



DARK LEVER

Akira Anzai

DARK LEVER

The Machiavellian Method on
Commanding Obedience, Subservience &
Loyalty

AKIRA ANZAI

Author of the Anzai Protocol

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PRAISE FOR THE DARK LEVER

“An exceptional treasure.” -*Aram Mikayelyan*

“Truly revolutionary. The Dark Lever goes against everything normal.” -*Dean Wong*

“(The Dark Lever) is the best book I’ve ever read.” -*Marek Jabloncik*

“Akira Anzai will show you powerful perspectives in convincing people who have options that they actually don’t. So, you become the only one they want to trust.” -
Drew Gillett

“Diabolical yet effective.” -*Mercere Baker*

“I’ve read Machiavelli’s The Prince more times I can remember. I studied Sun Tzu and wrote a paper on it. (But) the Dark Lever is the best book of its kind of all time.” -

James DePelisi

“With the Dark Lever in your arsenal, the world is your playground.” -*Roy Elmiraz*

“Simply sublime. Indoctrination, not persuasion!” -*Panashe Honzeri*

“Give me a lever and a place to stand, and I shall move the world.”

—Archimedes

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Zheng Yi Sao

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SOCIAL LEVER THEORY

Ψ

Human relationships operate on invisible Levers.

A man is powerful when he has leverage over other men.

A man is weak when other men have leverage over him.

These unseen levers forge the social strata, the pecking order of humans, a hierarchy of status among men.

This book shows you how to cast a Lever on another man so you have power over him.

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Exordium.

CHAPTER I

STURGEON'S LAW



**eddy Sturgeon was a science fiction author
in the 1950s.**

Once, he gave a lecture at the New York University about writing. There, a heckler stood up and shouted,

“Ninety percent of science fiction is crap.”

To which, he retorted,

“Not just science fiction. Ninety percent of *everything* is crap.”

That became what we know today as the Sturgeon's Law.

It's true, because think about it. Nine out of ten things *really* are crap.

Cars, cheese, mojitos, football teams, YouTube videos... you name it. Most things are not worth buying, eating, drinking, watching.

The Sturgeon's Law applies to everything... including books.

90% of everything ever published is crap. There's so much mediocre writing out there that when you pick up a book, there's a 90% chance it's rubbish.

I mean, you've experienced this before, right? Have you ever read a book and you felt you wasted your time? Yes?

Now, here's the thing...

Sturgeon's Law implies there's a 90% chance that *this* book is crap.

Here, I'll make the case that the Dark Lever belongs to the exceptional 10%.

It's original, it's different, and it will worth your time.

And yet, you know what? It's smart to be skeptical. In fact, I want you to be skeptical.

Because I've wasted enough time on humdrum persuasion books that I don't want you to waste yours.

And so, it's 100% on me, the author, to prove to you that this book is worth a read.

Here I go.

What's the Dark Lever?

Well, it belongs to a genre that has many names.

Persuasion. Influence. Manipulation.

And it divides further into subgenres like seduction, negotiation, propaganda. Even mind control.

There is an umbrella term that covers everything—*social power*.

Wielding social power means exerting your will on another person, making him do what you want him to do. It's not just about changing his mind. It's the shaping his beliefs so he behaves according to your wishes.

Dark Lever is about social power.

In this book, I'll teach you how to exert your will on another person (whom we lovingly call the *mark*)—so he surrenders to your dominance and authority.

Once you've got the Dark Lever cast on your mark, he'll be under your control. He'll obey. And importantly, he'll do it out of free will. You won't need to coerce him, or threaten him with violence.

Now, here's the question.

All other books on social power promise dominance, authority, control and obeyance. What makes the Dark Lever different?

And you know what, as it turns out, to be different has been really easy. Why? Because more than anywhere else, the social power genre overflows with crappy, recycled content.

New ideas are a rarity on this topic. Books on this topic are unfailingly regurgitative—the copy of a copy, rehash of a rehash...

...and if you trace everything back far enough, you'll reach the origin where it all started:

Influence: The Science of Persuasion.

If you're an enthusiast in social power literature, you'd have read this book, written by Robert Cialdini, the supreme wizard of the genre, the Grand Poobah, the high priest of the field.

His unassailable academic reputation notwithstanding, Dr Cialdini is a pleasant and likeable person. I've met him, and I think he's fab.

And yet, despite his near universal acclaim—his work absolutely and positively misses the point. And this book is the proof.

Sturgeon says 90% of everything is crap. This holds true in the social power genre, because 90% of everything is a rehash of Cialdini.

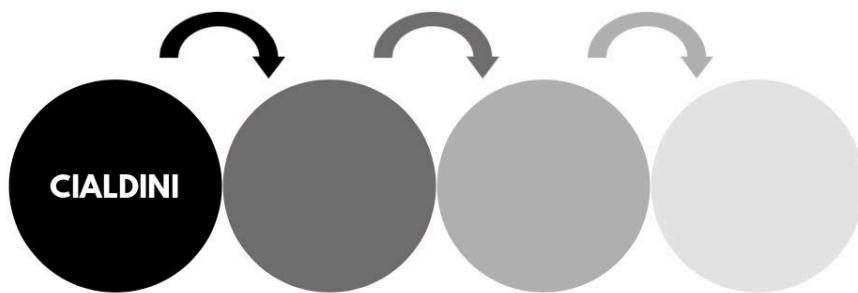


Figure 1. Almost every book in this genre is a copy of a copy of Robert Cialdini's book

Benjamin Disraeli wrote—

“Books are fatal; they are the curse of the human race. Nine-tenths of existing books are nonsense. Clever books are the refutation of that nonsense.”

The Dark Lever is the refutation of Cialdinian persuasion. We are the iconoclastic 10% that contrasts the mainstream, rehashed 90% that fills the social power knowledge universe.

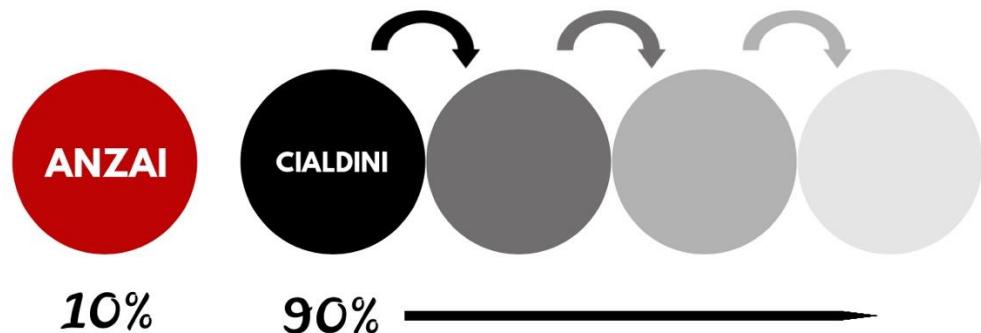


Figure 2. The Dark Lever is the 10%

This is a bold claim, I know. And as you will see, I am going to back up every word of it.



THREE TAKEAWAYS

1. Sturgeon's Law states that 90% of everything is crap.
Therefore, 90% of all books are crap.
2. Mainstream persuasion books are crap because they all copy Robert Cialdini.
3. This book is the other 10%.

CHAPTER II

INDOCTRINATION, NOT PERSUASION



hat makes Dark Lever different?

This—

The Dark Lever (and the rest of the Anzai Protocol) are not about persuasion. It's about *indoctrination*.

Indoctrination? Persuasion? What are the differences?

Well, there are a few. But before we talk about the differences, let's first talk about the one similarity they share.

Persuasion and indoctrination are ways to reach the same goal—to gain social power. Both are about exerting

your will on a person, shaping his thinking and behavior to conform to your motive.

But that's where the similarity ends. The goal is the same, but how we reach the goal is where we are different.

Ask any Cialdinian about how to persuade and he'll answer this way.

Be friendly (*likeability*).

Bribe him (*reciprocity*).

Show him you're the boss (*authority*).

Appear popular (*social proof*).

Make him sign a form (*commitment*).

Threaten to take things away if he doesn't comply (*scarcity*).

And if we put it that way, the weaknesses of conventional, Cialdinian-style persuasion are obvious, right?

We are wary of people who appear too friendly.

We dislike being indebted to others.

Many despise authority and understandably so; after all, who enjoys getting bossed around?

People like to carve their own path and not be a sheep.

I hate commitments; I want to be free.

And finally, you can threaten to take things away from me. But the point is moot if I never wanted those things to begin with.

That's not all. Here's the biggest flaw of the Cialdinians:

People see right through them.

Do you get that slimy used car salesman vibe from people trying to persuade you? I do. Because like me, your guard goes up, right?

And because everything the persuader says goes through your BS detector, he gets nowhere. That's why two-bit mainstream persuasion fails.

Cialdinians will never know this, but we Anzaians do: you must never *appear* to be persuading your mark.

Because real power comes from undetectable influence.

We are not the same as Cialdini's mainstream, overt, over-exposed conventional style of persuasion.

We never persuade. We indoctrinate.

Because unlike Cialdinians, we Anzaians take a different path.

You already know how people have intuitive filters that block most Cialdinian suggestions. To bypass those

filters, we use indirect suggestions that are invisible to the human mind.

And because these work on the subconscious level, they are impossible to filter out.

Not only that, our approach is one of temptation, not coercion. Instead of forcing compliance and commitment, you play on your mark's desires and biases to guide his thoughts.

**Real power comes
from undetectable
influence**

As you can now see, indoctrination is not even in the same ballpark as persuasion. While we may have the same goals, there are differences.

First difference, the *method*. The Cialdinian approach is blatant, obvious, in-your-face. Anzaians are subtle, covert, subliminal.

Second difference, the *intensity*. Cialdinian persuasion is as mainstream as it gets. It is safe, light and politically correct. You can read Robert Cialdini's books on the subway and nobody bats an eyelid.

The Anzaian is anything but safe. *Practitioner of the dark arts of indoctrination* is not something you want to put on your LinkedIn.

**Indoctrination is
different from intensity
in its method and
intensity**

In the
Anzaian world,
decorum and

political correctness go out of the window from the get-go. And, as you will soon discover within these pages, you will encounter the true nature of humans—

Animalistic, brutal, and depressingly unmerciful.

“We may be human, but we’re still animals.”

—Steve Vai

The Dark Lever is the ruthless exploitation of the flaws of the human psyche, social conventions be damned.

At this point, I’ve got to warn you. Learning this knowledge makes for a pretty dauntingly intense experience. It’s not for everyone.

People ask me:

“Is this immoral?”

No. *Amoral* is the word you’re looking for.

“Can it be used to hurt people?”

Yes, absolutely.

“Then, Akira, why are you teaching this?”

Answer in the next chapter.



THREE TAKEAWAYS

1. Real power comes from undetectable influence.
2. Humans behave like animals.
3. The Dark Lever is the exploitation of the human's animalistic behavior.

CHAPTER III

THE VEGETIUS PARADOX



**Vegetius was a general in the Roman Empire
in the late 4th century.**

He wrote *Epitoma Rei Militaris*, a rare book on the Roman military that had survived from antiquity.

In it, he had lamented the deterioration of the Roman army, foreshadowing the empire's demise in 476 AD. The soldiers had grown lazy and complacent during times of peace. The prolonged inertia had atrophied their physical and mental abilities to face attacks.

The antidote? Get ready for war, even if there's no threat of one.

Vegetius wrote—

“Igitur qui desiderata pacem, praeparent bellum. Let him who desires peace prepare for war.”

We now know this maxim as the Vegetius Paradox—if you want peace, prepare for war.

War is not merely kinetic. In fact, most wars are psychological. And psychological wars are fought hidden from the naked eye.

There is an invisible battle for your mind. You don't see it, but it happens with everyone you meet, every day. Everybody is furthering his own interests by exerting power over everyone else.

“You may not be interested in war, but war is interested in you.”

—Leon Trotsky

Hadrian was a Roman emperor who lived about 300 years earlier than Vegetius.

During his reign, Romans enjoyed an era of happiness, tranquillity and prosperity. Historians called it Pax Romana—Latin for Roman peace. There had never been a longer period of peace in human history, ever.

These two hundred years of peace and flourishing was because of Hadrian's realist decree:

Peace through strength or, failing that, peace through threat.

Your enemies will think twice about attacking you if they think you will fight back. Thus, if you want peace, you must prepare for war.

“Speak softly, and carry a big stick.”

—Theodore Roosevelt

The Dark Lever is designed to be adversarial. You can use it as a bugbear to terrify anyone into obedience. Alternatively, you can also use it for defense. By understanding it, you inoculate yourself from nefarious attempts to indoctrinate you.

Now, many may be frightened by the dangerous aspects of this knowledge. But here's the thing. The utility of knowledge has nothing to do with the question of right or wrong.

Don't harm anyone unless it's to defend yourself, or if your mark deserves it

A chef could use a knife to cut sashimi from raw fish. Or, he could use the same knife to stab someone in the neck.

The same goes with the Dark Lever. You can use this knowledge for self-protection. Or, you can play offense and cast the Dark Lever on someone.

The only thing that matters is if your intentions are good and your cause is honorable.

Now, to my detractors who claim I'm leading people down the wrong path—

Imagine you are the leader of a country. A hostile neighbor
is building an

**You can master the darker
side of power without
corrupting your soul**

arsenal of nuclear missiles, pointing at you. How will you react? The question of morality will never arise when you are on the brink of a nuclear wipe-out, will it?

Sure, you can do evil things with what you're going to learn from me. Or, you can be an Anzaian practitioner with honor, virtue and dignity.

The Dark Lever (and the Anzai Protocol) is amoral, and yet we can acquire the knowledge and still do the right thing. Don't harm anyone unless it's to defend yourself, or if your mark deserves it.

