you envelop him with your voice. You want him to feel like a bosom companion, not like a possible prey.

Start practicing this Law. Practice it regularly hereafter, every day. NEVER SKIP IT.

But never practice it lying down. Lying down on your back dries your throat, and practicing then can injure your vocal cords.

THE WINNING POSTURE AND CARRIAGE

The Winning Posture and Carriage create instant, winning first impressions for you. They do not equal the Winning Voice once you open your mouth, but they outrank the voice *before* you start and *after* you stop speaking. In other words, they begin and can end your power of mental domination over anyone. When you take your leave at the end of a visit or an interview, poor posture and carriage can wipe out many of the advantages you gained. At the beginning of the meeting, too, they can present such a poor picture of you that you might be powerless to erase it. With the Winning Posture and Carriage, however, you can stun your interviewer the moment he lays eyes on you, and therefore simplify your efforts to sway him to your way of thinking. After you are gone, the Winning Posture and Carriage tighten your grip on him, as it flashes back into his memory.

With poor posture and carriage you are compelled to enthrall Mr. Worthington anew every time you two come together. The prospects of his recommending your services, business, or sales product to others is seriously affected by the first and last impressions you make on him. It may not be fair to either of you for him to react as he does, since your posture and carriage have little to do with your ability or merchandise. But everybody is impressionable. Even when people try to banish misleading suggestions from their minds, these linger in their subconscious minds. Poor posture, besides, suggests physical unkemptness and mental laziness; good posture suggests an active, alert mind.

YOUR POSTURE AND CARRIAGE—AS THEY AFFECT YOUR VOICE

From the standpoint of your voice, posture and carriage are paramount. As you discovered when performing the exercises for the winning voice, it is not easy to speak at your best from a bent or turning position. Similarly, it is not easy to speak at your best when your posture is faulty. Singing teachers correct your posture early. Correct use of the voice being a purely mechanical skill, your posture and carriage have to be right. The air flowing up from your lungs, otherwise, cannot reach the floor of your resonating nasal cavity in full blast. Your voice will be less sonorous and lose much of its fascination.

Bad posture and carriage diminish your apparent height. The actual sag which you acquire from them might draw your stature down only an inch or so, but you somehow appear three inches shorter. Bad posture and carriage thicken your neck, shorten it, wrinkle it, and twist your spine out of shape from neck to hip. Finally, they rob you of a youthful look. Physiologically, they might contribute to any number of diseases.

HOW TO ACQUIRE THE WINNING POSTURE

EXERCISE 1. Stand against the wall; let your heels, hips, shoulders, and back of your head, touch it. *That* is the correct posture. To achieve it, you have to raise your chest, draw in your diaphragm, draw back your shoulders slightly, and hold your head straight enough to see at eye-level before you.

● *Take one step* away from the wall and retain this position for about ten seconds.

● *Without correcting* any sag which you might have assumed during those ten seconds, step right back against the wall. Test, now, whether your hips, shoulders, back of your head—as well as your heels—still touch it. Whichever of these fails to touch it, is

the part of your body which has wandered away from the correct posture. *That* part of the body needs to be trained into the Winning Posture.

If you display no sag in ten seconds, stand away from the wall for *twenty* seconds to a minute.

EXERCISE 2. Instead of only stepping away from the wall, walk naturally once around the room. Step back now against the wall—*just as you are*—and test yourself for a sag. If your head does not touch the wall, you are not holding it straight. If your shoulders do not touch it, you are letting them round or droop. If your hips do not touch it, you are letting your upper back hump and protrude farther than the rest of your body. If your hips touch, but your upper back does not, your hips are jutting back too far, and your upper body is leaning forward too much.

To correct these deficiencies, repeat this exercise again and again. Check up on yourself every time you encircle the room. This is one of the Laws of mental domination in which you will excel last because you first have to break some deeply-set, bad habits, as well as develop many groups of neglected muscles. But, at least, you will soon be able to stand properly when you meet somebody. Once you are out of his sight, it is immaterial, so far as pleasing him is concerned, how you carry yourself. Others, though, whom you may also hope to influence, might happen to observe you then, so it is best to habituate yourself to regular maintenance of the Winning Posture.

EXERCISE 3. Again, step away from the wall; but, this time, perform different acts around the room. Stoop down and pick up something, for example. Put something up high, as on a shelf. Comb your hair. Open a drawer.

Suddenly, stand with your back against the wall without making an effort to assume correct posture. Again, check your posture carefully.

Practice this exercise regularly no less than once a day. Check on your posture and keep it perfected when it is perfected.

HOW TO ACQUIRE THE WINNING CARRIAGE

EXERCISE 1. Walk around the room, imagining that your spine is not a bending twig but a rigid axis upon which the rest of your body hangs, like the mast of a ship holding up the sail. Let rest of your body (the sail) remain flexible and move easily, but keep your spine straight and unyielding. Don't tense your spine to keep it straight, but hold it straight. That braces your head and chest in position, but allows your shoulders to swing slightly forward and backward alternately with your arms. Even walk outdoors like that to get the right feeling.

EXERCISE 2. Stroll around the room again, as above, but turn your head here and there as if staring at different objects. Feel natural, not as if trying to walk with your spine straight. Your Winning Carriage has to look natural, or it will fail to create the desired effect. The slightest oddness erects a wall between you and your acquaintance and blocks the forming of mutual rapport between you. Mentally, he holds you off at arm's length then, and that prevents your aura from entwining itself with his.

EXERCISE 3. Now for your legs: Step forward with your toes pointed directly ahead, straying neither outward nor inward. Repeat, back and forth across the room.

Walk on the *outsides* of your feet, not on the whole foot or on the inside of it. That cups the foot, deepening the arch and shortening the foot. It protects the arch from being flattened, for the outside of the foot is nearly as strong as solid bone, while the inside of the foot is little stronger than cartilage.

EXERCISE 4. Stand for a few seconds in one spot, retaining your weight on the outsides of your feet, NEVER on the insides. That position spares your feet and lessens the danger of your getting varicose veins in your legs. It throws your weight upon the hard outlines of your feet, not upon the soft tissues of your inner calves and of your comparatively soft insteps. Remember this when

standing for a long time while conversing or lecturing. It not only saves your strength and maintains your Winning Carriage but also adorns you with graceful foot posture. In a bathing suit with such foot posture, your calves look bigger and shapelier, your feet and ankles smaller, and your insteps higher.

EXERCISE 5. When you walk, always start your step from your toes and balls of your feet. Don't come down on your heels, but on the outsides of your feet. Practice walking like that all the time.

EXERCISE 6. Combine all 5 exercises into one:

Stand against the wall to get the right posture.

Step away from the wall and walk around the room *correctly*. Keep your spine straight but swing your arms easily as you move.

Start your steps more from your toes.

Keep your toes pointed straight ahead but *relaxed*.

Come down on the *outsides* of your feet.

Stand for a minute or two on the outsides of your feet.

Finish by backing up against the wall *without changing* the posture into which your body has drifted, and check it.

● *Caution.* Don't look down as you walk unless you do so with a purpose. And when you look down, do so with your eyes alone, and keep your neck up and your back straight. Find eye-level marks around the room upon which to fasten your eyes. As you stride, drop your sight no lower than that.

This Law, as stated before, will be mastered slower than many of the others, but its rewards for acquiring mental domination cannot be measured.

fourteenth law

how to

Use Goliathan and
Glamor Autosuggestion

Goliathan Autosuggestion is a mental domination Law which gives you a knockout punch over people. It is also a dramatic and exciting Law to practice and apply, particularly if you are a man. If you are a woman, you will find it a potent aid for physical self-defense, should the occasion arise.

Great athletes feel invincible during competition, and that helps them trounce their rivals or break records. To feel invincible, you have to learn Goliathan Autosuggestion. The other contestants long

to defeat you, too; but with Goliathan Autosuggestion you destroy their self-confidence and reduce their efforts. At the same time, you augment your own self-confidence and increase your own efforts.

GOLIATHAN AUTOSUGGESTION IN ACTION

This power consists of imagining yourself to be growing so big in the eyes of the other person that he visualizes you as being larger (and consequently, more powerful) than himself. With it, immortal actors of short stature have influenced the public into perceiving them as being tall. They have stepped out on the stage, bursting with the feeling that they possessed enormous physical stature, and to the audience they appeared to be remarkably taller than they were. They did not swagger, strut around on tip-toe, stretch their necks, or try to spread their shoulders. That would have brought laughter from the crowd. They limited their feelings of size to their minds and *suggested*—through command-thoughts—to the spectators that they were much taller than they actually were. They achieved this effect despite the presence, on that same stage, of actors of greater height than they. Your mind can create more striking impressions of you than your own body can.

The power of Goliathan Autosuggestion cannot be applied successfully the first time you try it. At first, people will view you as being but slightly larger than you are. The better you learn Goliathan Autosuggestion, though, the more immense you will be taken for being. When you excel at it, you will be able to persuade others, especially when you meet them alone, to envision you as being as much as four or five inches taller than you are. As an athlete, or as a man or woman on the street, you may be able to discourage an aggressor effectively with this power alone.

GOLIATHAN AUTOSUGGESTION—THE DECISIVE FACTOR IN EVERYTHING YOU ATTEMPT

Once you find out how dynamically Goliathan Autosugges-

tion can sway the minds of others, you can understand how dynamically it can sway your own. Goliathan Autosuggestion crowns you with the psychological edge you need over others. It fills you with the "guts" you require in a bitter contest with a dangerous rival (whether in sports or in business)—the "guts" to fight on, despite everything, and pound out a victory, even if it is close. Such "guts" can transform an average contestant into a world-beater, because they draw out his hidden powers and his hidden reserve. Such "guts" fill you with unyielding cunning and practically make you twice the person you were before.

Do not confuse Goliathan Autosuggestion with blind courage. To rush in wildly in a boxing match, taking unnecessary punishment just because you lack the patience to study the science of boxing, is not applying Goliathan Autosuggestion. The same is true in business. To keep trying blindly against competitors who out-class you, is not applying Goliathan Autosuggestion. This great power should be used to gather your other hidden powers together into a synchronized whole before exploding them in concert.

Champion athletes usually break records only when extended or when forced to break them to win. Otherwise, they only win. When pressed closely by feared rivals, they perform beyond their normal capabilities by drawing upon their reserves with Goliathan Autosuggestion—that is how they break records.

HOW TO ACQUIRE GOLIATHAN AUTOSUGGESTION

For Enlarging Yourself

EXERCISE 1. Stand before the mirror and stare at your image. Keep staring at it and imagine yourself growing one inch taller, right before your eyes.

Practice the exercise for several minutes until you "grow" faster and faster right before your eyes.

EXERCISE 2. Stand before your mirror and stare at your image. Keep staring at it and imagine yourself broadening one inch at the

shoulders, one-half inch on either side, right before your eyes.

Practice the exercise for several minutes until you "broaden" faster and faster right before your eyes.

Sit down and rest when you are tired; then, do these exercises again until you can grow or broaden instantly.

EXERCISE 3. Stand before your mirror and stare at your image. Keep staring at it and imagine yourself growing one inch taller and one inch broader, both at the same time.

Practice the exercise for several minutes, until you can grow and broaden faster and faster right before your eyes.

Sit down and rest; then, do the exercise again until you can grow and broaden together instantly.

EXERCISE 4. Repeat Exercises 1, 2, and 3, but now grow and broaden two inches each way instead of one inch.

EXERCISE 5. Repeat Exercises 1, 2, and 3, but now grow three inches and broaden two inches.

EXERCISE 6. Repeat Exercises 1, 2, and 3, but now grow four inches and broaden two and one-half inches.

EXERCISE 7. Repeat Exercises 1, 2, and 3, but now grow five inches and broaden two and one-half inches.