The choice of what to do with this knowledge is yours. Choose wisely, but understand: you can master the darker side of power without corrupting your soul.

In any case, remember the Vegetius Paradox—

If you want peace, you must prepare for war.



THREE TAKEAWAYS

1. For peace, prepare for war.
2. You may not be malicious, but you will create enemies if you do something worthwhile.
3. Never use this knowledge to harm anyone, except on someone bent on harming you.



The Dark Lever.

lever /'li:və'/ noun

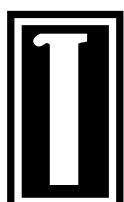
An idea or action you can use to make people do what you want them to do, rather than what they want to do (*Collins Dictionary*)

A means of exerting moral pressure (*The Concise Oxford Dictionary*)

Something you use, often unfairly, to persuade someone to do what you want (*Cambridge English Dictionary*)

CHAPTER IV

THREE STORIES



I am going to start by telling you three stories.

The first story is about Tommy.

Tommy is a worker at the stone quarry. And he has been working there since his teens.

Tommy hates his job. The pay is poor and the quarry owner treats him like crap. His chest hurts from inhaling dust and debris every day for years. He wants to quit.

Tommy has a two-year-old toddler, Amy. If he doesn't turn up at the quarry, he doesn't get paid and Amy goes hungry.

The quarry owner has the Lever on Tommy.

The second story is about Walmart.

With about \$570,000,000,000 in annual revenue, Walmart is the biggest company in the world. It serves 250,000,000 customers a week—ten times the population of Australia.

The recipe for Walmart's success? Low prices. You will typically find things at Walmart cheaper than any other retailer.

This begs the question—how could Walmart do this but its competitors can't?

Answer—it forces its suppliers to cut their prices to the bone.

The deal is simple. If you want to sell at Walmart, you have to sell at the price they tell you, your margins be damned. If you disobey, you will face delisting—a death blow to almost every supplier.

Walmart has the Lever on its suppliers.

The third story is about John Perkins. Perkins is an economic hit man.

Economic hit men (EHM) are professionals employed by superpowers like the United States to infiltrate developing countries. In his book *The Confessions of an Economic Hit Man* (2004), Perkins exposes how EHMs like him would attack a third world country.

And this is how they do it. First, invent a destructive project in the target country. Then, grease the wheels with money from the World Bank. Finally, bribe the country's leaders into silence and obedience. And if that fails, blackmail.

The project implodes. And as the victim country sinks in debt, the US rides in on a white horse to bail it out. With the bailout comes subservience and loyalty—a *de facto* takeover of the country.

In 1974, Perkins took part in a grand EHM scheme to take control of Saudi Arabia.

At that time, the Saudi royal family was facing threats from all sides. A deal was then brokered. In return for military protection, the Saudi King agreed to price the country's oil in US dollars. This birthed the petrodollar system—the backbone of United States' status as a global superpower.

And because the world runs on oil, the demand for American dollars shot up.

If a poor country doesn't have much dollars to buy oil, it's fucked. This opens the way for EHM^s like Perkins to come in and flush it with valuable dollars.

The money, of course, isn't free. In exchange for financial support, the country would have to capitulate to the supremacy of the United States empire.

The United States has the Lever on most countries in the developing world.

CHAPTER V

THE DARK LEVER



he Dark Lever is an unfair advantage over your mark—something that makes him do what you want out of free will.

In the first story, the owner of the quarry has the Lever on Tommy.

Tommy needs money to feed his daughter. And so, he comes to work even as he risks inhaling deadly fumes at the quarry. And he does it out of free will.

In the second story, Walmart has the Lever on its suppliers.

Despite getting squeezed, they still continue to sell through Walmart. After all, making a little money is better than no money. And they do it out of free will.

In the third story, the United States has the Lever on Saudi Arabia.

The Saudis agree to price their oil in dollars for protection. Every country that needs oil will need American dollars. This lets the United States the muscle its way across the globe.

In the three example, notice one important thing—no persuasion needed.

Once the Lever is cast, the job is done. Because unlike Cialdinian persuasion, ongoing coaxing is unnecessary.

As long as the Lever sticks, the mark behaves. He obeys. He is indoctrinated to the caster of the Lever.

Indoctrination, not persuasion.

A fractal is a pattern that repeats at different scales. It's a universal law of nature¹.

¹ Fractality is a phenomenon that is prevalent in nature, and a salient feature of the human psyche. Fractionation is another example of a psychological occurrence that exhibits fractality. I have first demonstrated this in a study I published inside Shogun Method X (Chapter One. Fractionation: Fractality)

Indoctrination is fractal.

In the first story, an individual indoctrinates another individual.

In the second story, a company indoctrinates another company.

If you want power, you must indoctrinate, not persuade

In the third story, a country

indoctrinates another country.

Indoctrination is a law of nature that governs how humans form relationships. Social power grows out of the barrel of the gun of indoctrination.

If you want power, you must indoctrinate.

INDOCTRINATION THROUGH INTIMIDATION

The Dark Lever is but one method of indoctrination—

Indoctrination through intimidation.

Niccolò Machiavelli wrote in *The Prince*—

“It is much safer to be feared than loved because... love is preserved by the link of obligation which, owing to the baseness of men, is broken at every opportunity for their advantage; but fear preserves you by a dread of punishment which never fails.”

Better to be feared than to be loved, said Machiavelli, *for the dread of punishment pains men more than the loss of love.*

We have seen this throughout history.

Sovereigns control their subjects with the threat of punishment and death. Imperialists dominate, conquer and enslave with the whip, the pillory, the gallows. Even Jesus had said, *I have not come to bring peace, but a sword.*

Here's the good news.

Because indoctrination is fractal, what works for kings and conquerors will work for you. There is a difference, though. Instead of building empires, you will indoctrinate one man at a time.

**Better to be feared
than to be loved**

You can, of course, repeat the process to create a following, a group of devotees, a cult. But the Dark Lever is ultimately the method of indoctrination of a singular man.

THE SOCIAL LEVER THEORY REVISITED

There are two ways you can make a man obey you.

First, you can offer him money. That was what the quarry owner gave Tommy in exchange for his labor.

Second, you can offer him security. That was the deal the Americans brokered with the Saudis—safety for obedience.

This carrot-and-stick approach to indoctrination can be effective, but it's primitive. What I'm going to show you is a superior method to indoctrinate. You

Indoctrination is a game of psychology, the psychology of Levers

won't have to bribe your mark or threaten him with violence.

With the Dark Lever, indoctrination is a game of psychology, the psychology of Levers.

Recall the Social Lever Theory—that human relationships operate on invisible Levers.

A man has power from the leverage he has over other men.

A man is weak when other men has leverage over him.

These unseen Levers forge the social strata, the pecking order of humans, a hierarchy of status among men.

This book shows you how to cast a Lever on another man so you have power over him. The *dark* Lever.

You will find your mark's deepest secret as a Lever against him.

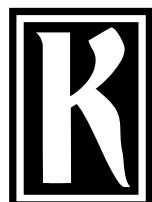


THREE TAKEAWAYS

1. If you want power, you must indoctrinate.
2. The Dark Lever is indoctrination through intimidation.
3. To indoctrinate another man, find his deepest secret and use it as a Lever against him.

CHAPTER VI

SHARE OR DIE



eeping secrets is unnatural.

Why?

Because as social beings, our instinct is to share with others what we know and have. Keeping secrets runs against this instinct.

Where does this sharing instinct come from?

It's how humans survive as a species. And it harks back to our cave-dwelling days.

Cavemen were stronger in groups.

One caveman could hunt a rabbit for dinner. Ten cavemen could bring down a woolly mammoth and feed the group for months.

Twenty cavemen could protect their food from pillage. Fifty cavemen could attack rival tribesmen and plunder their food stock.

Group size
multiplies the odds of
survivability by orders

**A man's survivability
depends on how much
he shares**

of magnitude. Humans in groups live longer because they could work together to get food and ward off attacks.

But that's not all.

In a group, the man who can provide the most resources rises to be its leader.

Anthropologists call this the *capability for provision*.

Every man gets his capability for provision tested through a showing of physical strength and mental acuity.

This is why the earliest kings in history were philosopher warriors. You need both physical strength *and* intellectual prowess to rise to the top.

Truly, where the man ranks in his group depends on how much labor and knowledge he could contribute.

Life comes at you fast if you couldn't provide. A

**You need both
strength and intellect
to rise to the top**

deadbeat caveman faces the banishment from his tribe, which usually spells his end.

Because on his own, he'll get mauled by the mountain lion or speared by rival tribesmen, if he hasn't died from hunger yet.

And this has been the brutal reality that we humans have faced for hundreds of thousands of years. Our survivability as a species burned this one simple rule into our collective minds—

Share or die.

Keeping secrets goes against this rule; it is a manifestation of selfishness. That's why keeping secrets puts us ill at ease, because it's against human nature.

Your mark has a secret, and he's dying to get it out. You're here to help him do that—to his cathartic relief, and to your advantage. Human nature is on your side.

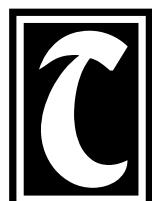


THREE TAKEAWAYS

1. If you want power, you must indoctrinate.
2. The Dark Lever is indoctrination through intimidation.
3. To indoctrinate another man, find his deepest secret and use it as a Lever against him.

CHAPTER VII

THREE MAXIMS OF HUMAN NATURE



here are three maxims or laws that govern human nature.

The first maxim is *human have secrets*.

There are things we want to keep to ourselves.
Exposing these secrets could lead to disastrous consequences.

The second maxim is that *the natural state for humans is to be secret-less*.

Keeping secrets is unnatural. As social beings, we have the instinct to share, to contribute, to provide.

The third maxim is that *humans will divulge their secrets under the right circumstance.*

You want to uncover your mark's secret to use as a bargaining chip to secure his obedience and goodwill. But there's another reason you're doing this.

It's because it creates a bond between you and your mark that transcends mere friendship. Indeed, sharing of secrets is the ultimate indicator of trust.

You can place everyone you know inside the Concentric Circles of Trust—

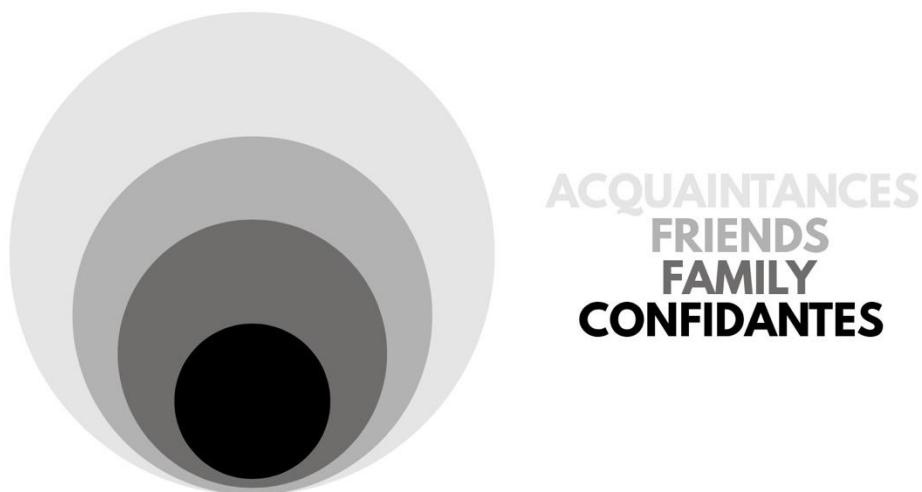


Figure 3. Concentric Circles of Trust

Acquaintances are people you know, but may not count as friends. These are most of the people you work with.

Some neighbours. Someone you meet sometimes, like the barber or your favorite barista.

Family and friends are self-explanatory.

Confidantes are people in your inner circle. They are the people you confide in and share privileged information with.

A Confidante may not be family or even a friend. You may tell certain things with a Confidante that you wouldn't be with a family member or a friend.

You want to be your mark's Confidante, someone inside his inner circle of trust. How do you do this?

By getting your mark to share a secret.

It's like the ticket to admission into his circle of Confidantes. And once you're in, you're in.

And here's the trick to get in: get the mark to share a secret, even a small one. Because when he sees you as a Confidante—not just a friend or a mere acquaintance—more secrets will flow.

Once you are in, you're no longer looking for minor secrets. You're in the hunt for *skeletons*.



THREE TAKEAWAYS

1. Three Maxims of Human Nature. First, humans have secrets. Second, the natural state for humans is to be secret-less. Third, under the right circumstance, humans will divulge their secrets.
2. People share secrets with their Confidantes.
3. You want skeletons, not minor secrets.

CHAPTER VIII

SKELETONS



emember, you don't want lightweight secrets. You want the *skeletons*, the secrets they hide in places they hope nobody finds.

What are the examples of skeletons?

Here are some—

Acts of revenge on someone who has wronged them.

Violent or otherwise.

Thoughts of exacting revenge on someone who has wronged them.

Coveting someone who is not their partner.

Sleeping with someone not their partner.

Drug addiction.

Sex addiction.

Paid sex addiction.

Pretending to like someone to get favors from him.

Hating a family member.

Hating a co-worker.

Wishing ill on a friend or family member.

Begrudging the success of a friend or family member.

Lying about someone to hurt him.

Lying to get what you want.

Thoughts about hurting someone who has rejected them.

Been sexually assaulted.

Sexually assaulted someone.

Sexually assaulted a minor.

Had an abortion.

A death in the family, possibly linked to a shameful event.

Committed fraud, like lying on a resume.

Scamming a friend or family member.

Cheating their employer.

Theft.

Been to prison.

Had a restraining order.

Had a DUI.

Committed juvenile crimes.

Have deviant sexual habits: incest, bestiality, paedophilia.