EXERCISE 8. Repeat Exercises 1, 2, and 3, but now grow six inches and broaden three inches.

For Shrinking the Other Person

EXERCISE 9. Stand before the mirror and stare at your image. See it as the image of a rival of yours whose self-confidence you want to weaken or destroy.

Keep staring at him and imagine him shrinking one inch *shorter*, right before your eyes.

Practice the exercise for several minutes until he "shrinks" faster and faster, right before your eyes.

EXERCISE 10. Again, stand before your mirror and stare at your "rival." Keep staring at him and imagine him narrowing one

inch at the shoulders, or one-half inch on each side, right before your eyes.

Practice the exercise for several minutes, until he "narrows" faster and faster, right before your eyes.

Sit down and rest when tired; then, do Exercises 9 and 10 again until your opponent shrinks or narrows instantly.

EXERCISE 11. Stand before your mirror and stare at your "rival." Keep staring at him and imagine him shrinking one inch in height, and narrowing one inch in width, *both at the same time.*

Practice the exercise for several minutes, until he diminishes both ways faster and faster, right before your eyes.

Sit down and rest; then, do the exercise again until your opponent diminishes both ways instantly.

EXERCISE 12. Repeat Exercises 9, 10, and 11, but now have your adversary shrink and narrow two inches instead of one inch.

EXERCISE 13. Repeat Exercises 9, 10, and 11, but now have him shrink three inches and narrow two inches.

EXERCISE 14. Repeat Exercises 9, 10, and 11, but now have him shrink four inches and narrow two and one-half inches.

EXERCISE 15. Repeat Exercises 9, 10, and 11, but now have him shrink five inches and narrow two and one-half inches.

EXERCISE 16. Repeat Exercises 9, 10, and 11 but now have him shrink six inches and narrow three inches.

For Both You and the Other Person

EXERCISE 17. (a) Stand before your mirror and stare at your image. Keep staring at it and imagine yourself growing one inch taller and broader *at the same time*, as you did in Exercise 3.

Shut your eyes for two seconds, forget your image in the mirror and breathe in the feeling of having grown *that much bigger*, so that you experience the sensation that your whole body has enlarged that much. Seal that picture in your mind.

(b) Now, reopen your eyes, but this time envisage your image in the mirror as being that of *the other person*. Stare at "him" and visualize him shrinking one inch in height and narrowing one inch in width, *both at the same time*, as you did in Exercise 11.

(c) But immediately feel again that *you yourself* have grown one inch in height and one inch in width; so that, by contrast, you are actually two inches taller and two inches wider than he.

Therefore, stare at his image as if he is two inches shorter and two inches narrower than you, *even if* your own image has not changed. Train your eyes, in other words, to envisage something that is NOT physically so, but which is psychically so. That implants the suggestion into the mind of the other person so that *he himself* envisions the picture you have created; that is, he sees himself as being two inches shorter and two inches narrower than you. When you practice enough to achieve that, you have grasped the secret of Goliathan Autosuggestion.

EXERCISE 18. Repeat Exercise 17, but this time grow two inches and broaden two inches, and have the other person shrink two inches and narrow two inches.

You visualize him in the mirror, in other words, as being four inches shorter, and four inches narrower than you, even though the image you discern in the mirror has not changed.

EXERCISE 19. Repeat Exercise 17, but this time grow three inches and broaden two inches, and have your competitor shrink three inches and narrow two inches.

You consequently visualize him in the mirror as being six inches shorter, and four inches narrower, than you.

EXERCISE 20. Repeat Exercise 17, but this time grow four inches and broaden two and one-half inches, and have your man shrink four inches and narrow two and one-half inches.

So, you visualize him in the mirror as being eight inches shorter, and five inches narrower, than you.

EXERCISE 21. Repeat Exercise 17, but this time grow five inches and broaden two and one-half inches and have your competitor shrink five inches and narrow two and one-half inches.

In brief, you visualize him in the mirror as being ten inches shorter and five inches narrower, than you.

EXERCISE 22. Repeat Exercise 17, but this time grow six inches and broaden three inches, and have your rival shrink six inches and narrow three inches.

In other words, you visualize him in the mirror as being twelve inches shorter, and six inches narrower than you.

Note: 1. Practice Exercise 22 until you can do it INSTANTLY.

2. The more disparity you have to envisage between yourself and the other fellow, the harder the exercise will be, because while your image in the mirror will not change, you have to behold it as being much bigger or much smaller than it is, and in two dimensions. You need to know no more about Goliathan Autosuggestion than that for mental domination. This Law might not be an easy one in which to excel quickly, but it won't take you a long time either. And what rewards it brings! If you studied and perfected no other Law, with it you would still acquire amazing mental domination over others. To acquire the utmost mental domination over others, though, you ought to study and apply all the Laws.

Since the shoulder-width is but one-third the height span, you cannot, and don't have to, broaden or narrow it as many inches as the height. A man, also, may be only one foot shorter than another, yet he will feel but one half that other man's height. He may be only two to four inches narrower at the shoulders, yet he will feel but one-half that other man's width. By the same token, you don't have to be twice the height, nor twice the width, of the other person for him to feel as if he is only one-half your size. By "growing" only six inches yourself and shrinking him only six inches, in other words, you can induce him to feel HALF YOUR

HEIGHT AND WIDTH. He consequently feels, too, but HALF as strong as you, and HALF AS IMPRESSIVE TO OTHERS. His self-confidence is shattered, and you gain control of him.

**GLAMOR AUTOSUGGESTION—IF
YOU ARE A WOMAN**

If you belong to the female sex, Glamor Autosuggestion will do for you what Goliathan Autosuggestion will do for a man.

Glamor Autosuggestion consists of visualizing:

1. That you are at least 20 years younger than you are if you are 50, and proportionately less if you are younger. (Confine this aspect exclusively to your face.)
2. That your face and body are sexually alluring.
3. That your feet and calves are lusciously formed.
4. That you wear clothes like a romantic movie actress.
5. That your voice is very pretty.
6. That you are as slim as a girl.
7. That your face carries a mild, placid, sympathetic expression.

These 7 qualities tremendously increase your hold over people when you address them from the stage or platform. The exercises below will develop them for you.

EXERCISE 1. (a) Sit before your mirror and look at the image of your face. Study the signs of aging which you cannot camouflage with dyes, rinses, cosmetics, or dental work. Perhaps the frown between your eyes, or the intensity of your eyes, adds to your apparent years. Or perhaps the skin beneath your chin hangs more than it used to. Perhaps deeper lines enclose your cheeks and furrow your lips. (You may have to sit close enough to the mirror, as at your dresser, in order to detect these lines.)

(b) Now, sit far enough back from the mirror so that you no longer discern these lines. Less light will help you. You will appear 20 years younger if you are 50, and proportionately less younger if you are under 50.

(c) Bring your chair closer, until you can barely perceive your wrinkles. Force yourself NOT to see them, though, and still see yourself as you appeared in (b) when you sat far back in the room. You will detect the wrinkles at first, but visualize yourself as you looked in (a) and let your wrinkles "disappear."

(d) Bring your chair still closer. Your wrinkles loom deeper, but, again, force yourself NOT to see them, and still try to see yourself as you appeared in (b).

(e) Bring your chair closer and closer and repeat the exercise, eventually drawing as close to the mirror as in (a). But STILL see yourself as you looked in (b), when you were farthest from the mirror.

Practice and perfect this exercise. When you do it on the stage or platform *without* the mirror, the spectators will be brought under the mental domination of the picture disseminated by your mind and will perceive you AS YOU SEE YOURSELF.

You will not be dexterous at this after only one practice session. You might need several. But what rewards will it bring you for the rest of your life! If *over 50*, visualize yourself progressively as looking *over 20* years younger than you are.

EXERCISE 2. Stand across the room and look at your image in the mirror. Examine yourself closely from head to foot and pick out what about you detracts from your sexual allure. Is your jaw too square and masculine-looking? Are you too tall and big-boned? Are your ankles too large? Your shoulders too broad? Your breasts too flat? Your waist too thick?

Stare at your image and concentrate, one at a time, on each such part of your anatomy. Visualize each one as it *should look* to fascinate. Visualize your square jaw as more pointed, your height and bones as smaller, your ankles thinner, your shoulders from one to two inches narrower, your breasts higher, your waist slimmer. Everything about you that lessens your glamor should be envisaged as altered. Practice the exercise until this new picture of yourself can form instantly.

EXERCISE 3. Stand before the mirror across the room and stare at your legs. See your ankles as small, with your calves bulging nicely on both their insides and outsides. They ought to bulge biggest about halfway between your ankle and your knee and then taper again as they continue into the knee—that is the arousing female leg.

Now, turn sideways to the mirror and stare at your insteps. A high instep is the girlish instep. Visualize your feet as being shorter than they are from the front of the ankle to the base of your toes, even if your feet are shod, and your insteps as curving up more sharply. Practice this simple exercise and master it.

EXERCISE 4. Stand across the room, well-dressed, and stare at your image in the mirror. But instead of just standing there, pretend that you are a glamorous actress facing the motion picture camera. Pose coyly and move enticingly to one side, as if to investigate something. Smile innocently and glide around the room with a slow, mincing gait. Your dress will swirl around you or clasp you (if tight-fitting) excitingly. DO NOT exaggerate the mannerisms. Just make them delightful enough to remind the audience that you *are* a woman, not just an intellect in feminine attire.

EXERCISE 5. Give a speech before your mirror, in the winning voice. Watch your lips and be sure that they move noticeably enough. When they hardly move, they don't look feminine. Don't mumble rapidly. Use a wide enough range, but leave out affectation. Just sound sweet and lady-like.

EXERCISE 6. Stand before the mirror across the room and stare at the image of your figure. No matter what your girth is, see yourself as being slimmer. Continue to do so until you can visualize yourself instantly as being as slender as a girl.

EXERCISE 7. Sit and stare at your image in the mirror. Scrutinize your expression closely: Is it too intent? Too keenly intelligent-looking? Too disinterested in other people? Too pusillanimous? Too defiant? Too aloof?

You could own the best nature in the world, and yet possess a pugnacious mien. Cultivate a mild, placid, sympathetic expression, akin to the overwhelming gaze. Relax the frown between your eyes, the tenseness from your lips, the hardness from your jaw, and release love for all in your eyes.

For mass control, use Glamor Autosuggestion instead of Goliathan Autosuggestion (if you are a female), and you will achieve success with the crowd equal to that of the male using Goliathan Autosuggestion.

fifteenth

law

how to

Reach Your Peak
of Mental Domination
with Your Winning Aura

THE AURA AND ITS DIFFERENT COLORS. The aura or psychic atmosphere is a fine, ethereal radiation or emanation which surrounds each and every living creature. It extends from the living body about 2 or 3 feet in all directions, in an oval shape. Its portion close to the body is the thickest and densest; that farthest from the body is the thinnest and least distinct. It suggests a luminous cloud—a phosphorescent flame—deep and dense around the center and gradually vanishing toward the edges. It ex-

tends, as a matter of fact, far beyond the distance which the best master can perceive, for its psychic influences can be felt, in many cases, at amazing distances. At times, it suggests a calm, beautiful, luminous shroud. At other times, it shoots great tongues of fire in one direction and another, which rise and fall in great waves of emotional excitement. At still other times, it projects smaller bodies from its depth of mental vibration, like sparks from a furnace which disappear in other directions. These are the thought-forms. (Scientists have photographed the aura by means of fluorescent screens, and claim that every human being is radio-active.)

The aura is never in a state of absolute rest or quiet. It manifests constant motion and change. Even in its periods of comparative calm, it shows a pulsing, wave-like motion with clouds of changing color flying over its surface or moving through its depths.