Have forbidden religious or spiritual beliefs.

Apostasy.

Bigotry.

Misandry or misogyny.

CHAPTER IX

THE GOOD, THE BAD, THE UGLY



larm bells. I hear them.

“But Akira, using someone’s secrets to make him do what you want... isn’t that blackmail?”

No, and I’ll give you two reasons. Here’s the first—

You never say to your mark, “Do this, or I’ll tell everyone your secret.” (And yes, if you do that, that would be blackmail. So, don’t.)

Rather, it’s the unspoken threat that inflicts the dread of imagined consequences on your mark.

It's implicit. It's insinuating. It's intimidating. But it's not blackmail.

Second reason: you will never act out on the threat of divulging the secret.

The paradox of the Dark Lever is that once you expose

**It's the unspoken threat
that inflicts the dread of
imagined consequences
on your mark**

the secret, you will destroy the Lever. Because once the secret is out, there is no reason for the

mark to obey you any longer.

But, here's the thing. If your mark knows you will never carry out the threat, the whole thing is moot, right?

And you are correct. Your mark, for that reason, should never know your intention to cast the Dark Lever on him².

“OK, the Dark Lever is not blackmail. But it certainly doesn't sound very ethical.”

² In the Anzaian lexicon, we call this the Second Requisite—mask your intentions. Read more on the Three Requisites at <https://akiraanzai.com/three-requisites/>

This is why I asked you to suspend any moral judgment in Chapter 5. Detractors accuse Anzaians of spreading wickedness by teaching others to do bad things. I can understand why they think that.

But you're smart, and so you already know this. We're not naïve people living in a utopia where everyone loves and makes peace with one another.

To quote Thomas Hobbes, *bellum omnium contra omnes*. The natural state of humans is war of all against all.

It's a jungle out there. If you're not the hunter, you're the prey. Which one do you want to be?

"So, Akira, should I use the Dark Lever then?"

Well, it depends. This knowledge is not for everyone.

Let's be real. The fewer people know about this, the better it would be for us Anzaians. But that's a selfish stance to take, and so what I'll do is to show you every side of the story—the good, the bad and the ugly. In the end, the decision to jump into the Anzaian rabbit hole is yours.

The Good-

The biggest strength of the Dark Lever is its indoctrinative nature. Cast the Dark Lever once, and as long as it sticks, the game is over (and in your favor).

The natural state of humans is war of all against all

And unlike Cialdinian persuasion tricks that work situationally (you need to persuade your mark repeatedly under different situations), the indoctrinative effect may be irrevocable. As long as the Lever stays cast, indoctrination remains.

The Bad-

It's hard.

Unlike flimsy persuasion trickery, indoctrination dig deep into the human psyche. The Dark Lever is not a magic bullet. And like any worthwhile knowledge or skill, it demands diligence and effort to master.

This sounds politically incorrect, but it's true—the study of human indoctrination is not for those of inadequate intellect or drive.

The Ugly—

In the hands of the malicious, the Dark Lever may be abused, usually as blackmail.

Throughout history, indoctrination has been the mainstay of tyrants, dictators, oppressors, all-round bad hats. With the Dark Lever (and the Anzai Protocol), we are reclaiming it for the good guys.

Knowledge is knowledge; there's no right or wrong about truth

Now, you've seen all the arguments for and against this knowledge.

Which side are you on?



THREE TAKEAWAYS

1. The Dark Lever is not blackmail because the threat is implicit and never carried out.
2. Unlike conventional persuasion, once the Lever is cast, it sticks.
3. You can use this knowledge for good or bad. What matters are your intentions.

CHAPTER X

THE ANZAIAN'S CREED



ecision time.

Before you continue and see how deep the Dark Lever rabbit hole goes, you must pledge to obey the Anzaian's Creed—

Render your mark his just due.

Do not use this knowledge to harm anyone unless to defend yourself, or if your adversary deserves it. Never use the Dark Lever for injustice.

Will you agree to obey this precondition?

Continue only if you do.

ZHENG YI SAO

Imagine the most successful pirate in history. What comes to mind?

Perhaps you'd picture a swashbuckling Long John Silver sporting an eye patch with a wisecracking parrot perched on his shoulder...

...or, Sir Francis Drake, the seafaring rascal who amassed a fortune equal to \$145,000,000 in 2021 dollars. Not only that, the queen of England even knighted and made him a navy admiral.

Impressive, yes? But guess what? Neither of these two men could hold a candle to **Zheng Yi Sao**.

Zheng was a pirate queen who, at her peak, had commandeered 400 ships and 50,000 pirates in the South

China Sea. Yes, the most successful pirate in history was a woman.

Born in 1775 in Guangdong, China as Shi Xianggu, she grew up poor. When she reached teen hood, she was forced to work as a prostitute on a floating brothel. There, she soon gained a unique skill that changed her life forever.



Figure 4. Zheng Yi Sao as depicted in A History of Pirates of All Nations (1896)

In 1801, pirate Zheng Yi's galactic fleet raided the harbors of Guangdong. During the raid, Zheng Yi jumped onto the floating brothel, grabbed Shi Xianggu and asked her to marry him.

Nobody expected him to do this. After all, why would a rich, powerful pirate want to wife a prostitute?

Zheng Yi was no fool. He knew Xianggu had a skill that would enable him to continue lording over South China Sea.

Marrying Zheng Yi, Xianggu adopted the moniker Zheng Yi Sao, or the Wife of Zheng Yi. In 1807, her husband Zheng died and Zheng Yi Sao took over the reins of his naval empire. With a soaring ambition powered by shrewdness and acumen, Zheng Sao waged wars against the Chinese, British, Portuguese and Dutch imperial fleets—and won them all.

So, what was this unique skill that had worked wonders for Zheng Sao?

Her prodigal ability to extract secrets from anyone.

Plying her trade at the brothel, she discovered an intriguing behavior among her clients.

Following sex, instead of rolling over and sleep, some men would prefer cuddling up and talk. And they would tell her everything—personal thoughts, intimate secrets, incriminating information—things they keep a tight lid on elsewhere.

Scientists call this sexual afterglow—a time of intensified emotional connection following sex. Post orgasm, the body releases oxytocin, or the bonding hormone, into the bloodstream.

Oxytocin relaxes you, removing your inhibitions and hampering your sense of danger. In that small window of time, you are at the mercy of the woman you orgasmed with.

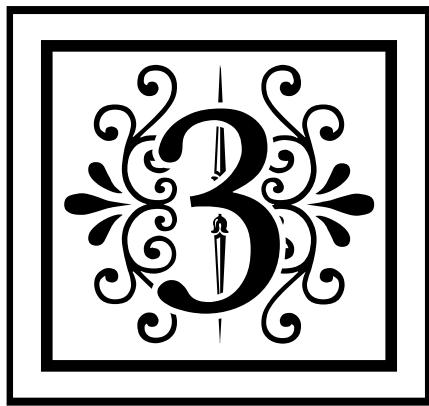
As Xianggu grew in popularity as a prostitute, rich and powerful men had sex with her. She soon held the secrets of the Guangdong elite, exploiting them for money and power.

With Xianggu (now known as Zheng Yi Sao) in flank, he created a confederacy of 70,000 pirates under the power couple.

In 1810, Zheng got hit by a series of disasters. The Portuguese and British navy demolished a large part of her fleet. She suffered more blows as some of her followers defected to the rival Black Flag faction.

Realizing her time was up, she surrendered to the Chinese government. The Guangdong governor pardoned her, allowing her to keep her wealth onshore.

Unlike most of her notorious pirate counterparts, Zheng Yi Sao lived a happy and peaceful life in old age. She died in 1844.



The REEL Method.

CHAPTER XI

THE REEL METHOD



ince you are here, I am presuming you have made the promise. Welcome. It's now time to dive into the nitty gritty of the Dark Lever.

There are two parts to the strategy. The first is the part where you extract your mark's secret. The second is to use the secret as a lever to command his obedience.

Under the right conditions, you can get anyone to expose his secrets to you³. Your job is to engineer those conditions—using the three-stage **REEL** Method—Recon, Engage and Lever.

³ The Third Maxim of Human Nature.

THE REEL METHOD

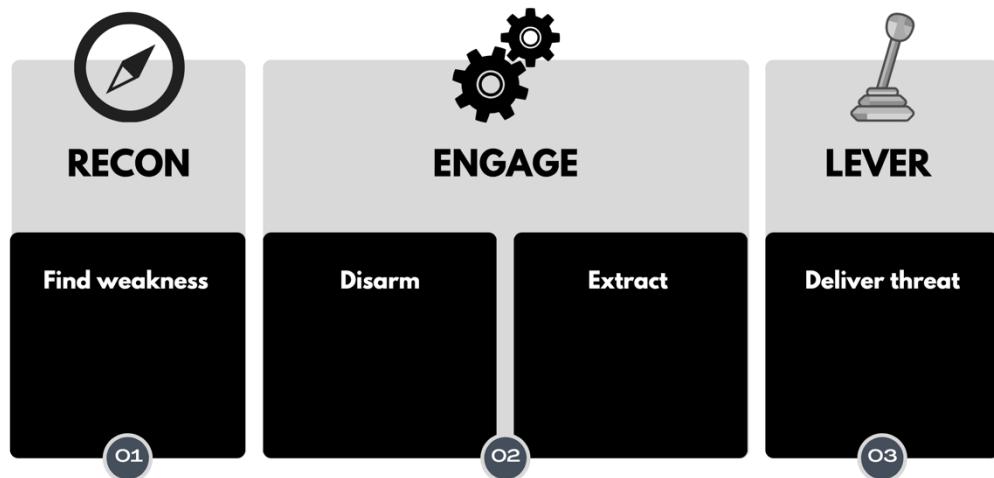


Figure 5. The REEL Method

RECON STAGE

Recon is the reconnaissance stage. Here, you will understand the mark's psyche and develop his profile.

With your mark's profile, you can predict his emotional vulnerability. We call this his *Dim Mak*—the psychological weakness you exploit to lower his guard and gain his trust.

Your mark's Dim Mak will be the centerpiece of your plan of attack.

ENGAGE STAGE

Engage is where you interact with your mark to unlock his secrets.

The first step in the Engage stage is to disarm your mark. Open the interaction with *Contextual Flattery*. Then, targeting his Dim Mak, affirm his values and beliefs with *Value Elicitation*. Build deep trust by mirroring his behavior (*mimicry*) and using cold reads (*Barnum Statements*).

The second step in the Engage stage is to extract his secrets. Here, you have three tools in your arsenal to compel your mark to expose his secrets to you.

The *Wrong Statement* is a reverse psychology trick that prods the mark to correct your strategic error, thus sharing his secret.

The *Deliberate Pause* creates subconscious tension that pressures the mark to carry the conversation.

False Secrets create a *quid pro quo* situation where you will share a made-up secret to exchange for a real one.

The two steps in the Engage stage—Disarm and Extract—are circular and iterative.

Spend the bulk of your time Disarming your mark. Then, gently probe for his secret with an Extract technique. Pivot back to Disarm to build more rapport. After that, get into Extract mode again with another probing technique. Repeat.

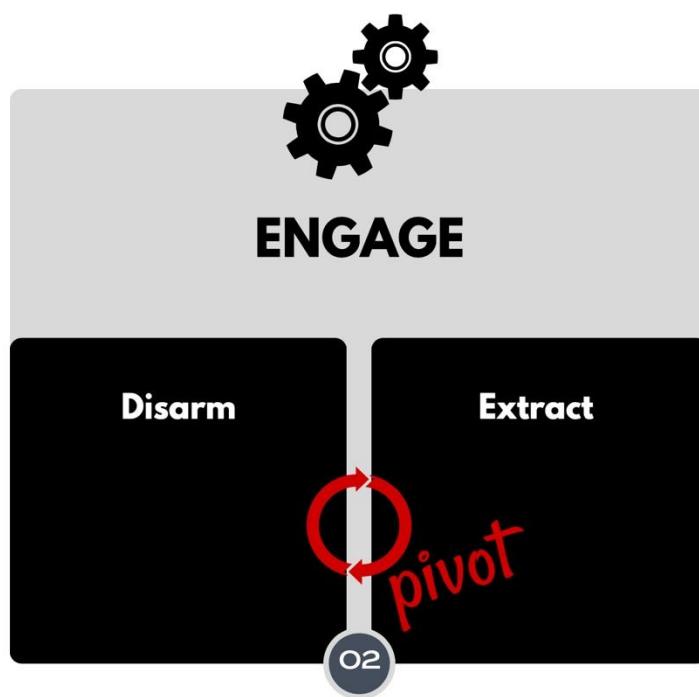


Figure 6. In the Engage stage, disarm the mark, dig in for the secret, and then pull back.

Think of rapport as the currency you need to exchange for a chance to probe for the secret. Disarm techniques create the rapport currency you can spend to ask an intrusive Extract question.

Too many probing questions will trigger off his mental alarms, breaking his trance. Thus, if in doubt, always default to Disarm.

LEVER STAGE

Lever is the third and final stage where you will use his secret as a lever to gain his obedience.

Casting the lever is the trickiest step of all. You want the mark to be your ally, and yet he must realize you can cause him harm if you choose to. You want him to know you have the upper hand, and still be on good terms with him.

Tricky as it seems, there is a powerful technique you can use to cast the lever effectively—*insinuations*. You will never want to deliver a direct threat to your mark. With an insinuation, you will drop subtle hints that lead him to the conclusion you want without breaking rapport.

The REEL Method and the associated tactics (Contextual Flattery, Value Elicitation, Barnum Statements,

Mirroring, Wrong Statements, the Deliberate Pause, False Secrets, Insinuations) hinge on one crucial thing—

Your mark's *Dim Mak*, his emotional vulnerability.