When the individual is gripped in stormy mental activity or emotional stress, his aura erupts into a wild picture with vibrations so intense that even the average person can feel them. When the honest man is in a state of reverie, dreaming, or sleeping, he presents an aural-kaleidoscope of great beauty. His aura then possesses a cloudy clearness tinged with tints and shades of varying colors which blend in strange and interesting combinations.

THE DIFFERENT AURAL COLORS, AND WHAT THEY SIGNIFY

Every individual is surrounded by the luminous mist of his astral aura, which flashes with all sorts of brilliant colors. These colors constantly change in hue and brilliancy with every variation of his thoughts and feelings. When he experiences pure affection, you will see his aura flooded with a dazzling rose-color. When he feels devotional, his aura will be a rich blue. When he is selfish, a hard, dull brown. When he is angry, deep scarlet. When he is sensual, a lurid red. When he is fearful, a livid gray. When he hates or bursts with malice, black.

People with similar expressions don't always have similar auras. The smiling hypocrite and the genuinely cheerful person might carry similar expressions, but their auras will reveal their true characters. Both the intelligent person and the bookworm might seem mentally acute, but their auras will differ. The dishonest man and the bashful man might both act alike, but their auras will reveal a noticeable difference between them. The hypocrite who smiles at you, and the man who scowls at you, may impress you as feeling differently towards you, but their auras will reveal that neither of them likes you. The flattering gold-digger and the selfish, grasping wife might not look alike to the eye, but their auras will expose the two as being gold-diggers.

Many people, in other words, act differently than they are, but their auras give them away. When someone flatters you excessively, you can detect through his aura that he is envious of you and wishes you harm. When someone else flatters you highly, you can detect, through his aura, that he means it. Aural color-reading can save you from misjudging others and enables you to apply the right mental domination techniques on them.

Everybody possesses two distinct features in his aural coloring. One coloring results from his habitual thoughts and feelings—or from his character. The other results from his momentary feelings or thoughts. The second soon fades away when observed; but the first, which is bound up with his character, abides more permanently with him and lends a decided hue to his general, aural color-appearance. The master can ascertain not only the passing thoughts and feelings of another person, but his general character and probable behavior, by simply studying the changing and permanent colors of his aura.

HOW TO MASTER AURAL READING

Spare no effort to master aural reading. Stare at the other person (at the outline all around him) with a stunned, relaxed

look, like trying to see through him. You will see his aura radiating from all around him. Learn to recognize the different colors of auras and to interpret what they indicate. Here is a simple résumé of what the aural colors mean.

- Blue: purity of mind, honesty, trustworthiness
- Light blue: religious purity
- Ultraviolet: mysticism
- Yellow: intellectual pride
- Brown: miserliness, penuriousness
- Red: passion
- Dull red: lower passions and sensuality
- Bright red: temper, anger, or even hatred
- Red mixed with black: malicious anger and hatred
- Crimson: amorousness
- Green: deceit
- Bright green: subtlety, tact
- Gray: moroseness
- Pale gray: terror
- Black: hatred, revenge, spite

Any or all of these may occur in any combination. Practice reading the auras of the people you meet until you can see and analyze auras easily. When you meet people thereafter, don't try to dominate them, influence them, or lead them right away. Glance swiftly at their auras, first; determine what these reveal and then act accordingly. But don't let these people suspect what you are doing. If you can't survey a man's aura at once without insulting him by appearing distant, fix on him the Overwhelming Gaze (the *Fourth Law*) and wait until he no longer suspects you, before peering at his aura. Train yourself to detect the color of his aura as swiftly as you can.

The aura, you will observe, is more easily discernible when analyzed against a dark background. Under bright sunlight or outdoors, it is more difficult to discern. Train yourself, nevertheless, to

analyze it outdoors. Since more important affairs take place indoors, however, to master seeing it indoors is more important.

AURAL SUPERSENSITIVITY

If you add aural supersensitivity to aural color detection, you become a master. But if you have trouble perceiving the aura, you can depend exclusively upon aural sensitivity for mental domination and do almost as well. Perform aural supersensitivity by blanking out your mind and supersensitizing yourself to the auras of others, so that you can "sense" their emotions and personalities. With aural supersensitivity you "feel" the vibrations of the other person's aura and interpret the mental states that created them in him. Some auras start your heart pounding hard in dread and discomfort; others soothe it.

The aura undergoes physical and chemical changes through the power of your mind. A medium accomplishes this by falling into a trance and then using the powers of his subconscious even more dynamically than the subject under hypnosis. How the medium accomplishes this "miracle" has not been determined, but mediumistic experiments prove that the aura can be projected by the medium to perform feats which are considered miraculous. The composition of the aura, apparently, can be altered by will.

CONSCIOUS CONTROL OVER YOUR AURA

Even if you cannot duplicate the feats of the medium, you possess enough control over your aura to affect its composition to quite a degree through mind-power alone. Through willing a command to your aura, you can use it as advantageously as mind-power to affect the direction of the fall of dice, of a tennis-ball, or the direction of a billiard-ball. The more you practice subjecting your aura to your will, the greater the conscious control that you acquire

over it. There are experiments proving that you can exert pushing power over objects by glaring at them with your eyes. Since your aura is the part of you which extends from your body (even from your eyes), it is your aura, obeying the command from your mind, which does "the pushing of the glare."

THE COMPOSITION OF YOUR AURA

The exact composition of the aura remains a mystery. But since everything on earth, as we understand it, consists of a physical or chemical structure or both, let's assume that the aura has a physical and chemical composition about which little is known.

When used for mental domination, your aura likewise undergoes changes in its composition. All day long, it alters its shape and chemistry towards other people. When you stiffen with hate and anger and your bloodstream floods with adrenalin, your blood temporarily turns a little more acid. There is a corresponding change in your aura. Whether your aura turns more acid, we don't know. It might even lose its flexibility, as your whole body does when you are enraged, and radiate tense wave-lengths, so that the very touch of your hand stimulates people.

The effects of your aura are felt particularly when you run into your best friend or your beloved one. The thrill that runs up your spine on such occasions is both a physiological and a psychic phenomenon due to the interweaving of the auras of two living bodies which are in total harmony (for the moment, at least) with each other. There is a complete meeting of minds, and the chemical compositions of your two auras become so much alike that your auras practically fuse together. The resulting mutual harmony is so absolute that the nerves of both of you actually "spark off," and you electrify each other with energy.

This phenomenon does not occur when you meet a stranger who has no particular reason to be excited over you. On the other hand, if you voluntarily neutralize your aura when you meet him

you can reduce the wariness of his, and he will experience an unexplainable trusting and liking feeling towards you. He feels more cheerful and contented and associates this new frame of mind with you. Comedians exert that effect upon people. They lighten your spirits, as the saying goes, and there might be more to that statement than a mere figure of speech.

HOW YOUR MIND AFFECTS YOUR WINNING AURA

Your winning aura is a direct result of your thinking. If your thinking is unfriendly, so will your aura be unfriendly, and it will "push" people away from you. Your aura can become an invisible monster of your own creation. If you nurture the thought that you don't want people near you, sensitive people will sense this attitude of yours as they draw near and will instinctively try to avoid you. Some of this sensing may be caused by telepathy, but much of it is also caused by our invisible aura reaching out into space and "pushing" theirs away from it.

By the same token, your winning aura will attract people to you.

HOW TO DEVELOP YOUR AURA FOR MENTAL DOMINATION

To develop your aura for mental domination, practice, first, "holding the thought." Hold in your mind clear, distinct, and repeated mental pictures of the ideas and feelings which you wish to convey to the other person. Secondly, intensify the effect of these mental images by visualizing the aural colors which conform to them.

1. *Holding the thought.* You are mainly the end-product of the thoughts you have engaged in, and the feelings you have experienced, during your life. To restrain an undesirable trait in your personality, develop and exercise the opposite trait. Stamp out your

negative attitudes by developing your positive ones. Your aura will alter its shape accordingly and increase your power of mental domination.

2. *Visualizing the astral colors.* Take a blank sheet of paper and draw a vertical line on it from top to bottom, one and one-half inches from the right side border. On the portion of the page at the left of the line, make a list of your strong or desirable personality traits. On the right side of the line, mark down the astral color which fits that trait the closest. Use the aural color list on page 154.

Take another blank sheet of paper and, this time, make a list of your weak or undesirable personality traits and mark down the aural color which fits each the closest.

EXERCISE 1. In your mind, form a clear image of one of these colors and project it into your aura. Do likewise with one color after another.

EXERCISE 2. Assume, one after another, the personality traits which create these different colors and saturate your aura with them.

EXERCISE 3. Assume a desirable trait and saturate your aura with the color it projects into it.

EXERCISE 4. Assume an undesirable trait, but dissolve it from your aura by visualizing into your aura the color of its opposite and desirable trait. If one of your undesirable traits is anger, fill yourself with anger, then neutralize it by visualizing the color that corresponds with a cool mind. Do likewise with your other traits.

EXERCISE 5. To facilitate your visualizing the different aural colors, practice by concentrating your attention upon objects with those very colors, such as a red flower or a green leaf. Will and demand, at the same time, that the vibrations of this color shall change your aura. Patience, perseverance, and sustained interest bring remarkable results along these lines. Color-changing your aura is one of the most effective means for influencing others.

**AURA CHANGING FOR PROTECTING YOURSELF
AGAINST THE INFLUENCE OF OTHERS**

Orange, yellow, and similar colors are the vibrations of mental protection. They are the colors of the intellect. When you charge and flood your aura with them, they help to protect you against the efforts of others to convince you against your will with sophisticated arguments, plausible reasoning, fallacious illustrations, and so on. These colors help endow your mind with illumination, quicken your perceptive faculties, brighten your powers of reasoning and judgment, and sharpen your powers of repartee.

EXERCISE 1. Assume the right, positive mental attitude and flood your aura with orange-yellow. The efforts of others to influence you will bounce back to them from your aura.

EXERCISE 2. If the other person's influence is truly undesirable, flood your aura with positive blue tints. Study bright, clear blues and select the one you like best and flood your aura with it.

sixteenth law

how to

Protect Your Power
by Developing the
Necessary False Front

The Tenth Commandment states: "Neither shalt thou desire thy neighbor's wife, neither shalt thou covet thy neighbor's house, his field, or his manservant, his ox, or his ass, or any *thing* that is thy neighbor's."

THE NEVER-ENDING CONTEST WITH YOUR NEIGHBOR

Flaunting the Tenth Commandment brings more grief and shortens more lives than any other peacetime malady. Envy, hatred, covetousness, and other suicidal

frames of mind age you fast and deplete your mind-power reserve. These traits not only prevent you from recuperating from the stress and strain of everyday life, but they also sap your mind all the more with worry and anxiety and frustrated feelings of inferiority. They keep you regularly comparing yourself with John Thompson, your neighbor; keep you afraid that he will earn more than you, that he will own a better car than you, that his wife is prettier—or has shapelier limbs—than yours, that his children are smarter and bigger than yours, that his health is more sound than yours. Anything that improves John's life all but prostrates you. Yet, you can't let him suspect how envious you are of him; so, you put on a false front (a false self) to face him with. Your true self, meanwhile, degenerates into a pitiful monster. Within you, you engage in an incessant contest with John, and nothing is so exhausting, as futile, helpless introspection. Competitors in sport, music, and other active contests practice and rehearse, more or less, with peace of mind and then go out and compete. Their tension zooms during the last day of practicing or rehearsing and vanishes shortly after the contest begins. Once the contest ends, win or lose, they relax again. They might be disappointed with the verdict of the judges, with the opinions of the critics, or with their own performances, but their nerves are no longer tightly-drawn. They can set their marks for the next contest, or just give up trying; but that contest is over.

Your contest with John Thompson, though, ends only with the demise of one or both of you, or with your moving from the neighborhood and losing track of each other. Right up to the very last, otherwise, when both of you are retired Methuselahs, you continue competing with, and even trying to outlive, each other. Consciously or subconsciously it oppresses, while you work or commute. Your wife and children don't ease the pressure by demanding from you *no less* than the Thompsons' get.