THREE TAKEAWAYS

1. The REEL Method consists of three stages—
 - Recon: Find the mark's psychological weak point, his Dim Mak
 - Engage: Disarm the mark and extract his secrets
 - Lever: Deliver the threat without breaking rapport
2. Spend 80% of your time in the Engage stage—build rapport and inquire about his secrets, pivoting between the two modes back and forth
3. The starting point of the REEL Method is the discovery of your mark's Dim Mak

CHAPTER XII

DIM MAK



Bak Mei (*White Brow*) was a legendary Kung Fu martial artist in China in the 1600s.

As a young Taoist priest, he went to the Shaolin monastery where he trained in *Shaolinquan*. There, he branched out and developed his own brand of Bak Mei Kung Fu.

Bak Mei loved simplicity and ruthless efficacy. A distinguishing feature of the Bak Mei style is the focus of the entire striking force into a single point.

The Chinese believes that the human body runs on a Meridian Network (經絡). Meridians are pathways through the life-energy (ch'i, or 氣) flows throughout the body.

Bak Mei would singularly target these Meridian points on his opponents. By attacking those points, he would incapacitate or kill his adversary in a flash.

And he wouldn't even have to strike those points with any meaningful force. Even a light touch on the right spot on his enemy's body would put him to death.

Bak Mei called those vulnerable Meridian points *Dim Mak*, or a *tap on the pulse*.

Quentin Tarantino's 2003 homage to kung fu, *Kill Bill* had an intriguing portrayal of Bak Mei.

In the movie, he is an archaic, supernatural grandmaster. A heartless despot filled with bitter rage, he would mock and inflict severe pain on his students.

His trademark move in the movie—the Five-Point Palm Exploding Heart Technique—was the deadliest technique in Chinese martial arts.

And the technique is as incendiary as its name. Bak Mei would hit his foe at five different points on his body—his five

Dim Maks. Once the victim has walked five steps, his heart explodes, and he dies, choking on his own blood.

Ψ

We all have psychological shields that we hold up against other people.

The truth is we never readily tell people what we think and feel for real. We wear social masks and hide the critical part of our personality. We conceal our darkest obsessions, obscure our thoughts and cloak our intentions.

Unmask the fake persona your mark wears to face the world

The skill of a Dark Lever caster lies in his ability to unmask the fake persona that people wear in public.

Surprisingly, some even are not aware of their own fakery. They wear the mask for so long that they have lost touch with their authentic selves.

Behind the social mask is a hidden emotional vulnerability. This vulnerability is the easiest way to access

his psyche. And so, uncovering it will give you the greatest leverage you will ever have against your enemy.

THE REEL METHOD

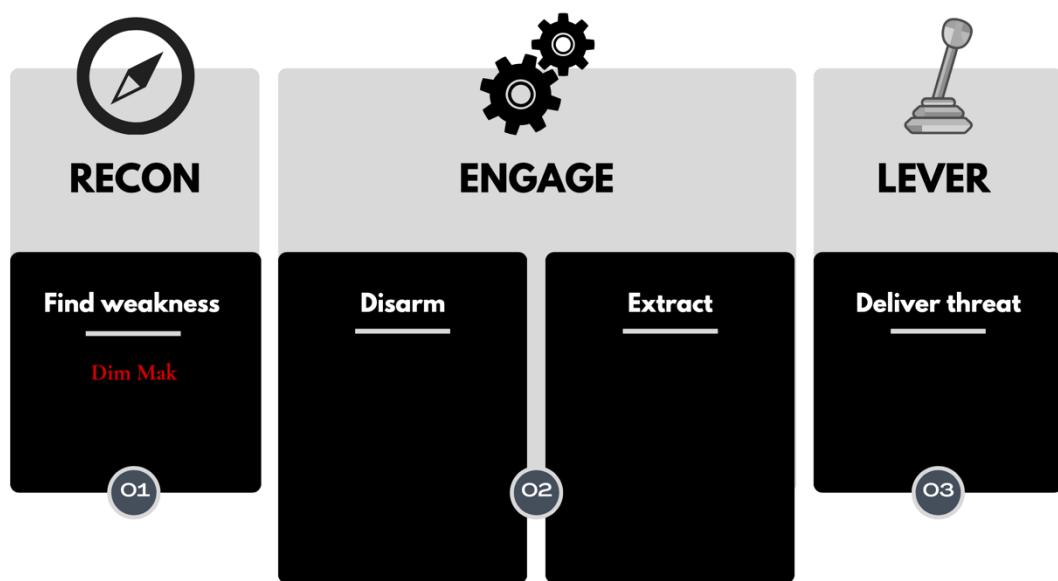


Figure 7. Dim Mak inside the REEL Method's Recon stage

The indoctrination of your mark is like a military campaign. Discovering your mark's biggest emotional vulnerability—his Dim Mak—is essential to the design of your plan of attack.



THREE TAKEAWAYS

1. Humans have automatic psychological shields against others. We wear a social mask and hide what we truly think and feel.
2. As the Dark Lever caster, your job is to knock down your mark's guard and see underneath the mask.
3. The Dim Mak is your mark's emotional vulnerability to exploit to gain his trust.

CHAPTER XIII

THE LIFE ODYSSEY



hat is the purpose of living?

Men have pondered on this question since antiquity. Thinkers from different cultures and ideologies have proposed different answers to this question. And yet the best answer came from the preeminent psychologist, Abraham Maslow.

To Maslow, life is about constant elevation. The purpose of a man is simple—to know what his potential is, and then fulfill it.

“A man will be what he wills to be.”

—Abraham Maslow

For if a man doesn't be the best he could be, Maslow says, he shall suffer the anguish and regret of wasted talent and possibilities.

To be happy, according to Maslow, a man must elevate himself to higher levels of life. That is the purpose of his existence. Elevation is the man's center of gravity.

Because of this constant elevation, every man evolves from one life stage to the next. And this evolution happens according to a *sequence* edicted by nature. This sequence is the nature's way in preserving the order of the world.

Have you realized how our thoughts and priorities change over time?

Elevation is the man's center of gravity

What's important to us now differs from, say, when we were

teenagers. Our current life stage in the sequence controls what we feel and think.

So, here's what's interesting about this theory. If I know your life stage, I have your mental blueprint. I'll know what you want, and what's stopping you from getting what you want. I'll know what's making you fulfilled and happy, or conversely, discontented and frustrated.

And I could use this blueprint as part of my reconnaissance—to understand you as I seek to gain your trust. It helps me zero in on your Dim Mak—your biggest emotional vulnerability.

Imagine a book that tells your life story—The Life Odyssey. And it has thirteen chapters that chart your progress throughout the natural sequence of life stages. Let's examine each of these stages and their respective Dim Maks.

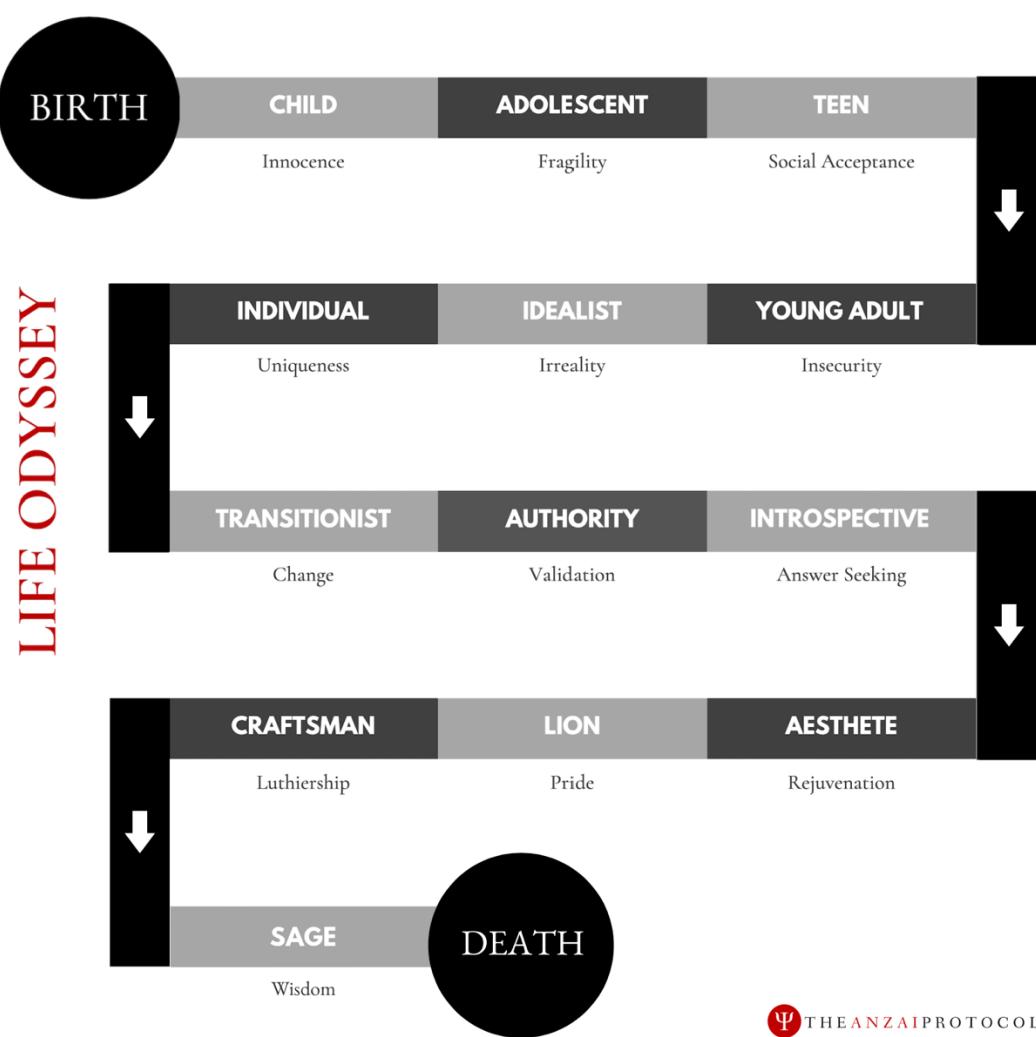


Figure 8. The Life Odyssey—the 13 life stages and their respective themes

THE CHILD

This is the genesis that marks the start of the Life Odyssey.

Toddlers do not have an awareness of what's right or wrong. Their rational faculties are yet to develop and so they act purely on feelings and intuition. And they will usually get their way through insistence and innocent wilfulness.

The Child has no ulterior motives behind his actions. There's no need to double guess his intentions. What you see is what you get, and directness is the best approach when handling the Child.

Dim Mak: *Innocence*

THE ADOLESCENT

The Adolescent's characteristics are those of awe, inquisition and raw energy. Unlike the Child, he now has the mental faculties to comprehend the new, curious world

he is in. He is spontaneous and trusting although his naïveté often gets him into trouble.

The Adolescent has not yet developed the strength to survive on his own. His survivability may be affected by physical and emotional threats, real or imagined. You can guide him if you are his only provider of protection, love and support.

Dim Mak: *Physical and emotional fragility*

THE TEEN

The Adolescent matures into the Teen by further developing his personality against the backdrop of increasing social activity. This is the time where group involvement will feature prominently in his life, exposing him to politics and interpersonal intrigues.

Teens build their identities by figuring out who to associate themselves with. Keen to be part of a group, their behavior is controlled by how they are perceived by the people they seek approval from.

At this life stage, the carefree nature of the Adolescent is emasculated by the need to conform to the expectations of others. He gets distressed if he cannot fit into the crowd.

The Teen's public persona shapes his personal image. To influence a Teen, using social validation (or ostracization) is appropriate. Teens are vulnerable to manipulators who pretend to approve their ideas and behavior.

Dim Mak: *Desperation for acceptance*

THE YOUNG ADULT

The Young Adult faces a transition—from high school to either college or the working world. This is a period of tremendous change.

As the Teen enters young adulthood, his need for social acceptance exacerbates. The Young Adult is sensitive of his social value, and how others compare him with others. Self-conscious, he is anxious about looking silly with the people he wants to impress.

The Young Adult's need for approval will either help or hurt him in this new environment. His insecurity could fuel his drive, or could inflict upon him the pain of inadequacy and low self-esteem.

Dim Mak: *Insecurity*

THE IDEALIST

The Young Adult finally enters full adulthood—he gets a job, finds a place of his own, settle down with a partner. At life's frontier, he faces the world with optimism and cocksure self-assuredness. He is now the Idealist.

Cut loose from the constraints of school and home, he is ready to face the challenges of the world. His abundant energy fuels his restlessness as he explores his many interests. This is a time of adventure and discovery.

Because of his audacity, however, the Idealist could blind himself to reality. He does not yet know that even the seemingly boundless world has its rules and limitations. Manipulators will exploit this weakness by feeding him with impractical dreams and airy promises.

Dim Mak: *Unrealistic ambitions*

THE INDIVIDUALIST

The Idealist suffers setbacks, dealing a blow to his optimism and naïve positivity. His idealism cracks as disillusion and self-doubt creeps in.

The Idealist now transitions into the Individualist as he asserts his uniqueness. It is during this period that one nurtures the more idiosyncratic side of his character. He pursues the interests that make him different, and he may keep them private.

The Individualist divides his social circle into layers. Most of his acquaintances will belong to the outer layers. He reserves his inner circle for those he could share his unique interests with.

Dim Mak: *The desire to assert uniqueness*

THE TRANSITIONIST

We all experience the times when we pause, take stock, examine our past choices, take lessons and plan what's next. This could be a crucial transitional point that leads to crisis, conflict and change.

The Transitionist may undergo a milestone event—getting married, breaking up, seeking a new job, starting a business, moving to another place, birth of a child, death of a loved one. This may be a push forward or a setback. In either case, he experiences emotional roller coasters that heighten his stress levels.