In despair, you withdraw into your shell of boiling hate and secretly degenerate into a frightful monster. You assail your wife and children for their least infraction, and they reply by calling

you an "old crab." Many a husband in this predicament has finally deserted his family.

THE VICIOUS GRAVE WHICH YOU DIG FOR YOURSELF

This never-ending contest with your neighbor seriously limits your power of mental domination. With your true self eroding from the acids of its creation, your whole state of mind changes for the worse. Your aura, your involuntarily sent out, telepathic brain-waves, your very philosophy of life, all change for the worse. Your eyes exhibit a deep-seated antagonism, a dissatisfaction with the world in general. Your expression turns morose, and your sense of humor vanishes. Without a sense of humor you cannot engage in Harmonious Conversation; and so, you permanently attract nobody to you.

You feel desperate. If you could only tear loose and belt John Thompson down! If you could only stop him from achieving his chain of successes—from securing a finer car than yours, from making more money than you! Perhaps you also envy his voice, his speech, his education, his smaller waistline, his extra inch of height. Once envy takes root, it knows no boundaries. Like cancer, too, it might confine itself at first to a few major differences between you, but extend in time to include *every* difference you can think of—major or minor. And, once you envy John Thompson, you branch out and envy Pat Townsend, William Fisher, Bruce Johnson, and more and more neighbors or associates. (The same is true if you are a woman and envy Mrs. Thompson. You finish up also envying Mrs. Townsend, Mrs. Fisher, Mrs. Johnson, and other neighbors, because their husbands provide them with more luxuries than yours does you, because their children get better grades than yours do, or because they themselves look younger than you when they are not.) Before long, you reach the tragic stage in which you are chronically not satisfied unless you are envying somebody for something or other. The vicious habit banishes all constructive

thinking from your mind for a total of several hours every day and night together. It is easier, too, to sneer and condemn others than to improve yourself and perform the extraordinary. So, you fall—and remain buried—in the lonely grave which you have dug for yourself.

ITS DISASTROUS EFFECT UPON YOUR MENTAL DOMINATION

When you envy people, hate them, and covet what they have, you have the battle of your life being charming to them. You can still sweep John Thompson and the others off their feet, of course, with mental domination, but the job is harder because your telepathic emanations, if nothing else, alert them to your deep, inner feelings about them. In his own suspicious mind, for instance, John Thompson already expects you to envy him for what he has, just as he himself most likely envies Pat Townsend for what *he* has. He is therefore unusually keen at sensing your psychic reactions towards his possessions. The slightest pained look in your eyes, the slightest hesitancy in your voice, the slightest change of color on your face towards him, is obvious to him. He might even enjoy observing it.

Or, you might be in business, and your prospective customer Mr. Habas refers to a product similar to yours which he considers better than yours and which might also be priced lower than yours. Under all such circumstances, you cannot display the least impatience or alarm. You have to absorb the blow like a blotter. People, besides, will admire you for it. They admire the athlete who still tries his best when losing and comes back and wins.

THE SOLUTION TO THE PROBLEM

The best way to conquer this ruinous attitude is with mental domination. You can't easily stop envying John Thompson. You *will* envy him. (If you are a woman, you *will* envy Mrs. Thomp-

son.) You *will* be disconcerted by Mr. Habas when he compares your product adversely to another. All your life, you have been encouraged to get somewhere; and to do so, you had to compete against others and *surpass* them. To excel in sport you had to out-run or outjump others. To get high grades in class, you had to outstudy or outsmart others. To get the man or woman you wanted, you had to outshine other pretty girls or other suitors. All your life you have desired a nice home with beautiful grounds around it. When John Thompson or Mrs. Thompson achieve these ideals before you do, or more desirably than you did, you can't easily just shrug and forget it. It would be easier to forget a maddening tooth-ache. But you **CAN** nullify them to the degree where they will not lessen your power of mental domination. And *then* you can attain the goals in life you seek and will **NO LONGER** need to envy John Thompson.

HOW TO PUT ON THE NECESSARY FALSE FRONT

● *Step 1.* When you hear anything about someone that makes you jealous, open your eyes wide and spread your lips slightly. You will look surprised and thrilled, no matter how you actually feel about it. To appear **NOT** surprised fools nobody, particularly if the other person (say, John Thompson) expects you to look surprised. To show surprise alone, though, is not enough. You have to show *both* surprise and joy, or you will be suspected of being jealous.

● *Step 2.* Don't grin widely, next, and exclaim instantly with admiration; that is not convincing either. If you instead put yourself at once in John Thompson's shoes, you will realize that he expects you to be overwhelmed so completely by his enchanting news about himself that you will practically lose your voice—for a moment, at least. You therefore have to feel as if *you*—not *he*—were the one to whom such enchanting news occurred. *Then*, you will react to him with a perfect false front.

● *Step 3.* Your next step is to take a deep breath—as if to regain your stunned faculties—and sigh proudly, “I always knew you could do it, John. It was a matter of how soon.”

Or, “That car of yours, John, will be the envy of the block. I myself had one in mind, but you beat me to it. It is a dream.”

SUMMARY

Repeat these three steps again, but join them up and apply them with ease—thus:

1. When you hear the good news about the other person, open your eyes wide at once and spread your lips slightly.
2. Don't grin widely, next, nor exclaim instantly with admiration.
3. Take a deep breath instead, as if to regain your stunned faculties, and sigh proudly something about him having achieved *the very thing* you hope to achieve.

EXERCISES FOR PERFECTING THE NECESSARY FALSE FRONT

EXERCISE 1. Stand before your mirror and pretend that Joe or Lucy has just revealed to you that he has acquired or attained something which you yourself are striving unsuccessfully to acquire or attain. You never dreamed that he would do it—or do it so fast, at least.

Instantly, open your eyes wide and spread your lips slightly. (*Make sure that your eyes don't water.* That would spoil the false front.)

Practice this easy exercise a few times. Socially and in business, you have to use the necessary false front every day.

seventeenth

law

how to

Seize Mass Control

over Groups and Crowds

Friends, Romans, Countrymen!
Lend me your ears! Practically everyone knows that Mark Anthony poured forth those immortal words in Shakespeare's *Julius Caesar*. Mark Anthony then proceeded to seize control over the Romans and to overthrow Caesar's enemies. One single man undid the well-prepared scheme of many brilliant and influential men—all with Mass Control.

You don't have to aspire to be another Mark Anthony in order to gain immeasurably from such

power. You can use it to swing others to your way of thinking socially and in business when you make a speech. You can draw voters to your cause when you seek office, even if only in your club or committee. You can overcome powerful opposition—even opposition that has resisted you for years—when you know how to seize mass control over groups and crowds. At one fell swoop, you can rise above others and be singled out and supported by them. Study and practice the exercises in this Law, and you will be equipped to step out into the world of people and become a somebody, not just *another* somebody.

REMAIN THE "REGULAR GUY"

Caution: With friends and relatives do not apply Mass Control. These "know" you already and will regard you with suspicion if you do. Better to let them always accept you as "the regular guy." They can pay you no better compliment. If they do not consider you unusual, you ought to be glad. It is strenuous to try continually to influence everybody you know. So, when you are with your intimate associates, forget Mass Control.

WHEN TO APPLY MASS CONTROL

It is the opposite when you are facing a group of strangers whom you wish to influence and control. You won't be remaining long in their company; so, you won't exhaust yourself by trying to control the group. As a lecturer, actor, singer, preacher, or group leader, Mass Control holds your audience spellbound. A lawyer, in summing up, can exert it with triumphant effect upon a jury. Mass Control snatches you out of the average class and puts you into the unusual class which directs the thoughts and acts of the multitude. With it, you can tour the country lecturing and attract a rabid following.

Leaders of cults develop this Law to the maximum. The newspapers might ridicule them, but their followers worship them. The

more their fame grows, too, the stronger their hold tightens over their adherents, for their reputations crush out logic. They thereby maintain their grips easily. Their supreme efforts are expended mainly on building up their fame and applying Mass Control regularly on the uninitiated and on the skeptics and doubters. Political leaders, of course, practice Mass Control. When used honorably, it can advance the cause of humanity by leaps and bounds and bring the user eternal renown.

THE FIVE CONSTITUENTS OF MASS CONTROL

Mass control can be broken down into five constituents. Apply these five in the order listed, and you have Mass Control. These five are

1. The Winning Aura
2. Goliathan Autosuggestion (Glamor Autosuggestion, if you are a woman.)
3. Thought-Commanding
4. The Winning Posture and Carriage
5. The Winning Voice

You have already practiced all these Laws of mental domination.

Mass Control is one of the utmost achievements of mental domination, and it cannot be applied halfway. You either exert Mass Control with absolute success, or you fail altogether. With Mass Control you acquire an emotional sway over a large number of people, and emotions are as unstable as a volatile stock. A miss becomes as good as a mile. It is difficult to achieve Mass Control without using, to perfection, every one of the five constituents listed above.

It is also difficult to make a comeback with the same group of people once your first attempt at Mass Control fails, for you then have to overcome the additional resistance of disillusionment. So, learn well the five Laws enumerated above and practice them in

your room, as described in the exercises below, before venturing out into public to use them for Mass Control.

HOW TO APPLY MASS CONTROL

EXERCISE. 1. Stand across your room, *out of the way* of the mirror, but *sideways* to it. Pretend that you are about to make an entrance upon a stage or platform before a large gathering of people whom you wish to lead, influence, or control.

2. Take three or four deep breaths to still your heart (for it will beat wildly when you are faced with such an actual situation).

3. Take, now, two or three steps to bring you directly in front of the mirror. Your face and body are still *sideways* to it.

4. *BUT, just as you step before it, as if you were stepping out on a stage or platform, take a deep breath and explode your aura all around you in a rich, bright, golden hue—the color of intellectual power.*

5. Turn your face towards the mirror, with your body following. Your rich, bright, golden-hued aura turns with you and stuns the audience.

6. In the mirror, stare at your image's forehead, so as not to see the eyes. That is the way to stare into an audience. Select the last person in the center of the back of the hall and stare at his forehead. Stare at nobody nearer, nor at the side, nor into anybody's eyes, shoulders, hands, or any other part of anyone's body. Thus, you give the impression that you are staring into the eyes of everybody present.

7. With the Winning Aura you have seized instant control of everybody present, and that puts you in a dominating position. But it cannot be maintained long without losing its grip; so, stop exploding it around you exactly three seconds later.

8. Immediately neutralize your aura by depriving it of all color—that conserves your psychic energy. At once, though, apply Goliathan Autosuggestion to the gathering. Imagine yourself

grown, suddenly, six inches taller than you are (unless you are somewhat of a giant to begin with), and three inches broader. You don't have to imagine the members of your audience shrinking in physical stature, but you do want to create the over-all impression that you yourself are a superman, without being ludicrous about it. If you are very short in height and have any authority in the selection of the stage furniture, you could have requested that a shorter stand be set for you. By contrast, it would add further to your apparent height. Such a request, however, is seldom fulfilled. If you are a woman, apply Glamor Autosuggestion instead.

9. Don't project Goliathan Autosuggestion longer than two seconds. DON'T LET THE SPECTATORS GET USED TO ANYTHING YOU DO WHEN EXERTING MASS CONTROL. They should be kept in your grasp with everlasting, unexpected, unexplainable surprise. The effects of your Goliathan Autosuggestion, anyway, still remain after you withdraw it.

10. Now, instantly command the crowd with your thoughts, so as to continue building up mental domination over it. Think out to it, "Here you see me at last! I am the greatest of them all! Look at me! You can't take your eyes away! You will believe everything I tell you! Look at me! Look! Look!"

11. There is utter silence in the auditorium. Move forward, now, with the Winning Posture and Carriage and make a bow—a slow, slight, deliberate bow.

12. Before the assembly regains its self-possession after the initial applause, start speaking to it in the Winning Voice. Use a low, clear, reverberating tone. Avoid a loud, bombastic, bragging tone and make use of no gestures or pantomime. Your object is to keep your listeners as still as statues, with their eyes glued to yours. Your gaze is still fixed on the forehead of someone at the back of the hall. If it is too dark to see so far back, fix your gaze on a post or on another unprepossessing fixture in the rear and let nothing trivial distract you or confuse you, lest you lose the command which you have acquired over the audience. Continue speaking like a

hypnotist, as if privately counseling each one present. But don't overuse commonplace expressions. They would rob you of your word-mystery, and the spectators would recover from your spell. Don't overuse polysyllables either. Just lecture sincerely, without exaggeration or overemphasis of key words, as you would in ordinary conversation. Remember to stare at no individual in particular, so as to prevent yourself from being thrown off your stride by minor entities. The arch of the eyebrows of one, the curl of the lips of another, the design of the spectacles of a third, these and many other insignificant impressions can baffle or distract you and enfeeble your hold over yourself and the onlookers.

13. Your objective is to keep your listeners in this impressionable mood until the end of your speech. Whenever they show signs of escaping from it, bring them back to it abruptly by changing the phase of the subject.

Since these people are not in a hypnotic trance, they will respond to you actively. They will applaud when a statement of yours meets with their approval; this intensifies your hold over them. Don't overreact to their applause. Wait, expressionless, until it starts to fade, or until it has lasted two or three seconds (if it lasts than long); then, resume your speech as if you had not paused. If the clapping is too frequent and threatens to ruin the continuity of your lecture, no longer halt for it, but talk right on and discourage it.

Should someone sneeze, laugh out of place, or drop something noisy, ignore it. If it temporarily reduces your power of mass control, you will regain the power rapidly by seeming immune to distractions. People admire a cool attitude. Don't try to act obviously like a "superman," but urge your admirers, by your deportment, to presume that you are one.

As you warm up to your oratory, your voice rises, and you break into gestures. These are more pronounced as you near the climax of your talk. By then, you are like the hypnotist in full control of his subject, dynamically ordering him to perform the

seemingly impossible. Your listeners, by now, are held by your every word and respond feverishly. The time is ripe for the knock-out blows. End your speech soon, and the hall will explode with excitement. You had it all the time under Mass Control.

SECRETS OF MASS CONTROL

Unless you are appealing to the public in a humane sense, don't let it peek into your soul when you bring it under Mass Control. Keep your face deadly serious and don't fraternize with the spectators after your lecture. Unburden your soul only to your intimates and advisers. No matter how high the crowd elevates its leader, it will rip him down when he fails. Never presume that you are permanently entrenched with your followers. To maintain your place with them, give them no reason for doubting your ability or for seeing you as less of a demigod than you appeared to be on the platform. After you walk off the stage, disappear from view and let your admirers remain under your Mass Control.

Cultivate slow, deliberate movements on the platform but don't be theatrical. Practice them before the mirror. Don't hurry your locution, unless you do so momentarily for a specific purpose. If you brought along notes, glance the least at them. Every time you remove your eyes from the onlookers to peak at your notes, you temporarily lose your Mass Control.

Relax your mind while on the stage and think only the thoughts which you are about to express. Stage fright, inferiority feelings, or any other "unquiet state" will nullify your efforts to cast the spell.

There are cynics and scoffers in every assembly, and their transferred thoughts threaten to undermine your self-confidence and ruin your Mass Control. With the Winning Aura and Goliathan Autosuggestion, you partly paralyze their critical faculties the moment you appear. Keep them in that state until you step off the platform. Physically, you may be up there alone, but those

in the audience who are under your influence are also transferring thoughts in your favor, and those thoughts counteract the effects of the unfriendly ones of your antagonists.

Mass Control is an exciting Law to master. It is one of the advanced Laws of mental domination because it teaches you how to influence the minds of a large number of people at one time. It is also one of the most profitable Laws to apply.

eighteenth

law

how to

Attain and Retain

Mental Domination over Yourself

with the Khudd Ozonta

No matter how successfully you may mentally dominate other people, most important of all is to dominate yourself.

1. When you dominate yourself with your own mind, you far more easily dominate the minds of others.

2. When you dominate yourself, you can also improve yourself in any category you wish. You can overcome any bad habit, adopt any new good habit, adjust yourself to any situation, control your temper, prolong your health and your life,

banish nervous tension, think more practically and accurately and less emotionally, learn new skills faster, be difficult to be influenced adversely by others, come back strong after any setback, retain any position of leadership easier, ward off crippling prejudice and misleading logic. You stop being just another citizen in the crowd.

3. After you mentally dominate yourself, as you will with this Law, you lock your whole power of mental domination in your subconscious mind with the Khudd Ozonta, the secret trick revealed to you at the end of this Law. Thereafter, should you ever feel the least bit of a lessening in your power of mental domination, simply apply the easy Khudd Ozonta, and, in the flicker of an eyelash, your power of mental domination over yourself, as well as over others, will return in full force.

Now, you see why the present Law is the climax of all the other Laws. Mental domination over yourself is the ultimate goal of all life, the goal of self-mastery. It is the goal to which the mystics and yogis devote their whole existences, and the results they achieve with it are so incredible that other men, who have but tapped the surface of self-mastery, call their feats "miracles." Success, happiness, popularity will all be yours in a much shorter time when your control over yourself increases by only 25 per cent. With this Law it should increase from 100 per cent to 1000 per cent.

THE IMMEDIATE BLOCK

The first thing to learn in mental domination over yourself is the Immediate Block. You cannot control yourself with your mind unless you can free yourself from the shackles of worry. All day long, if you are sensitive, you will suffer wherever you go from slights and insults and from hostile thought messages from individuals who dislike you at sight or otherwise. A major portion of these messages will be purely imaginary on your part, but enough of them will be genuine enough to start you worrying. Since you can't waste hours of your life in the unprofitable struggle of getting and overcoming psychological complexes, you have to develop the

immediate block to prevent them from implanting themselves in your subconscious mind in the first place.

Don't wait, in other words, until you are worrying chronically about an oppressive influence before putting an end to it. Block it out of your psyche the moment you sense it disturbing your peace of mind. Rubberize yourself against it with the Immediate Block, as will be described in the exercises below. Don't shirk the issue by thinking about something else. That only pushes the already implanted psychic virus deep into the nerve cells of your brain. At once when you feel that "gnawing within" oppressing you following a misunderstanding with someone, halt all introspection before the psychic virus fastens on you.

EXERCISE 1. Call back to mind a situation in which someone annoyed you to the point of losing your temper. Perhaps a practical joker injured you painfully, or an unscrupulous storekeeper sold you "worthless" goods. Perhaps a teacher innocently or ignorantly undergraded you in school. Perhaps someone you esteemed highly, either a social friend or a romantic friend, failed to keep an appointment with you. Perhaps your superior unfairly, but not maliciously, did not recognize your stalwart qualities and favored someone else over you.

As your dander rises against him, relax all the muscles of your face and body. "Rubberize yourself" is a vivid description of exactly what to do. Relax the frown from your brow, the tension from your lips, the hunching of your shoulders, the clench from your fist, the tightening of your leg and foot muscles. As a reflex, your muscles will relax your mind. Your muscles, in common language, help out your mind by "giving it the idea what to do." When your mind cannot tense the muscles of fight or flight, it becomes like a gun without ammunition. Maintain this until you feel no anger whatever. It won't take long. This is the Immediate Block.

Following such an upsetting experience, your fury will return repeatedly for some time afterwards. Neutralize it each time with the Immediate Block until the experience ceases to affect you.

EXERCISE 2. Call back to mind an incident in your life when someone called you an insulting name, particularly before other people, and obviously did so because he envied or disliked you. Even though you have not laid eyes on the offender for years, the unforgettable insult has smoldered within you ever since, keeping you bitter and suspicious of other people. Bring back that enraging scene to your mind; but, as soon as your wrath wells up within you, apply the Immediate Block.

EXERCISE 3. Recall the scene all over again, and again apply the Immediate Block. Repeat that about a dozen times. Purposely dragging back the unsavory experience into your mind despite your instinctive revulsion against it, emasculates it of its upsetting effect upon you quickly, because it compels you to face it outright again and again. By at once applying the Immediate Block to it every time, you get used to applying this defensive power at will, until you can obliterate, with it, at will, any upsetting situation from your mind.

The Immediate Block is even more effective than the Thought Vacuum because it uses the *muscles* to RELAX another part of the body (the mind). By relaxing the muscles, which are more easily controlled, you also relax the mind, which is more difficult to control.

THE IMMEDIATE BLOCK—YOUR MIND-POWER PROTECTOR

The Immediate Block will conserve your mind-power all day long, leaving it fresh for profitable application whenever you need it. Your brain possesses a specific amount of energy for instant use. If you waste it on inconsequential, everyday encounters, you will possess less of it for the encounters that mean something. Nobody—not even your wife and children—despairs over how fatigued your mind is. They call you an “old crab,” in fact, when you show signs of mental weariness. You just have to protect your-

self daily against every untoward drain on your mental energy, particularly from unpleasant people. Do it effectively with the Immediate Block and conserve your mind-power for the proper occasion.

HOW TO PREVENT ANOTHER PERSON FROM DOMINATING YOU

In order to dominate your own mind, you have to prevent others from dominating it first. You cannot, and will not, be dominating it if someone else is doing so already.

The most effective way to prevent someone else from dominating you mentally is by using the Immediate Block. The moment you feel uneasy, in a quandary, and unable to control yourself against the influence of another person, apply the Immediate Block on yourself.

And why? Well, if the other person is influencing you against your will, your brain will be rebelling against him and tensing your brow, your lips, hunching your shoulders, clenching your fists, legs, and feet. The moment you counteract this effect by relaxing these muscles, you oppose and nullify those muscle-contraction messages from your brain. The other individual grows discouraged when he senses that he is not influencing you in any way and will stop sending you psychic commands. You will then be free of him and be ready to mentally dominate yourself.

THE DIFFICULTIES OF MENTALLY DOMINATING YOURSELF

To mentally dominate yourself when you are a child or when you fanatically believe in something is simple. But, when you are an adult with a mind that sees both sides of questions and which is more sophisticated, the domination of your own mind can be a Herculean task. To dominate it completely, in fact, you would have to be a mystic or a yogi.

Do not expect to dominate it altogether otherwise. Psychologists proclaim that everybody has two brains; that each half of his brain is an independently thinking unit. One of them is more wilful than the other and predominates. That is usually the left half of the cerebrum, which explains why most people are right-handed. The great majority of nerves cross through the brain and spinal cord to the opposite side of the body. In left-handers the right half of the cerebrum is the more developed. In the stammerer, both halves are probably developed equally, or so nearly so that they battle for supremacy over his words. The conflict tenses his vocal muscles, and he stammers and stutters when he talks.

The more mature and sophisticated you become, the more the two halves of your brain equal each other, and mental domination of one of them over the other grows increasingly difficult. You don't suffer from that plight when you are influencing another person because the two halves of your brain are in agreement as to what you want to accomplish. Such is not the case when dealing with yourself. The two halves of your brain are then concerned with the all-important you, and each carries its own convictions as to what is best for you. You therefore cannot achieve mental domination over yourself without reverting to the childhood or fanatic stage once more and letting only one-half of your brain prevail in the situation.

HOW TO MENTALLY DOMINATE YOURSELF

The best way to learn how to mentally dominate yourself is by studying an example.

Example. You are a smoker. You are alarmed at the controversy against the habit and wish to stop smoking. You agree with the anti-smokers and are anxious over the health hazards for which the habit is blamed. That is the right side of your brain, the weaker side, thinking.