The Transitionist's need for stability leaves him susceptible to his enemies. He should be wary of those who seemingly offer help out of the kindness of their hearts. Instead of relying on others, he should instead seek peace through self-reflection.

Dim Mak: *Vulnerability during times of change and conflict*

THE AUTHORITY

The Authority is the Transitionist who had regained his confidence from resolving his self-doubt issues. He assumes the role of a leader, maturing into a self-assured, responsible adult. He is capable of making measured decisions not only for himself, but for his family and co-workers.

Assertive and upwardly mobile, the Authority could now grasp for positions where he accumulates some social power. He receives respect by the virtue of his position. And so, he is sensitive to snubs, especially from the people he thinks are below him.

The Authority's hot button is his desire to be taken seriously. So, here's the playbook to manipulate him. First, relegate him to a secondary role in the team. Watch him howl. Then, use status, titles and rewards to bait him into subservience and devotion.

Dim Mak: *The desire to feel needed and valuable*

THE INTROSPECTIVE

There comes a time where one realizes he is no longer young, obliging him to take a cold, hard look at his life. This is a period of inner crisis, with puzzling questions about the nature of his existence.

Shedding the skin of the Authority, the Introspective turns his attention inwards. Resolving personal issues is now his highest priority.

During this time, the Introspective's childhood issues could re-emerge. Past rejections will especially sting. He remembers when he had been denied by his parents, or betrayed by his friends, or dumped by his first love.

These grudges manifest into simmering angst and an urge for reprisal. He might even turn the spear onto himself, loathing his shortcomings and mistakes.

At this life stage, his personal goals get even more important. As such, he may withdraw somewhat from work and family. If he does not have a hobby, he might start one. If left unoccupied, he is prone to brooding and overthinking.

The mind abhors open-ended questions. Usually, the Introspective would find his own answers, and yet he is

unsure about them. To gain his trust, confirm his ideas and beliefs.

The Introspective's turmoil revolves around the question if he had mis-lived his life. Assure him he didn't and you will secure his goodwill.

Dim Mak: *The need for answers to abstract questions like the meaning of life*

THE AESTHETE

The Aesthete is a person who appreciates beauty.

At this life stage, he finds beauty in various forms—sex, art, literature; and objects of desire like cars, watches and guitars. And this may extend to life experiences—a hike up the Himalayas or a soirée with friends on the French Riviera.

The Aesthete is vain, immersing himself in health regimes, cosmetic treatments and diet. He might seek to be with the youthful and the beautiful. If you see a middle-aged man with a younger woman tugging on his arms, he is likely an Aesthete.

And because of his vanity, others think he lacks depth and authenticity. People often call him shallow, and he loathes it. So, he may do things that prove his intellectual savvy beyond his polished appearance.

The Aesthete's love for beauty is a manifestation of the loss of youth and an attempt to regain it. The manipulator exploits this need by giving him the opportunity to relive his youth. Push back his fear of getting old and you'll hold the key to his trust.

Dim Mak: *The need for beauty and the regaining of youth*

THE LION

The Lion is the king of his jungle, the master of his domain. This is the representation of the man at the peak of his personal power.

This is the life stage when one could exert the most power over his environment and manifest his will. Before, he couldn't get what he wanted from his lack of experience

and resources. He now has the capacity and the capability to reach his goals.

The Lion is battle-tested and so he knows what it is to suffer. He is ready to take on worthy opponents, and once his aggression unleashes, there's no holding back. He is wise enough to avoid pointless confrontations. Contemptuous of lesser adversaries, he will simply walk away.

At this point, the Lion has met enough people who tried to take advantage of him. Honed in years of dealing with charlatans, his instincts sniff out prejudice easily. And so, dealing with the Lion requires authenticity, transparency and sincerity.

Lions have a strict code that anchors their decisions. He prides himself in his set ways, believing he has crafted the ultimate blueprint for living. Those seeking to influence him must understand how he operates. These are sacrosanct rules to obey.

Alas, the Lion's pride is his downfall. The manipulator usually plays courtier, acknowledging his wisdom to weasel into his circle. To win the Lion over, follow Robert Greene's stratagem—never outshine the master.

THE CRAFTSMAN

The Craftsman stage is one that follows that of the Lion. If the Lion represents the peak, the Craftsman is the plateau leading to gradual slowdown.

This is the life stage when retirement is imminent. The time and energy freed from work is soon taken up by new, personal ventures. Shedding off the Lion's intimidating presence, he now turns his focus quietly inwards.

Still, his prior experience as a Lion shapes his current thinking as a Craftsman. Given his high ambitions, the Lion is unlikely to come off satisfied with what he has achieved. The Craftsman suffers the pain of unrealized goals of the Lion. As such, he yearns for a parting shot before calling it good.

The manipulator will do well by feeding the Craftsman's hope in making his dream come true. The clock is ticking fast. The Craftsman's fear of unrealized potential leaves him unguarded from deception.

Dim Mak: *The desire for one last shot before the curtain comes down*

THE SAGE

The Sage is the transitioning of the Craftsman into old age.

This is a point when the Craftsman's utility to the physical world is drained out. The Sage may continue his material work, but on a smaller scale.

The Sage's force lies in soft power and influence, not material strength. Sages rule the physical world by exerting their spiritual control over others. The greybeards of the ruling elite are the archetypical Sage. They are the masters of the universe because of their political capital and knowhow.

A deep, weighty thinker, the Sage believes he has the answers for the most pressing questions in life. As such, he ignores people who he deemed to be shallow or delusory.

To engage the hard-headed Sage, matching his intellect and sense of realism is crucial.

The Sage often holds on to an outdated belief, an idea rendered invalid by the changing times. His stubborn doggedness in upholding his dogma, alas, is his weakness. The manipulator exploits the need of the Sage to be seen right, pitching him against the world that has written him off as outdated.

As elders in their social circle, the Sage often assumes the role of the patriarch. The perfect courtier to the Sage rises to be his consigliere, the de facto ruler behind the curtain. Whoever who could affirm his legacy holds the keys to the Sage's kingdom.

Dim Mak: *The need for acknowledgement of his wisdom and appreciation for his sacrifice*



THREE TAKEAWAYS

1. Life is constant elevation—the evolution from one stage to the next.
2. In the Life Odyssey, a man goes through thirteen successive stages: Child, Adolescent, Teen, Young Adult, Idealist, Individual, Transitionist, Authority, Introspective, Aesthete, Lion, Craftsman, Sage.
3. Know your mark's life stage and you will know his Dim Mak.

CHAPTER XIV

CONTEXTUAL FLATTERY



here are two types of people in the world.

One, people who accept flattery at face value. Say they are the best in the world at what they do and they'll believe it. These are the people who are easiest to manipulate.

The second type is those who know they are being flattered. You'd guess that flattery won't work on them, but no. And here's why.

Most of us belong to the second group. We can detect insincere flattery, and we try to correct for that. We know the flatterer wants something from us, and we put our guard up...

...and yet, guess what? The insincere flattery has still left a positive impression in your subconscious. Because the correction in perception happens in the conscious, not the subconscious. So, even if you know the flatterer is not genuine, it could still work.

“Flattery and knavery are blood relations.”

—Abraham Lincoln

It depends on how sophisticated your mark is. If he's a simpleton, praise his impeccable fashion taste and the job's done. But chances are your mark is savvier than that. He probably gets fake compliments from people who want favors from him all day long.

In that case, you will still need to flatter him, but you have to do it indirectly.

HOW TO MAKE THE BEST KIMCHI?

Jiho Park told me this story. He was going out with a girl who had a grumpy, overprotective mother.

One day, he went over to her place for lunch. So, Jiho walked into the kitchen and asked the mother,

“*Imo*, I heard from Hana you make the tastiest kimchi. Can you teach me?”

Hana’s mother’s face lit up like a light bulb. Jiho walked out from the kitchen half an hour later, with her adoring approval (and a plate of kimchi).

What happened?

Jiho did his homework. From Hana, he knew of her Dim Mak—a need for appreciation and validation, especially from her family.

Now, let’s examine Jiho’s winning line—

“*Imo*, I heard from Hana you make the tastiest kimchi. Can you teach me?”

This is flattery (*you make tasty kimchi*) camouflaged under a pretext of a request (*can you teach me*). You are not forcing

it—it so happened he was popping over for lunch and she was making kimchi. And it's genuine; a Korean food traditionalist, kimchi was her main culinary repertoire.

You can polish any compliment by making it indirect, unforced and genuine.

Don't say, "You're so good with your time."

Say, "I've always had trouble with getting things done... and I've wondered how you do it so effortlessly."

Don't say, "You're so good with women."

Say, "I've always been curious about how you do so well with the ladies. Can you teach me?"

Don't say, "That was an inspiring speech!"

Say, "Can you give me hints on how to speak like that?"

THE PERFECT OPENER

Contextual Flattery is the technique you will use to open the interaction with your mark. This is the start of the Engage stage in the REEL Model, under the Disarm sub-stage.

THE REEL METHOD

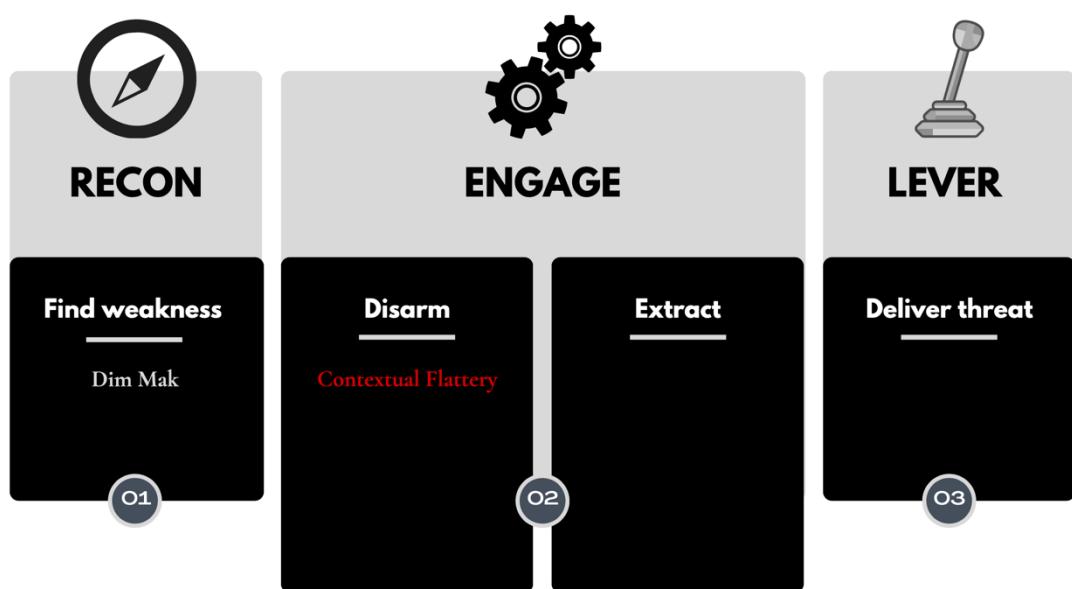


Figure 9. Contextual Flattery inside the Disarm stage under Engage

Think of your mark's natural inhibitions as a wall, and you're in front of the locked door. Your task is to open it, and Contextual Flattery is the lock pick.

A tool works if you use it right. Contextual Flattery works when you've done your Recon research well.

Recall the structure of the Contextual Flattery opener—

You're good at X. Can you teach me?

What's X?

It's something the mark does exceedingly better than other people. It's a source of pride, something that makes him unique in the sea of humdrum sameness.

By affirming this skill of X, you are validating his identity. You are appealing to his base instinct—to affirm and protect his individuality in his tribe⁴.

FRIEND OR FOE?

When your mark meets you, his fight-or-flight response kicks in at once. He thinks, *is he a friend or foe?*

You want to disarm your mark. You want to appear harmless, and you do this by assuming a weaker position.

⁴ Throughout this book, you will notice a recurring theme of identity validation. The indoctrination by the threat to destroy a man's identity is the Darkest Lever. See Chapter 29.

By asking him for help, you're highlighting his strengths, and that reflects your weakness. Seeing you're not a foe, he lets his guard down.

With his inhibitions gone, the path is clear for you to build rapport with him. You do this with three techniques—Value Elicitation, Mirroring and Barnum Statements.

Appear harmless by assuming a weaker position

And we will start with the biggest of the three: *Value Elicitation*.



THREE TAKEAWAYS

1. Open the interaction with your mark with Contextual Flattery—a compliment that is indirect, unforced and genuine.
2. The structure of the Contextual Flattery opener: *you're good at X. Can you teach me?*
3. By asking your mark for help, you are both appealing to his superiority while appearing harmless.

CHAPTER XV

VALUE ELICITATION



values are words that describe what is important to us.

They are the guiding rule by which we judge things to be good or bad, right or wrong, moral or otherwise. Our value system dictates what we believe to be truthful.

Not only that, values shape our thinking and feeling. If we live in harmony with our values, we are happy, relaxed and contented. But when we violate them, we get depressed, disappointed, angry.

The following is a true story. I have a friend named Haruto. I had known him since our childhood days.

Haruto's value is *honesty*; he believes people must be open and trustworthy in everything they do. A beacon of truth and uprightness, Haruto's behavior is spotless.

One day, Haruto's boss accused him of stealing money at work. He got fired. His world fell apart. His stature as an honest man suffered an injurious blow.

Shamed and angry, he hauled his boss to court. The judge sided with Haruto. He walked away with a hefty settlement fee and crucially, with his reputation intact.

Haruto's life arc is dictated by his core value—honesty. His identity is tied to his reputation as an honest man.

When his boss called him a thief, he wasn't merely accusing Haruto of dishonesty. He was assaulting his identity—attacking his sense of being, his place in the world, his reason to exist.