But you have been smoking for years and are attached to the habit. When you don't smoke, you feel miserable. Since everybody

who smokes won't suffer seriously from it, you tell yourself, should you go ahead and keep on smoking? That is the left side, the stronger side (if you are right-handed), thinking.

For you to control the habit with your mind, you would have to increase the strength of the right side of your brain (the weaker side) to the point where it not only equals, but also surpasses, that of the left side. At the same time, to reach your goal faster, you have to decrease the strength of the left side of your brain until it not only just equals, but also is *less* than that of the right side.

Technically speaking, you don't have to strengthen or weaken the whole half of your brain, but just the area of it concerned with the habit of smoking. The rest of that half remains as it is, from the smoking standpoint.

How do you strengthen the weaker "half" of your brain which is against smoking? There are four steps *not* to pursue: (a), (b), (c), (d).

Step (a). Do not use logic. Don't tell yourself that you have to stop smoking because it is deleterious to your health. If you do, you will be hesitating and changing your mind from day to day, as both sides of the tobacco question are brought to the fore regularly in the newspapers, with the special interests favoring the one side, and the reformers favoring the other. Since your opinion of the habit does not affect your mental domination against smoking, you are not urged to alter it. Just don't remind yourself of the health hazards blamed on smoking, of the expensiveness of the habit, or of any cause which the other half of your brain could argue back against, right or wrong. Argument and debate between the two halves of your brain are fatal to developing mental domination over yourself or over anybody else. It is even better if both halves of your brain agree on the question and act in concert, as you do when you exert mental domination on another adult or upon an animal or object, than that one side should grow in strength until it is stronger than the other, and the other side should diminish in strength, until it is weaker than the other.

Step (b). Do not punish yourself for failing to carry through

your anti-smoking resolution or for continuing to smoke. Punishment arouses resentment, and resentment leads to rebellion, and in time the rebel grows increasingly difficult to subdue.

Step (c). Don't set a definite date on which to stop smoking, and patiently wait for it to come. So many mixed emotions enter into such a decision that it is hard to carry it through on schedule. And should you fail, it is natural to shrug and believe the fiction that you CAN'T BREAK THE HABIT.

Step (d). The only step to take is the one that permits no arguments, makes no threats, and sets no time. Steps (a) and (b) create nervous tension, and that in itself drives you to smoke more. Step (a) allows you too many loopholes of escape, for you can argue any question indefinitely.

The Step to pursue is Step (e).

Step (e). The easiest, most uncontestable decision to make is to say simply to yourself, every time you crave to smoke, "I have quit smoking." And say no more. No argument is necessary. You have not smoked again from the time you smoked last; so, you *have* quit smoking. You resume the habit only when you smoke again. But, every time the urge comes on, say to yourself once more, "I have quit smoking. I have quit smoking." And obediently put out the cigarette, cigar, pipe, or whatever else you are addicted to.

This procedure, of course, sounds too naive to be practical, but it is far more practical than you think. Both halves of your brain agree, after all, that you have not smoked since the last time you did it, and that you therefore *have* quit smoking.

To summarize, combat no craving to smoke with logic, but only with the phrase, "I have quit smoking. I have quit smoking." With that phrase you don't threaten to punish yourself for smoking, because no punishment is necessary if you have already quit. No definite day to quit needs to be set because you have already quit. Other thoughts, of course, will rush into your brain to try to counteract that statement, but meet them instantly with the same statement, "I have quit smoking. I have quit smoking."

By continually repeating that fact to yourself every time you feel like smoking, it will gain in power with time. Best of all, *both sides of your brain* share this factual view, and no logic or argument or rebellion can be aroused against it, since both halves agree that that's exactly what you have done—namely, that you **HAVE QUIT** smoking.

The same is true with any habit you wish to drop. Use the same factual approach until it finally factually means, "I have quit smoking for a month . . . six months . . . a year . . . two years. . . ." In other words, indefinitely.

All other ways of trying to break a bad habit have the drawbacks of logic, self-punishment, time-setting, habit-forming (drugs), etc. But the way taught you in this Law has no such failings. It is habit-forming; but, then, so much the better.

That is the way to acquire mental domination over bad habits. It is as simple as that.

THE KHUDD OZONTA

THE KHUDD OZONTA is the secret trick for "locking in" or restoring your full power of mental domination over yourself and others, in the flicker of an eyelash. (The Khudd Ozonta also prevents others from mentally dominating you.) Now that you know how to mentally dominate yourself, as well as how to mentally dominate others, you want to know how to *retain* this staggering force for the rest of your life. This is achieved easily with the Khudd Ozonta.

HOW TO CREATE THE KHUDD OZONTA

1. Stand or sit relaxed alone in your room.
2. Suddenly imagine that you are lodged within a giant light bulb, seven feet tall, standing on its metal end.
3. Visualize the bulb light up a bright yellow, from the power of your mind, and blind all people nearby into enslavement.

4. You will immediately retain—or regain—your full power of mental domination.

The Khudd Ozonta is stunningly effective because

1. Having done the exercises in the Laws, you have already conditioned your mind to exert mental domination over yourself and others.
2. When you visualize the giant light bulb enclosing you, your aura immediately creates a protective shell around you.
3. When you visualize the bright yellow, blinding light, your mind projects overwhelming psychic power.
4. Your subconscious mind, as a result, is stimulated to project Goliathan Autosuggestion. (Or Glamor Autosuggestion, if you are a woman.)
5. The rest of the Laws are then quickly suggested to your conscious mind, like a spark dropping into a dry bush and spreading swiftly into a forest fire.
6. Those around you are quickly brought under your control, and you step forth as their mental master.

Practice the Khudd Ozonta until you can do it instantly. Visualize it perfectly, with its yellow light as bright as a searchlight seen close up. Thereafter, your power of mental domination will be yours to retain for always.

how to

Be the "New You" for
the Rest of Your Life

You have now studied all the Laws of Mental Domination and how to apply them. If you have practiced them, you have changed into an entirely different person. You can use your voice, your walk, your aura projections, your facial expressions, and your mind differently than you ever did before. But the change has been undergone so easily and naturally that hardly anyone is aware that you are a "NEW YOU." Yet, people are at once affected by your change. That is the way to **POWER, POPULARITY, and SUCCESS.**

STEP-BY-STEP METHOD FOR USING
"THE NEW YOU"

Here, step by step, is how to use your "new you" in everyday life and to profit by mentally dominating others.

● *Step 1.* When you are nearing Mr. Mansard, or anyone you want to impress, do so with the Winning Posture. Hold your eyes level with his.

Immediately, fill your mind with winning thought-commands by ridding yourself of all feelings of Self. Rid yourself of all hostile thoughts in regard to Mr. Mansard. Stop comparing yourself to him. Take on, instead, a compelling desire to please him, to praise him, to cheer him up for the rest of the day. (Don't think of trying to *help* him. Unrequested help is seldom received gratefully. More often than not, it misleads the recipient into assuming that you pity him and feel superior to him. It is wiser to project a thought message to please him, to entertain him and cheer him up for the rest of the day.)

● *Step 2.* With your whole body tingling with such thoughts, your aura neutralizes itself. Send it out to him now. Fill yourself with a surging, pulsing energy that swells out before you. Your very palms and fingers feel this invisible, huge ball of energy growing out before your chest. Thrust this ball away from you, straight into, and enclosing, Mr. Mansard.

● *Step 3.* Follow it up with the Overwhelming Gaze. Relax your face completely. The very muscles of your brows, cheeks and lips slacken out flat and brighten your face. Even relax the rest of your body—your hands and feet, especially. *Don't* drop your chest and slump, though.

● *Step 4.* When you step up to each other, shake his hand with vigor. At the same time, *will* the energy of your body into his hand. Repeat to him the Beguiling Statements which he would like most to hear about himself. Praise one of the 12 things about him,

with the Winning Voice. Mention *none* of the things about him which he does *not* like to hear about himself. As you speak, retain the imaginary rubber-ball wedged in the back of the bottom of your mouth, pressing down the back of your tongue. Stare, too, not into his eyes, but at the bridge of his nose, *between* his eyes.

Converse about the weather and engage in other small talk for Harmonious Conversation. Don't let long silences dampen the conversation. Encourage Mr. Mansard to do most of the talking by asking him questions about matters that he knows about. Pretend to be eager to learn more about them from him. Don't stare at him impassively and fail to react to his statements—even if you don't agree with, or don't believe in, them. Lend him your full attention and nod at times, thrilling him with the joy of being listened to wholeheartedly (but don't overdo it). Be sure to praise him when he deserves it. Encourage him with his legitimate ambitions. He is eager to listen to conversation about *himself*, not about you.

• *Step 5.* If he is a stranger, don't pepper him with personal questions. Don't ask him about his occupation, race, religion, or accent. Don't act like a prosecuting attorney and challenge any inconsistent remarks he makes. Should he turn abusive during an argument or discussion, subtly change the subject.

Indulge in no "vicious flattery" with him. Don't flatter someone else, for example, as a "comparison taunt" of him. If you are in a group, don't single out one person in it and focus your interest on him and rudely ignore the others. Express no disdain of anyone present or absent.

Don't drag out a subject until it is worn out. Change the subject while there is still more to say about it.

When with a woman friend, don't discuss your other women friends. (If you are a woman, don't discuss other men.)

Don't talk like a pessimist, nor like too great an optimist. (On the whole, women talk and respond more like practical pessimists, and men, like idealistic optimists. Watch out for that tendency in yourself, depending on your sex.)

- *Step 6.* Talk neither too loudly nor too softly.

Talk to Mr. Mansard, not *towards* him.

Don't let your voice drop much, if at all, at the *end* of your sentences. Don't, on the other hand, keep your voice down to a monotone all through a sentence. Don't drag out your syllables too long, either, as happens when you use too wide a voice range.

- *Step 7.* If you are about to be introduced to a third person, Mr. Appletom, display no shyness or unwillingness, and never abruptly leave him. Beg him to excuse you, first. Release no anger nor rage in social or business company. Where you work, look down at no one inferior to you in position. Don't brag about how much money you make, as if showing-off that you are shrewd. Don't turn, with your tongue in your cheek, to someone else present and let loose a sarcastic comment about the conversation glutton among you. Seldom reply by nodding or shaking your head alone; whenever possible, speak with words instead.

- *Step 8.* Give the impression that you are trying to please others. But don't be physically familiar. Don't borrow personal property, unless you are in a dangerous emergency. Neither by act nor word appear selfish or miserly.

- *Step 9.* Don't march up to people already engaged in conversation and take over the stage with a big, booming voice. Don't elbow people out of the way, to intrude into a conversation circle. Don't interrupt others when they are talking, unless it is an informal group and everybody seems to be talking at once. Interrupt otherwise only when you have a specific reason for doing so, and beg the forgiveness of the person speaking. Be a good listener. Laugh derisively at *nothing*. But don't overdo pleasant laughter, nor laugh on every minor occasion. Don't purposely wound people's feelings. The Golden Rule is your best guide for good manners and conquering acts. *Do unto others as you would have them do unto you.*

- *Step 10.* Remember the Tenth Commandment: "Neither

shalt thou desire thy neighbor's wife, neither shalt thou covet thy neighbor's house, his field or his manservant, or his maidservant, his ox, or his ass, or any *thing* that is thy neighbor's."

• *Step 11.* Establish mutual rapport with the other person or persons. This is how: Never turn emotional during a discussion or a sales talk. Don't fawn and act like a beggar; but arouse no hostility either. If you are in business, don't push your product at your prospective customer and bombard him with a sales talk. Show attentiveness to his wishes, but no greediness. If you are a salesman, commence with small talk, then bring out your product. Establish and maintain rapport with the other person at least *several times* before you take your departure.