And that was why Haruto fought back tooth and nail to clear his name.

A MAN'S SELF-IMAGE

Values form the perception of people about themselves, creating his self-image. Self-image gives a man his personal dignity.

But here's the strange thing about the self-image. It may or may not be truthful. And guess what? It doesn't even matter if a man's self-image is on the level with reality.

Haruto later confessed to me: he did, in fact, steal from his employer.

“The bastard was underpaying me,” Haruto shrugged.

He later justified his actions further by claiming that his rival at work was making \$1,000 more than him. So, in his mind, the measly hundred-dollar bill he took from the till was fair game. It could barely make up the difference.

To Haruto, his self-image is preserved. *I'm a decent, honest man. I only took what they should have given me.*

Don't be surprised if your mark's self-image is inaccurate. In fact, it could even completely contradict who he truly is.

Haruto was hardly an honest man. His contradictory self-image is but a coping mechanism to keep tab on his dishonesty.

Dwayne prides himself on having the cunning to hustle his way through the complexity of street life. But in reality, he flunked high school and his own mom called him Dum-Dum Dwayne.

I'm not stupid. I'm simply not smart in the conventional way.

Josef Stalin killed 20 million people in Soviet Russia. And yet until he died, he never owned up to his repute as a bloodthirsty, murderous tyrant. In his mind, he was anything but evil. Hell, no! He had some moral values... just not the conventional ones, you see.

Never underestimate your mark's tendency to contradict his himself with a fake self-image.

THE CHEAT CODE FOR RAPPORT

What a man wants is the affirmation of his self-image, a validation of his values.

If you're looking for the ultimate cheat code for deep rapport with anyone, here it is—

Find out what his values are and validate them.

And no matter how contradictory and ridiculous your mark's self-image is, your job is to affirm it.

Haruto, I don't blame you. If I were you, I'd have taken much, much more.

Dwayne, you're on the right track. Why stay at school when you can go out and learn from real life?

Josef, you're doing this for the greater good. People will understand one day.

To affirm your mark's values, the first thing is to know what those values are.

THE REEL METHOD

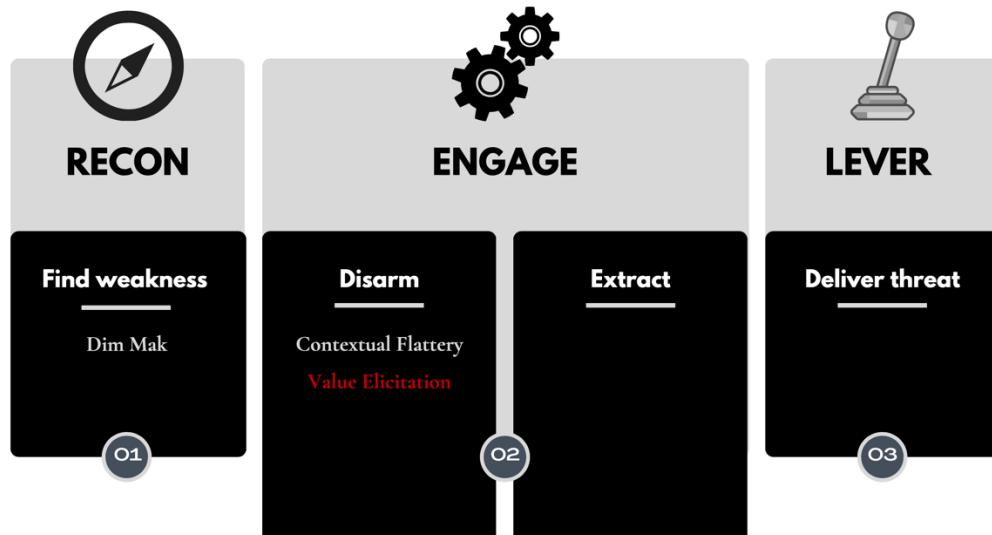


Figure 10. Value Elicitation under the Disarm stage

But this is where it gets tricky. Because values are embedded inside the subconscious mind, the mark may not even be aware of them.

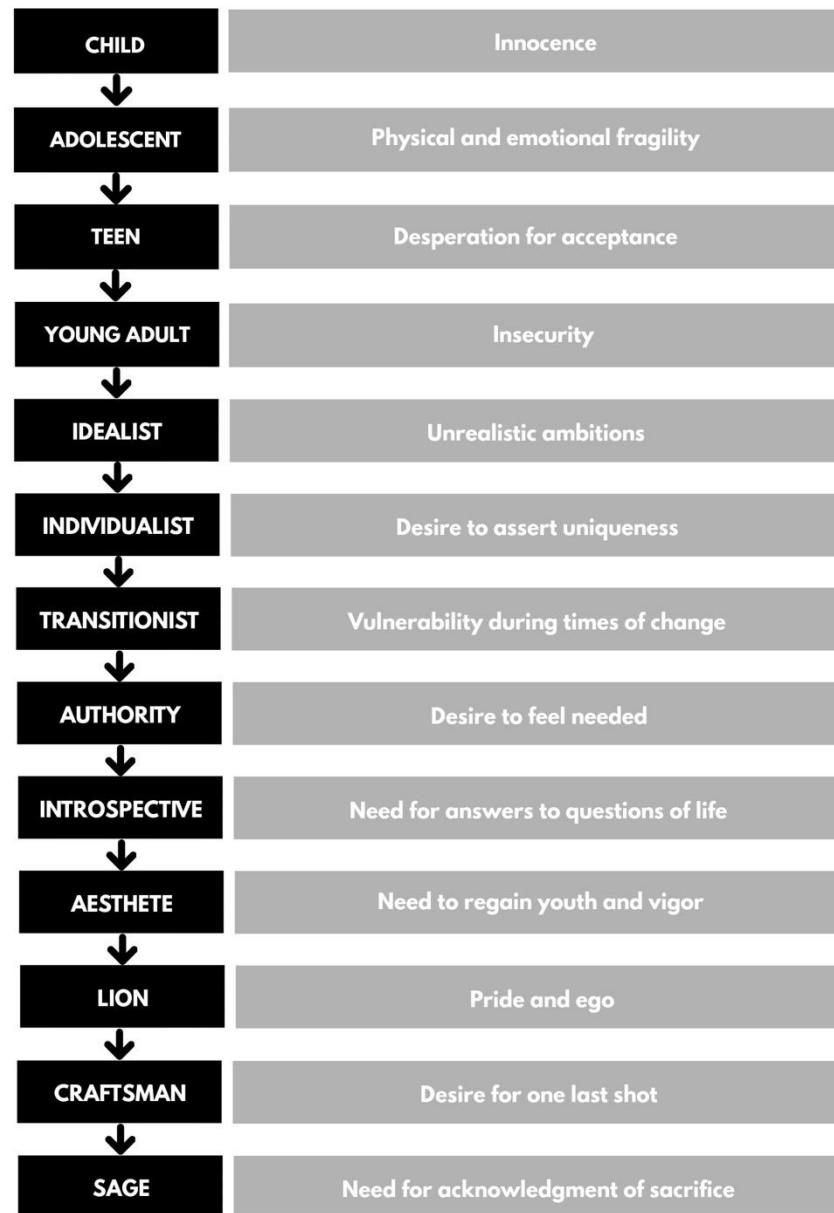
So how do you elicit your mark's values? Simple; it's by asking him this simple question—

What is important to you (about X)?

X is something you would glean from the mark's Dim Mak. And since you have profiled your mark's life chapter—his stage in the Life Odyssey—you already know this.



LIFE ODYSSEY: DIM MAKs



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Figure 11. Dim Maks for the different stages in the Life Odyssey

For The Idealist, it could be about his goals; The Aesthete, his good looks; The Sage, his contributions to the world.

What is important to you in a family?

What is important to you about having children?

What is important to you about a job?

What is important to you in a friend?

What is important to you in a relationship?

What is important to you about a leisurely activity (i.e. working out or playing the guitar)?

What is important to you about your faith?

What is important to you about being wealthy?

What is important to you about being free?

If you have warmed up the mark with Contextual Flattery⁵, watch the floodgates burst open.

⁵ Never attempt Value Elicitation without first warming your mark up. It's weird to ask someone deep life questions out of the blue.

Expect him to overwhelm you with his answer. And most of what he says will be in a stream of consciousness—since he isn't aware of what his values are.

Give him ample space for expression and self-exploration. Because remember: he is learning about his own psyche as much as you are. You are bringing his core value—the crafter of his self-image—to the surface of his consciousness. Sit back and let him talk. Easy.

**Find out your mark's
values and validate
them**

Once you know what his value is, affirm it. For this, *trance words* will come handy.



THREE TAKEAWAYS

1. Values describe what is important to us, guiding our thoughts, emotions and actions.
2. A man's values dictate his self-image, which may or may not reflect his true self.
3. To create rapport with your mark, find out what his values are and validate them.

CHAPTER XVI

TRANCE WORDS



emper fi. Those were his last words before he breathed his last in my arms.”

Michael was a marine. In 2004, he had gone to fight in Iraq. There, he lost his best friend who perished when an insurgent dropped a hand grenade on him.

“Always faithful. Always loyal. We say that in the marines all the time, but on that day, it took on a special meaning.

We were blowing the door off the building to get inside. Aidid turned to me and said, *Mickey, until Valhalla... until Valhalla.*

Valhalla is the hall of the fallen in heaven, where the souls of heroes go to. Aidid is there, Aidid is in Valhalla.

Akira, let me tell you this. There's nobody more loyal than Aidid. There's nobody else I want to fight alongside with. And there's nothing greater in life than to die with valor and honor. Aidid was always faithful, always loyal, until the day he breathed the last, in my arms, in Fallujah.

Semper fi.”

Faith. Loyalty. Valor. Honor.

Those words held special importance to Michael. And as I continued to elicit his values, he would repeat the same words. *Semper fi.*

Clinical hypnotists call them trance words. These are the words that people use frequently when they talk about things important to them.

THE REEL METHOD

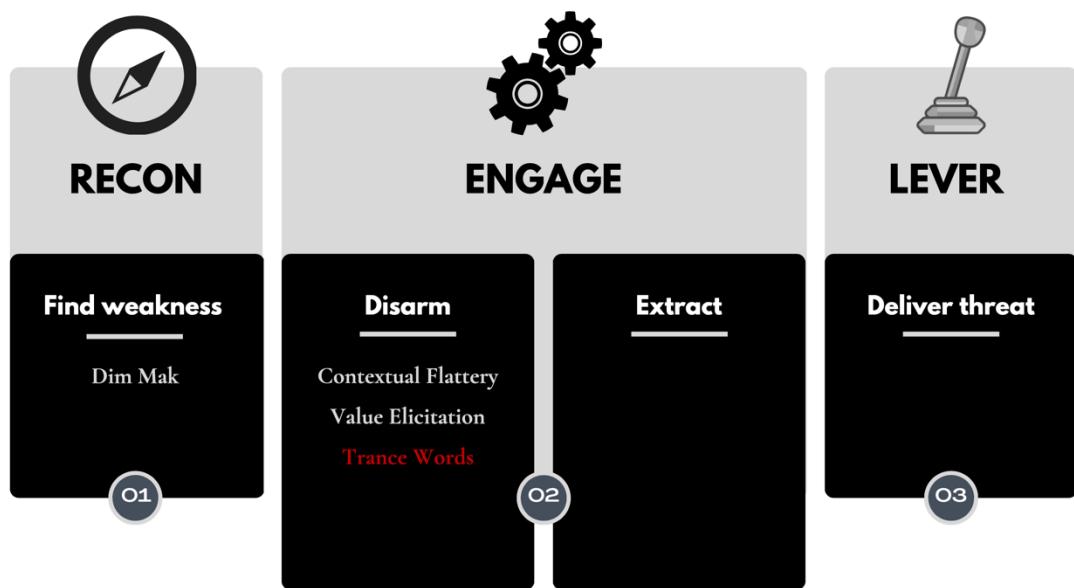


Figure 12. Trance Words under Disarm stage in the REEL Method

And here's what's remarkable about these trance words—the speaker is unaware of using them. When your mark says these words, he is doing it unconsciously.

Trance words are the pathway to your mark's unconscious mind. Because when you are using his trance words, you are speaking his language. You are subconsciously communicating to him, *I'm just like you*. And he will understand you perfectly as you use the same words as he does.

So, here's what to do when you are eliciting his values—notice the words he chooses to express himself with.

Those are the words he uses in his inner dialogues. They are the verbal representation of his core values. And it's usually a reflection of his deeper psychological need, his Dim Mak.

Back to Michael's example. I reaffirmed his values using his trance words this way—

“What we need are the fellow men we can fall back on. Loyalty is rare these days. And you’re right... there’s no bigger honor than to serve with valor. Keep the faith, my brother.”

Instant bond.

“The fastest way to bond with someone? Speak to him like he is speaking to himself.”

—Derek Rake

Apart from using the trance words, notice the mannerism, the rhythm, the tonal pattern your mark uses to say them. The way he pronounces the trance word matters. When you repeat the word at them, say it like how he says it.

In hypnosis, we call this *mimicking*. It's the mirroring of the mark's behavior that sends bonding signals to his subconscious.

Matching someone's tonal pattern is verbal mimicking. In Chapter 21, you will learn about the *physical* part of mimicking as part of the Dark Lever strategy.

For now, you will continue building your Disarm repertoire with a classic hypnosis tactic from the 40s. Find out what this tactic is next.



THREE TAKEAWAYS

1. Trance words are words that reflect our values and psychological triggers.
2. Speak to your mark like he is speaking to himself—using his trance words.
3. Apart from repeating the trance words, adopt the same rhythm and tonal pattern your mark uses.