• *Step 12.* Bid him good-bye as heartily as you greeted him and walk away with the Winning Posture and Carriage.

Master these 12 Steps. Your business and social life will alter amazingly overnight. That is the aim of *The Laws of Mental Domination*.

THE 1000 PER CENT PROFITS THAT AWAIT YOU

You profit incredibly from the Laws because you are taught how to neutralize quickly the auras of others and to put their psyches in the right frame of mind to be influenced by you. You can then sway them to your way of thinking. You don't profit from it a mere 10 per cent more in your business or social life, but a full 1000 per cent more. And you do it *fast!*

If you hardly had a friend yesterday, within a month you could have so many friends and find yourself invited to so many social gatherings that you would have to refuse many. If you were a tragic business failure yesterday, you could be so deeply buried with business within a month or two that you would have to expand your business or hire more help. If you are a salesman, your sales commissions' growth could be *startling*.

The above is no exaggeration. You either DO or DON'T attract people. To be tolerated is NOT to attract people; you are not ostracized, that's all. To attract people is to be sought after. The same tactics that enslave *two persons* to you, will enslave *masses* of people to you.

It is likewise true in business. You are either a big business success, or you are not. No one is an *almost* business success. You can be a greater business success than you already are; but until you *are* a business success, you are a business failure, or you are rapidly becoming one.

IN FACT, 5000 PER CENT PROFITS—AND MORE

Men have invested \$2000 in a business, and grossed \$250,000 per annum within *four years* by applying sales secrets. There is no such thing as *gradually* becoming a tremendous success. Success is SUCCESS, mediocrity is MEDIOCRITY, and failure is FAILURE. In returns, each differs from the other like night and day. The failure not only makes no money; he *loses* time and money. The mediocrity reaps only an average return on his time and money. The successful reaps staggering returns on his time and money. The three are not in the same class. To climb from one to the other is no gradual process either. The gradual process consists only in the accumulating of capital for further expansion, for financing more research, or for amortizing the company debt. Once these are achieved, the leap from one stage to the other—in profits—is astronomical. The progress diminishes between leaps due to lack of sufficient capital for more titanic expansion, and to the lack of enough advanced research to bring out new or better products. It *does not* diminish due to the fact that success grows "gradually." You make a big leap, or a succession of smaller leaps. You won't climb slowly and gradually to the top. Fate does not rain success. It pours it!

So, get into action now and make MIRACLES COME TRUE with the Laws of Mental Domination.

*Four Ways to Use Mental Domination
to Add Pleasure, Wealth, Mental
Calm and More Years to Your Life*

EXAMPLE 1: HOW TO CONVERT BAD EXPERIENCES
INTO MOVING CAPITAL WITH
MENTAL DOMINATION

Almost everyone has suffered his share of bad experiences. To everybody, *his own* are the worst, and secretly or openly he yearns for sympathy for his sufferings. Once you learn the Laws of Mental Domination you don't waste time seeking sympathy. You analyze and dissect your bad experiences, instead, and capitalize on them. You waste no time on trials and tribulations that are no longer within your scope of action.

Don't turn pessimistic, of course, and shrug your shoulders over everything. A pessimist might spare himself some needless worry; but he won't get as far in life as he could, because he does not capitalize on his bad experiences. He tries only to forget them; he tries only to "stop worrying." To him, even reflection and analysis are "worry." All independent thinking, in fact, strikes him as "worry." Never seek the opinion of a pessimist or a cynic about anything serious. He is too stubborn and opinionated to give you valuable help, unless you sift his statements carefully.

The naive person is not much better. He reflects about nothing either, not because he tries to avoid "worrying," but because he delves into nothing deeply. He accepts as gospel truth anything and everything he reads in his favorite newspaper or magazine and scrutinizes nothing important thoroughly. He has cultivated intellectual laziness. He accepts his bad experiences philosophically and thanks fate that they were no worse. With that attitude he can never mentally dominate himself, except in a childish manner.

Still more pitiful is the morbid person who broods over his

bad past experiences and overexaggerates them. His friends—if he has any left—label him "psycho." He escapes his new, everyday problems by blaming them on his "tragic" past. At first, he draws sympathy, but people grow weary of him and consider him odd. He contributes no fun to a party or group, but seeks new listeners to absorb his tales of woe. He turns worse with the years and acquires a sour, antisocial visage. He loses the capacity to joke or smile. Hardly a soul can tolerate him, and he gets nowhere socially. Even his career suffers, unless he possesses remarkable skill at something that requires no direct contact with the public. His true potential is buried.

How to Make Your Idle Capital Pay

To master others with your mind, act like none of the above persons. View the past as having already occurred but still analyze it as if it *had just* occurred. If you were in business and lost money, figure out unemotionally why you lost it and be ready not to lose it that way again. Most people keep repeating the same mistake all their lives because they don't apply Mental Domination on themselves to analyze their past failures enough. They shut their minds to the facts that pain them, or to those which mystify them most. They blame the wrong reasons for their failures and return to the arena of life no better prepared to succeed than they were before. Or, in terror of losing out again, they stay out of the real arena altogether. The business failure will be afraid to start another business and will let new, ideal opportunities slip through his fingers. With Mental Domination, let your bad experiences become blessings in disguise.

Another way to capitalize on your bad experiences is to let them suggest inventions to you that would nullify the dangers they created. The man who suffered severely from traffic glare when driving invented driving glasses to cut down the glare but not obscure the vision. He is now a multimillionaire. He filled a need for something which many people use every day. He did not just

continue straining his eyes in everyday traffic and complaining to his wife and bullying her for sympathy. He mentally dominated himself to think of a way to put an end to his problem. He first devised many impractical solutions for it. When he discovered the practical one, he studied it from a commercial point of view. He has now reaped the rewards of his Mental Domination.

To profit commercially from your bad past experiences, don't overlook products that bring only fun and pleasure. A simple article or device, like a new suntan oil, can make you wealthy. If you have used the current ones on the market, you might have found them sticky and uncomfortable. Instead of cursing the sun or the oil (like the frustrated man), or quitting sun-bathing altogether (like the helpless man), use your Mental Domination and find a remedy to the situation.

Don't limit such remedies to *your own* bad experiences. Study Jack's or Jane's as well, if they have confided them to you, and seek commercial remedies for theirs. An inventor looks for new ideas to work on. His own bad experiences might not be typical enough to suggest a commercially profitable solution. He has to analyze the sales possibilities of his potential invention before wasting time on it.

Capitalize on your bad experiences, also, socially. The technique for a social gain, besides, may contribute to a business or promotional gain, because the same tactics can carry you up in business and in promotions. Analyze the causes for your major, past social failures and correct them with the particular Law, or Laws, of Mental Domination which erase them. If you failed to praise people enough, study more the Law of the Beguiling Statement. If you failed to impress them enough with your general aspect, study more the Law of Posture and Carriage (and Voice), and of Goliathan or Glamor Autosuggestion. If you failed to win their confidence quickly, study more the Overwhelming Gaze. If you showed envy or jealousy when you should not have, study more the Law about the Necessary False Front. If you forgot people too quickly after they parted from your company, and thereby en-

couraged them to forget you also too quickly, study more Kizuma and projecting the Thought-Commands.

*How to Prepare to Make This
Idle Capital of Your Past
Bad Experiences Pay*

Take pencil and paper and list some of your bad experiences. Start from as far back as you remember, and come down through the years. Don't overlook or underrate your childhood experiences. Many of these are more instrumental than your later experiences in forming your ultimate character and in weakening your power of Mental Domination. Psychoanalysis claims that your basic character is formed by the time you are seven; meaning that the experiences you live through previous to that age, contribute importantly to make you what you become. *The Laws of Mental Domination*, however, insists that if you pursue its teachings seriously, you can remold your character at any age. It may be more difficult to do so when you are older, that's all. As far back as Biblical times, unworthy adults have reformed and turned pious after witnessing religious miracles. St. Ignatius Loyola was a warrior and the spoiled brat of a rich nobleman—until he suffered a severe wound during a military campaign. The bad experience altered his character, and he was transformed into a devoted man of God. Prisoners have lived model lives after being set free.

The Laws of Mental Domination insists that, while you can still breathe, your character, your muscularity, and your health can be altered if you use Mental Domination on yourself to alter them. Keep listing, then, some of the bad experiences you underwent from childhood up. Jot down but a few words about each, so that you can identify them easily later. You will note that, the more such experiences you remember, the more you keep remembering, until experiences which you have totally "forgotten" bolt out of your subconscious mind.

Spend most of an evening recalling and listing your bad experiences. When you remember no more of them with reasonable

ease, halt. Next evening, you will remember still more of them with comparative ease.

Select, now, the first bad experience you listed and ruminate about it. Write your thoughts down, no matter what they are. If you have a tape recorder or a dictaphone, dictate those thoughts into it. But if you prefer just to introspect, then introspect alone. This exercise activates your memory amazingly. With it, you soon recall apparently forgotten incidents in your life which have exerted powerful influences on you and which have molded your character differently from what it might otherwise have become. By reviewing these "forgotten incidents" with the eyes of the more matured person which you now are, you automatically see different sides of them, especially the sides you missed when young or younger. If other persons were also involved in them, you may be astonished now at how sadly you misunderstood them at the time.

Using Mental Domination over yourself in this way will do wonders to round out your personality and to disinter your buried, natural personality. It will enable you to rectify your twisted mental directions and let you regain full control over your "locked up" talents.

EXAMPLE 2. HOW TO ACHIEVE PSYCHIC STOICISM—KARMA YOGA

The Yogis are masters of Karma Yoga—Psychic Stoicism. This is a necessary power for you to acquire, in part, in order to be a master of Mental Domination, for it brings you still greater mind-power and peace from worry and anxiety.

How to Acquire Psychic Stoicism

To acquire psychic stoicism, adopt—to a degree—some of the Yoga philosophy. Take life "philosophically." Don't let yourself become attached to, or take too seriously, the fruits of your labors. Work and create mainly from a love of work. Enjoy the game of

life itself rather than its prizes. Play the game with zest, but—unlike the Yogis and the mystics—also accept the prizes. But still see them as childish ends. What good is a mansion to live in, an expensive car to drive in, high-priced jewels to wear, and other pompous shows of wealth, if you can hardly enjoy a good meal because of stomach ulcers?

Fame, position, prestige—the world's cheap favors—are despised by the Yogis, who see them as the ephemeral bubbles that they are. The secret of non-attachment is the keynote of Karma Yoga. By non-attachment the Yogi does not repress all pleasure. On the contrary, he learns to enjoy *everything*. But while Jack or Jane believes that his or her happiness depends upon certain persons or things, the Yogi realizes that his happiness comes from within and not from any outside thing. He can, therefore, derive pleasure from circumstances which otherwise would bring him sadness and even pain. So long, the Yogi declares, as you are tied or attached to any particular person or thing, so that your happiness depends upon him or it, you are a slave to that person or thing. When you free yourself from every such hold, you become your own master and acquire within yourself an unfailing source of happiness. The Yogi does not stop loving others. On the contrary, he loves *everybody*—not just one person—all the more.

The Karma Yogi—The Practical Mystic

The Karma-Yoga philosophy might strike you as being a killer of initiative, but such is not the case. Who works harder, the man who works only for his wages, or the man who also loves his occupation? The best work is produced by men who love their tasks. The insatiable urge that drives an author to produce a great book, the artist to create a masterpiece, the musician to compose a haunting melody, the country's leader to pass a law he wants, will drive a man to succeed in any line in which he has the talent and the liking for. With such a man, work is for work's sake. That is the only pathway to outstanding achievement.