CHAPTER XVII

THE BARNUM EFFECT



Bertram Forer was an American psychologist in the 1940s.

In 1948, he conducted a ground-breaking experiment that revolutionized clinical psychology forever.

In the experiment, he asked a group of college students to take a personality test. He would then give them individual readings based on their answers.

And here's the surprising twist—there were no individual readings. They were all the same report, made up of identical statements—

- You have a great need for other people to like and admire you.

- You have a tendency to be critical of yourself.
- You have a great deal of unused capacity which you have not turned to your advantage.
- While you have some personality weaknesses, you are generally able to compensate for them.
- Your sexual adjustment has presented problems for you.
- Disciplined and self-controlled outside, you tend to be worrisome and insecure inside.
- At times you have serious doubts as to whether you have made the right decision or done the right thing.
- You prefer a certain amount of change and variety and become dissatisfied when hemmed in by restrictions and limitations.
- You pride yourself as an independent thinker and do not accept others' statements without satisfactory proof.
- You have found it unwise to be too frank in revealing yourself to others.
- At times you are extroverted, affable, sociable, while at other times you are introverted, wary, reserved.
- Some of your aspirations tend to be pretty unrealistic.
- Security is one of your major goals in life.

The students didn't know this. They thought their results were unique to themselves. And that was, of course, the point.

Forer then told students to score the accuracy of their results on a scale of 0 (poor) to 5 (excellent).

The average score was 4.3.

At the end of the experiment, Forer revealed the truth to gasps of amazement and disbelief—

“You think the results describe you accurately, right? Well, I’ve got a confession to make. I gave everyone the same readings, copied from an astrology magazine. Gotcha!”

Interesting, but hold on. That was in an era when people were more gullible, right?

Well, no. Psychologists have repeated this experiment

**Human gullibility is
consistent and
predictable**

hundreds of times since then, and guess what? The scores were around 4.2 to 4.5 each time.

Humans are not only gullible; their gullibility is consistent and predictable.

Forer's discovery was indeed remarkable. And yet what he discovered in 1948 wasn't exactly new. He was, in fact, beaten to the punch a hundred years prior by an unlikely character—

A slick huckster by the name of Phineas Taylor (or, P.T.) Barnum.

P.T. Barnum was the original showman who pioneered America's first large-scale traveling circus. He made a mint pulling enormous crowds to his "freaks of nature" shows—featuring mermaids, midgets, two-headed hyenas. Those were, of course, hoaxes, but people loved it.

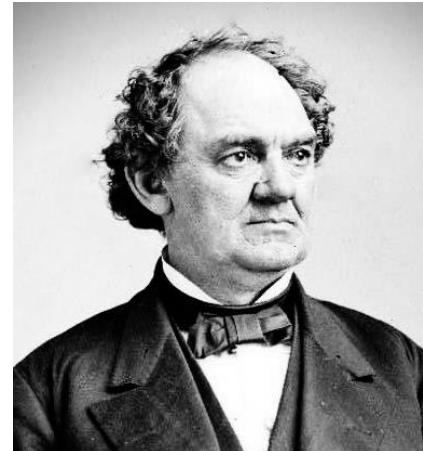


Figure 13. P.T. Barnum (1810-1891)

In his carnivals, mediums and palm readers were a regular mainstay. Barnum trained the clairvoyants the art of making *Barnum Statements*—vague descriptions of personality traits that fit everyone.

Barnum and his cohort used these statements to charm their audience, entertain and win them over. You will do the same thing with the same technique—by inducing the Barnum Effect in your mark's mind.

You're doing it not to entertain your mark, however, but to extract from him his deepest, darkest secret.



THREE TAKEAWAYS

1. The Barnum Effect describes how individuals believe certain generic personality descriptions apply to them specifically.
2. Your mark is consistently and predictably gullible.
3. With Barnum Statements—personality descriptions that fit everyone—you may shortcut your way into gaining your mark's trust as you build an emotional connection with him.

CHAPTER XVIII

THREE LAWS OF PERSONOLOGY



T. Barnum told his carnival workers about the Barnum Effect. He then taught them how to craft the best Barnum Statements. And they made him a wealthy man.

He kept its method secret, and when he died in 1891, the secret went with him to the grave.

Fifty years later, Bertram Forer proved the Barnum Effect, cementing its status in the canon of clinical psychology.

In Forer's paper, *The Fallacy of Personal Validation: A Classroom Demonstration of Gullibility*, he wrote—

”A universally valid personality description is most likely to be accepted by a client as a truth about himself, a truth he considers unique to him.”

Universally valid personality descriptions are Barnum Statements. People accept Barnum Statements as truths about themselves, truths unique to them.

That study made Forer’s career, and became one of the most cited work in the field.

Here’s the snag, though.

Forer only explained *why* Barnum Statements work. He said nothing about *how* they work.

Like P.T Barnum, he dithered on the secrets of creating good Barnum Statements. And he wrote little about the Barnum Effect after that. Forer died in 2000.

**Barnum Statements are
universally valid
personality descriptions**

Barnum and Forer had kept this knowledge for themselves. In 2017, Derek Rake published the Barnum Manuscript and burst the door wide open.

For the first time, we saw what's under the hood. In the Manuscript, Derek revealed the inner workings of these magical conversation lines, the recipe of the instant rapport secret sauce.

THE REEL METHOD

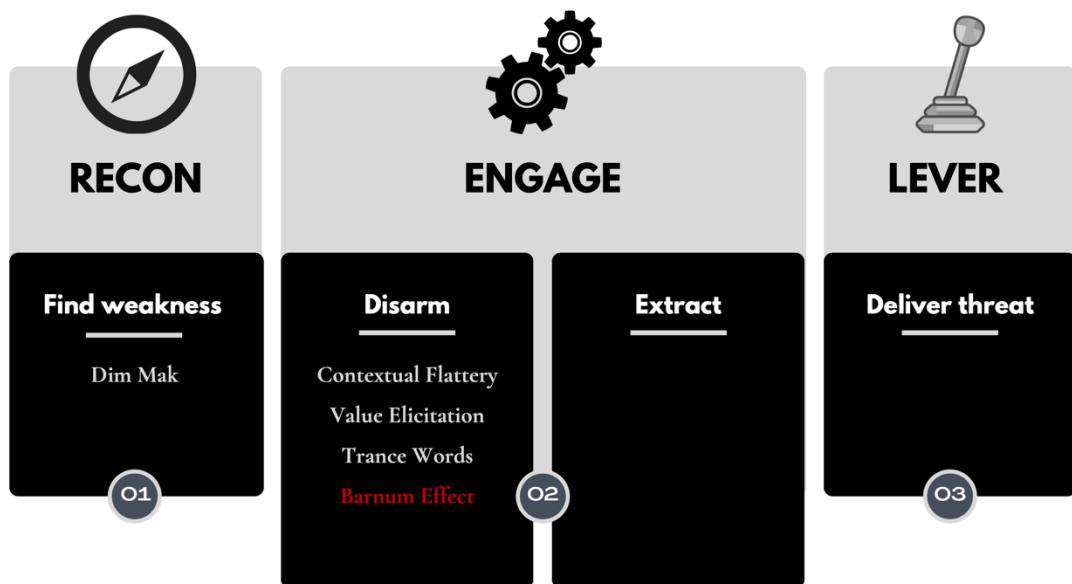


Figure 14. Barnum Effect under the Disarm stage

I recall pouring over the hundreds (yes, literally *hundreds*) of Barnum Statements collected by Derek's group.

Swamped by the sheer volume of the work, I threw my hands up. Sensing my frustration, Derek said to me,

“We’ve not shared this with anyone. But we’ve found a pattern underneath every Barnum Statement that works.”

His words sent a jolt of adrenaline into my bloodstream.

“We call this the three laws of *personology*, the study of human personality. It’s about how a person forms his individuality in his thoughts.”

“First rule—**exclusive universality**.

There are certain personality traits that everyone has in varying degrees. But people think they own those traits exclusively. They think they are unique.

Second rule—**positive bias**.

People believe favorable statements you make about them, even if they are false.

Third rule—**selective identification**.

With a statement of two parts, people will identify with the part they can relate to. It doesn't matter if these two parts are contradictory. The brain cherry picks the familiar and discards the other.

“Use these three rules and you'll have a winning Barnum Statement every time.”



THREE TAKEAWAYS

1. First rule of personology: exclusive universality. People think they are unique, but they share the same traits as everyone.
2. Second rule: positive bias. People believe good things about them, even false ones.
3. Third rule: selective identification. People believe what they want to believe, and turn a blind eye on what they don't.

CHAPTER XIX

101 BARNUM STATEMENTS

Shogun Method's Three Laws of Personology

Exclusive Universality: Certain traits are present in everyone in varying degrees, but people believe they own them exclusively and abundantly.

Positive Bias: People believe positive statements about themselves even if false.

Selective Identification: People will identify with the part of a statement that they can relate to.

Below are 101 Barnum Statements crafted with one or more of the three laws of personology. Can you identify the laws inside each statement?



You are direct, assertive and unpretentious with people, although you can also be diplomatic and crafty if needed.

You are a standout and people can't help but to notice you. Still, you understand why you have to blend into the crowd and avoid ruffling feathers unnecessarily. *If people don't notice him, it's because he wants it that way.*

You make careful decisions, taking your time weighing the pros and cons of each option diligently. Nonetheless, sometimes you rely on your intuition for a quick answer.

You like to tackle problems on your own, and yet you'll ask for help when you need it. *He is usually good on his own, and yet he accepts help when necessary.*

You have strong opinions, and sometimes people think you're imposing your views on them although it's for their own good.

Joy, happiness and fulfilment are important to you, not only personally but also to the people you love and care about. *Alas,*

caring about other people means you want them to have joy, happiness and fulfilment.

You are a cool, objective and rational person, and yet people never find you emotionless or mean. *Use synonyms even if repetitive: cool, objective, rational.*

You have a powerful imagination that gives you limitless, creative ideas. Repetitive, restrictive work is less interesting to you.

You enjoy the company of close friends and family, and yet you need a good deal of time alone to think and reflect.

Your emotions are deep, rich and complex. It can be hard for other people to understand you completely.

You are always available to help when asked, although you are also aware of people trying to take advantage of you and so you ignore them.

You can be outspoken at times, and because some people may misunderstand you, you sometimes choose to keep your opinion to yourself.

You don't like being judged, especially by people who don't know you well. *Universalism: Nobody does.*

You are calm and mature, although sometimes you can display childlike behavior with your liveliness, enthusiasm and spontaneity.

You can get easily frustrated sometimes, but when you get annoyed, it usually passes by quickly.

When you get into a confrontation, you sometimes walk away, but if you choose to fight, you can be intense and vicious.

You have high energy and drive at work, although you may find yourself at a fixed position for some time before you progress. *Universalism: Everyone experiences getting stuck at a plateau—sometimes longer than one wishes.*

You sometimes trust people too easily, although often you meet scheming people with malicious intent against you.

You rarely open up to strangers that easily, but once you know and trust a person, you share your thoughts and emotions with him quite openly. *Place an anchor by self-pointing: he can share his thoughts and emotions with you quite openly.*

You always seek to improve yourself in every way, either through reading or by taking lessons from the rich experience of life.

You have a free spirit and you like to explore new things and places. And yet, when you find a comfortable spot, you're content with staying there for a long time.

You enjoy learning and studying new ideas. And then, you either uphold it as a conservative or you oppose it as a contrarian. *The third option doesn't exist.*

People follow you because of your ideas and charisma, although there are others who don't follow you because they don't understand you well enough.

You have high standards that sometimes other people may find hard to meet.

You are smart enough to realize while your ideas and beliefs are worthy of devotion, they can also destroy you. Indirect flattery. The word **enough** blunts the directness of the praise.

You are usually sober and grounded although sometimes you may be carried away by your own enthusiasm, especially about something that excites you tremendously.

You are highly in tune with the emotions of the people around you, and yet sometimes you lose your emotional sensitivity and people may get offended.

You are a forward looking and acting person, although sometimes you have learned to allow things to happen as they will.

There have been a few times when you have overcome seemingly overwhelming odds to succeed. *Opportunity for value elicitation. What are those times?*

You can be inflexible and stubborn once you set your mind on something. And yet sometimes you can be persuaded by someone you're really fond of, like your partner or your favorite child.

You think it's good to open up one's horizons to different ideas, subjects and points of view.

You think through what you say carefully, although sometimes you might let things slip without knowing and that causes you some trouble.

You think that real life experience is as important, or even more important than the things you learn at school.

Some people may think you're a somewhat traditional person, and yet the truth is you are unconventional or radical in your own way.

You have a dual need to lead others and to maintain some distance between you and the people you lead.

You can be serious and unapproachable when you're working, and yet you can be affectionate and playful when you're not.

You are headstrong with your ideas and opinions, and yet you understand it's important to rework your ideas in the light of new information. *Positive Bias: Open-mindedness is a universally desirable trait.*

You have a natural and instinctive approach to life, although you can sometimes be overanalytical and overthink about things.

What you find tremendously easy may be hard or even unfathomable by other people.

You don't care about negative criticisms, but they sometimes hurt especially when they come from the people you like and respect.

To the outside world, you may appear you have things under control, but you have hidden frustrations and inner conflicts that people are unaware of.

Whatever you like to do, you like to do it lots, even if it interferes with the other duties or routines you may have.

There are things you want to do, but there are certain problems and sticking points you must overcome first before you do them.

Because you sometimes do too many things at once, you may wear yourself out and get frustrated.

You are usually a master of your emotions, although sometimes you may feel down and you could brood for some time.

Sometimes you take on too much, and your frenetic pace leads to burnout, physically and mentally.

Independence and freedom of thought are important to you. You don't like getting restrained or controlled in any way.