To master the Laws of Mental Domination, especially to

mentally dominate yourself in order to multiply your dynamic life-force, you become, to a degree, a Karma-Yogi, or a "practical mystic." The "practical mystic" is the person to be reckoned with in the material world. His detachment from the world brings him complete mystic invincibility. He is afraid of nothing; he is daring; he knows that his success and happiness depend upon no-one's help, that he will emerge safe and sound from the perils of life. He feels that he stands on solid rock—that he has the power of the Universe in back of him. The mystic invincibility endows him with superhuman strength and courage. He derives keen pleasure in performing a masterful task; thus, he does the best work of everybody. For the results of the work—for the reward and praise—he cares nothing. He can turn to another task with equal pleasure and forget completely the finished first task. He is absolutely free from all earthly influence. His mental domination over himself is inconceivably powerful.

Those who master Karma-Yoga do not cater to the pomp and vanities of life but become self-sufficient. Their wants are comparatively few; their tastes remain simple and they select few, but "better," things. Having freed themselves from the shackles of material life, they derive a joy in living which can only be described as being heavenly.

To summarize: Many goals to which men devote their lives bring them more misery than pleasure. They look to the goals themselves for happiness, instead of to themselves. The moment you pin your hope for happiness to an outside person or thing, you open the door to pain and unhappiness. No outside person or thing will satisfy all your inner longings. In the end, you are bound to be disappointed in him or it. And you should expect to be, for that is asking too much of any person or thing. Your utmost joy and satisfaction will result from your developing your own hidden powers as thoroughly as possible, and from caring for your health so that you can live long, free from pain and misery. Other people will like you all the more for it, too. Let *them*, in other words, seek happiness from *you*, not *you* from *them*.

Edward Carpentier said of love: "He who loves the mortal

creature, ending there, is no more free. He has given himself away to Death."

Exercises in Psychic Stoicism

EXERCISE 1. What are your primary lifetime ambitions? Write them down on paper.

Next, imagine yourself fulfilling those dreams in every way possible.

Ask yourself, now, what would you do then? How would you live, in contrast to how you live now? How would you pass your time? How would you expect other people to react to you? How do you think you would feel about the whole thing? If you were suddenly threatened with losing it all and tumbling back to your present way of life, how would you feel about it?

(Answer these questions on paper and don't lie to yourself in the least. Put down *honest answers*, even if they seem childish, impractical, and immature.)

EXERCISE 2. Suppose that 20 years have passed, and that none of these dreams have come true. Suppose that you are still just about where you are now in life, holding down the same job and living in the same place. Put down exactly how you would feel about it.

EXERCISE 3. Rewrite your answers to Exercise 1 as you *ought* to feel if you applied Karma-Yoga.

EXERCISE 4. Rewrite your answers to Exercise 2 as you *ought* to feel if you applied Karma-Yoga.

Note: Although there is no reason why you cannot make your dreams come true—to a practical extent, at least, with the Laws of Mental Domination—these exercises will develop in you the right attitude with which to meet unexpected failure or success. You can then reorganize your forces whenever necessary and make a comeback from a failure when you have to, or keep a sane head when successful.

EXAMPLE 3. ADDING PLEASURE TO YOUR LIFE
WITH MENTAL DOMINATION

To develop your sensitivity to its keenest, you have to stop any excesses of smoking or drinking. Fill your life with interests, so that you can't afford to lose a precious moment drugging yourself. Intoxicate yourself, not with liquor, but with the joy of watching your mind change day after day into that of the person you wished you were. Revel in the rapture of being freed, at last, from the frustrations of being misled into accepting yourself as a being inferior to what you could actually be, and burst forth into the superior person you were meant to be—and can be, with Mental Domination. Tearing yourself free from the rut of everyday living and escaping into a superior mental world, will relieve you of the need for seeking escape with artificial stimulants.

With Mental Domination over yourself you put an end to worry and confusion. It ends confusion by helping you find yourself and developing your "forgotten" talents. It ends worry by providing you with the confidence to face any situation in life and to solve it courageously. With mental domination your mind teems with new ideas. Hardly a day passes that you won't make a new social conquest and enrich your life without limit.

EXAMPLE 4. LIVE LONGER WITH MENTAL
DOMINATION

Your True Age

Who is *still* young, and who *isn't*, is *the* question that should be asked. Your age should NOT be how many years you have already lived, but how many years you *STILL HAVE* to live. Joe, who has 10 more years to live, certainly is younger than Donald who has only 3 more years to live, even if Joe has already lived twice as

long as Donald. It is a misconception to call you "old" because you have already lived so many years. Your organs may be older than those of Fred, but your future living potential may be younger than his. You should therefore not be called older than Fred, even if you are 55 and he is 40. You would be a *past* older man, since you have lived longer in the past than he; but you might also be a *future* younger man, since you might live longer in the future than he.

Condition yourself, with Mental Domination, to consider yourself always as being at least 15 years younger than you are. With the secret handed down from his long-lived, Yogi granduncle, the author has conditioned himself for years to see himself as being never older than 28—and to most people he looks little more than that. With Mental Domination, banish completely from your mind the grave-digging sentence, "I am getting older."

Longer Life with Mental Domination

Why will acquiring Mental Domination prolong your life?

Because you will adopt more intelligent living habits, and because your eternally wishing to live longer—in order to perfect yourself and accomplish what you aspire to—create an abnormal hunger for life in your body cells, an insatiable craving in them to exist longer and longer. Dying people live longer—sometimes even recovering altogether from that fatal danger and existing for many more years—simply by refusing to die or accept death, or by struggling fiercely against dying. (Sir Winston Churchill is a well-known case.) The mind has a tremendous effect upon the body. Mental Domination, besides, inclines you to feel that you *can* hold your own against the pressing hand of Death, and that will stimulate your whole being to ward it off.

Fatalistic philosophies teach you to accept yourself as you are. They overlook the fact that nobody knows what he truly is until he fully is developed mentally and in fine health physically. The man with poor eyesight should not give up reading, when with glasses or eye exercises he can acquire vision good enough to read

satisfactorily. He who is poor is foolish to accept poverty as inevitable. He who is a failure with the opposite sex is foolish to accept that as being natural to his (or her) make-up.

The Hunger to Live Longer

Nothing is hopelessly outside your reach, so long as it is worthy of acquisition and is not ludicrously impossible for you to achieve. For a gas-station mechanic to aspire to be crowned King of England may be ludicrous and probably impossible for him to achieve. But for him to aspire to be a wealthy gas-station owner, either through placing a much-needed car invention, or through a lucrative gas-station franchise, is not hopelessly outside his reach. Aspire to become something which you could become without the brain of a genius, in fact, and then use the Laws of Mental Domination to help you achieve it fast.

Ambition to convert yourself into a superior person and achieve your dreams, multiplies your eagerness to live longer, both to achieve these dreams and to enjoy the pleasures they will bring. Without that eagerness, you don't care how soon you die. You lose, in other words, some of the desire to live. You don't need to live day after day in mortal fear of death, but you should welcome each day as a positive advancement of your improvement, as a day which brings you still nearer to being a superior person. Instead of seeing yourself as "getting old" and passing your prime, see yourself growing wiser and keener. See your talents (including your "forgotten talents") developing more fully every day with study and practice. Become somewhat of a perfectionist in mind and body. A perfectionist never grows old. He is perpetually striving to improve himself and never accepts "old age" and decadence.

The Secret of Defying Death with Mental Domination

Your hair and skin might age, but your mind should not if you take good care of yourself; and your mind fills your body cells with the hunger to live longer. Mental Domination also helps you

to resist death longer by refusing to accept it. The will-to-live, as stated before, will help to keep you alive when nothing else will. The more you refuse to accept the idea of advancing age, and the greater your Mental Domination, the better you defy serious disease and live until a ripe old age. Be able to hang on to life until the very last thread, and to make every breath of it thrilling and satisfying.

By remaining creative and inventive until the very last, too, you remain "young." Invention and creation are the urges of the young. These urges—represented in Nature by Spring—keep your mind active, flexible, and constantly growing. They prevent you from stagnating and decaying and accepting the negative role in life. They draw desirable young people around you; the liveliness of your eternally active mind inspires them. Most important of all, remaining inventive and creative brings you an optimistic attitude towards everything you attempt. With your Mental Domination developed, you are a superior person and far ahead of your competitors. Optimism breeds originality, and originality breeds mental health and enduring youth by filling your mind with a wide variety of exciting thoughts. This makes you sought-after socially, which, in turn, blesses you with more mental health and more enduring youth. Nothing will age you faster than a pessimistic, diseased mind. The easiest and fastest way to prevent acquiring such a mind is to develop Mental Domination over yourself to prevent such a mind from taking possession of you.

Your very eyes display a youthful glow when your Mental Domination is developed. Your step takes on a briskness in the very joy of living. Your conversation fills you with enthusiasm, your body feels more alive, and your circulation improves. You are in charge of the situation now when with other people. You crawl out of the carcass in which you were incarcerated, like the spirit leaving the dead body and (if you believe in reincarnation) entering a new one.

Those who deal with you feel this youthful radiation bursting from all over you and are swept off their feet by it. This fills you

with still more confidence and satisfaction with your life, adding still more to your self-rejuvenation and to your hunger to live longer. Instead of waiting impatiently for you to expire, your family prays that you will live forever because you give them so much pleasure. That, again, adds still more to your self-rejuvenation and to your hunger to live longer.

MENTAL EXERCISES FOR STAYING YOUNG AND DEFYING DEATH

EXERCISE 1. The next time you feel very tired, for instance, after work or after a long walk or some other fatiguing exertion, cast off, with sheer Mental Domination, all feeling of weariness and imagine (until you feel it) that you are spry and vigorous all over again. Keep up this exercise for about 5 minutes.

EXERCISE 2. Repeat Exercise 1, but now pick up a difficult book and engross yourself in it as if you were fresh as a daisy.

EXERCISE 3. Repeat Exercise 1, but this time sit down and write a letter, or jot down a diary of your activities that day, or draw, or work on a design or invention.

Note: Do NOT extend these exercises longer than 5 minutes. Immediately afterward, drop on your bed or couch and rest for 15 to 30 minutes. Do NOT do them, either, when you are badly fatigued. Their purpose is not to strain you, but to *train* you draw upon your hidden reserves whenever you wish to, through Mental Domination.

If you are under a doctor's care, of course, do these three exercises only with his approval. You are expected to be in reasonably good health when doing them.

the world

Is Yours—After You

Master Mental Domination

Now that you have read and studied *The Laws of Mental Domination*, don't put them aside. Don't try to memorize them, but keep them readily available for immediate checking. Whenever you need something from them, turn to the Law and section that deals with it, read it again and use it. Every several months, reread the whole course, but do then only the exercises which you particularly want to do, or which you feel you did not practice enough at first.

So, you feel now like Rip

Van Winkle after he awakened from his 25-year sleep. The world looks as different to you now as it did to him then. No longer do you see yourself marooned in your little life's sphere, with little more ahead for you than a drudging life at the same job, business, or profession, and with only a few more interesting friends than you have at present. On the contrary, now you *can* convert that same job or profession into something exhilarating. You no longer need to stare mystified at the staggering successes of other men or women. You *know* now "how they did it." You no longer feel limited in your abilities to achieve your sensible life goals. With your Mental Domination developed, your mind can become *ten times* the mind it was before. You will dominate and fascinate others without rivalry; you will possess the speech to enslave people to you in business life, social life, and on the stage or platform. People will strain themselves to make your acquaintance, to be accepted in your company, to get you as their prize guest—so much so, in fact, that you will have to discourage them to a degree to retain any privacy. Your very presence will stimulate them no end. Younger people will pursue you as eagerly as the older, for you will seem old to no one, even at 80 or 90. Your optimism will be infectious and will revive other people's smoldering ambitions. You will be an outstanding leader without even trying to be one. You will also charm the opposite sex, both the young and the old. You will be truly born again—a new person altogether—a rare person all over.

Close *The Laws of Mental Domination* now—and step out into the world as THE NEW YOU.