Your estimation of people's motivations and abilities is usually accurate, and you can read people through their actions and behavior.

You don't think you should compromise on your ideals to make other happy, and yet you're practical enough to understand sometimes you need to make concessions to get along with others.

You have a clear idea of what you think and where you're going. If others don't understand you, it's their problem.

You don't like to waste time in useless discussion, preferring to do something useful instead.

You have so much energy that you can't sit still. You are uneasy when you have absolutely nothing to do or think about. *Especially true in our attention deficit world.*

Because of your directness, you sometimes offend people and so you've learned to be more diplomatic and gracious.

You appear confident to others, and yet you have a fear of being inadequate or inconsistent.

Under certain situations, you may look and feel passive, but when necessary, you can switch from a shy and reserved posture into an active and aggressive mode. *Universalism: Our moods are cyclic; we have both good and bad days.*

You can be hard on yourself, although you know that making mistakes is simply a part of being human.

You have a strong desire to succeed and you dislike getting held back or being left behind.

You tend to put others ahead of you, and sometimes, you forget you also need to be rewarded, too.

You may seem to be playful and carefree to people, and yet in private you're rather profound, sensitive and thoughtful.

You almost always get your way because you understand the needs and motivations of other people.

There's a side of you that is hidden from the outside world that not even your loved ones will see. *Opportunity for value elicitation. What's this hidden side?*

Sometimes, you have strange thoughts and fantasies that you don't even share with the people close to you.

There's an eccentric and idiosyncratic side of you that people rarely see, and yet it's an essential part of you. *Opportunity for value elicitation. What's this side of you that people rarely see?*

You sometimes say the things that other people are thinking but never dare to say, and for that reason, some people may admire and respect you while others might feel offended by you.

You may look stoic and tough to the outside world, and yet inside you can be sensitive and you may feel hurt by slights and insults even though you may not show it.

You have good intentions with people and because of that, you don't really feel the need to explain or justify yourself. Sometimes, people misunderstand you even though you are working for the highest good of everyone. *The Misunderstood Hero Archetype. Nobody understands or believes our good intentions.*

You can appear shy and reserved one moment and outgoing and active the next, especially when you find your groove with the people you're with.

You know that self-discipline is important, although you also value the spontaneity and the joy of living in the moment. *A convenient excuse for the lapse in self-control.*

You have your private goals and aspirations, but sometimes you feel they get swallowed up by your work and commitments. *There's always something that prevents us from doing what we **really** want to do, right?*

You have the tendency to be too hard or demanding on yourself without realizing it.

Because of your high expectations of others, you can be tough on people, although you also understand the importance of compromise and diplomacy at the same time.

You have a powerful imagination that could sometimes give you strange or peculiar thoughts. *An excuse for the malicious thought of exacting revenge on the neighbor's dog who disturbed your slumber at 2.30am.*

You have a powerful intuition that could sometimes give you ideas and solutions to the problems that you are facing.

Under the right circumstances, you are calm and composed, knowing when to keep silent and when to speak.

You feel nice to be in front and recognized for what you do, and yet you also sometimes enjoy the sense of freedom from staying in the background.

You are a dependable person, and for that reason, you may attract people who rely on you, sometimes excessively so. *Universalism: We need to belong, to feel important and wanted.*

You rely on your creativity to come up with an abundance of ideas, and sometimes when you get fixated on a single thought to the exclusion of others.

You try your best to separate your work from your home life, although it's getting harder and harder to do so.

Some people may find you mysterious and difficult to understand. It's OK, because your thoughts and emotions are sometimes hard to describe or share.

You have high standards in your own work, and others find it hard to live up to your expectations.

You are selective about who gets to be close to you. *This explains (excuses) the mark's smallish social circle.*

You dislike injustice and double standards because you believe in fairness and honesty when dealing with people.

On the outside, you may appear easy going and agreeable, but once crossed, your response can be relentless and unforgiving.

You appear stoic and unshakable to most people, and yet sometimes you're unafraid to show your vulnerability, especially when you're with a loved one or a close friend.

You try your best to be flexible and accommodating to most people, and yet you always strive to maintain your high standards.

You may get angry at those who have betrayed you or sabotaged your plans. Even if you don't seek your revenge on those people, you will kick them out of your social circle.

You like your independence and freedom, although sometimes you may rely too heavily on certain friends and family for support.

You have the talent and the brainpower to excel in your work, and yet you face problems making progress, probably because of your perfectionism and overthinking. *Paradoxically, if he doesn't succeed, it's because he tried too hard.*

Some people may think they understand you, but they don't.

It's rare to find someone who can truly understand you, and when you find that someone, it's a friendship that lasts for a long time. *Use this opportunity to anchor. You are that someone who could truly understand the mark.*

You are usually measured and composed when dealing with others, but sometimes you may be too aggressive in your criticisms that you hurt those you are trying to help or correct.

You want social success, but only up to a point. You feel happy when you are accepted by the people you like, but you are not hungry for excessive fame and glory. *Up to a point is a good disqualifier.*

Your friends and family trust you, and they confide in you when they need advice or help.

You have your dreams and aspirations, and yet you have had to make some hard choices that push your personal goals into the background.

You are choosy about what gets your attention and effort, and so you sometimes like to save your energy for the more important work. *An excuse for procrastination.*

You are usually not reliant on what others think of you, and yet sometimes a word of praise or approval makes you happy and cherished.

You can usually tell quickly if a person you meet is going to be a friend or a foe. You have a gift of instinct about people that is sharp and accurate.

You receive and follow instructions well, even though you sometimes prefer the freedom to act on your own.

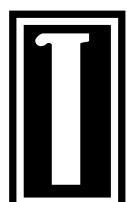
You are excited about the future and yet there are some things or memories of the past that are holding you back. *Opportunity for value elicitation. What are those memories?*

You are both a thinker and a doer, although sometimes you overthink on things when you should simply take action. You are both a thinker and a doer, although sometimes you take rash action when you should think a little more carefully.



CHAPTER XX

THE MEHRABIAN MYTH



n 1967, American-Armenian psychologist Albert Mehrabian did a simple experiment at UCLA.

He gathered his students at his lab and read them a series of statements. Each of the statements had verbal and non-verbal component. He then asked them to tell them if they trusted those statements.

The results were startling. The students overwhelmingly trusted nonverbal components compared to the verbal counterparts. Things like tone of voice and facial expressions meant more than the literal meaning of words.

Startled by this finding, Mehrabian declared, *93% of all communications is nonverbal*. Since then, his followers called it the Mehrabian Rule.

And here's what I'm going to tell you here—it's a myth.

Few know this, but it has since been debunked by eminent psychologists. And yet, the myth is so ingrained in pop psychology that people still believe it's true.

And yet if you think about it, it makes little sense. Because if it's true, humans could simply stop talking to other and still function. Others could look at our body language, read our mind, and give us what we want.

This is, of course, false. Decoding body language is a learned skill, and a rare one at that.

To Mehrabian's credit, he did later clarify that his experiment would work only under very specific conditions. The Mehrabian Rule was not a universal principle like the Barnum Effect.

So, Albert Mehrabian wasn't totally wrong. His theory, however, was incomplete.

The missing piece of his work? Hypnosis.

**Most communication
is subconscious, not
nonverbal**

It's probably not his fault, though. Psychologists at that time had viewed hypnotherapy with a side-eye, dismissing it as pseudoscience. So, like his peers, Mehrabian probably didn't take hypnosis seriously.

And that's a shame. Because he could have gotten it right if he had understood the subconscious mind. *Most communication is not nonverbal but subconscious.*

This was what Mehrabian got wrong. Nonverbal and subconscious communications are different, but they overlap in interesting ways.

Humans communicate in two ways—verbal or nonverbal. And these two modes of communications can either be conscious or subconscious.

THE COMMUNICATIONS MATRIX

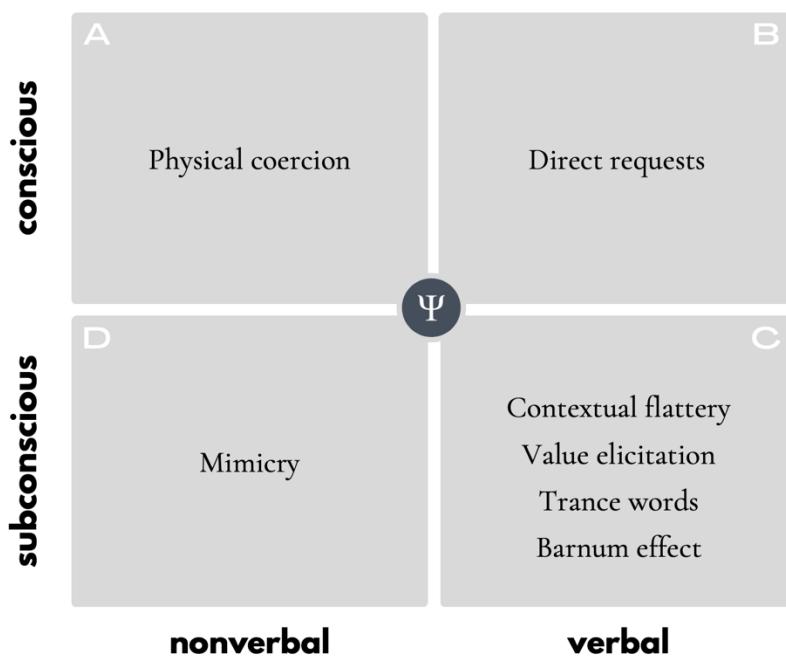


Figure 15. The Communications Matrix

Box A is nonverbal communication directed at the conscious mind.

An example of a Box A method is physical coercion—forcing someone physically to do what you want him to do. This is antithesis to what we do as Anzaians.

Box B is verbal communication directed at the conscious mind. Direct requests or threats, sometimes accompanied by force. Again, not Anzaian.

Box C is verbal communication directed at the subconscious mind.

Box D is nonverbal communication directed at the subconscious mind.

Boxes C and D are Anzaian territory. What we have covered so far—*Contextual Flattery, Value Elicitation, Trance Words, Barnum Effect*—are Box C tactics. These are verbal techniques that appeal to the mark’s subconscious mind.

We will next complete the picture with Box D—how to send nonverbal signals to the subconscious mind. **Mimicry** is the dominant Box D technique. And this is the technique you’re going to learn next.



THREE TAKEAWAYS

1. The Mehrabian Rule—that 93% of all communications is nonverbal—is a myth.
2. Most communication is not nonverbal but subconscious.
3. Anzaian techniques aim for the subconscious, and are both verbal and nonverbal.

CHAPTER XXI

MIMICRY



rroring is a common persuasion device that most people are familiar with. Mimicry is somewhat like mirroring with some crucial differences.

We will get into what those differences are, but first, we will start with the basics.

Conventional mirroring is simple—all you need to do is to copy your mark's posture and body movement.

First, observe his posture, like how he tilts his head and positions his arms. Then, do the same thing. And when he moves a part of his body, you move the same part of your body.

Why does this work? Again, it's a subconscious thing. When you're copying your mark, you're signalling to his subconscious that he is *leading* you.

Mimicry is nature's signal of subservience

Remember: there is a psychological barrier that he puts up against you. You can lower the mental drawbridge between you and him by appearing subservient to him.

Mimicry is nature's signal of subservience. In a pair of creatures, the submissive mimics the dominant, creating a bond. By mimicking your mark, you are indulging him, seemingly under his authoritative spell. The message you're sending to his subconscious is this—you are not a threat.

Not only that, when you mimic your mark, what he sees is a mirror of himself. Because if what he sees is him, he will assume you're thinking the same thoughts as he is. Mimicking is the nonverbal affirmation of his values.

THE REEL METHOD

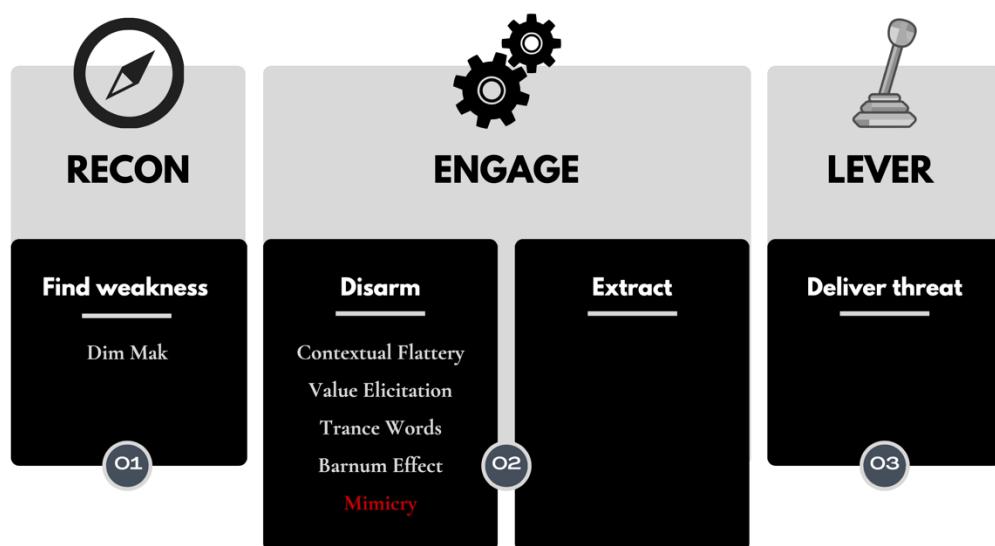


Figure 16. Mimicry is a tactic under the Disarm stage

MIMICRY vs MOCKERY

Conventional mirroring is the bread and butter of persuasion gurus. However, they will almost never tell you its problem—it's too *obvious*.

What do I mean by that?

Well, when you copy your mark's behavior, it would unfailingly look somewhat awkward. And when you keep moving exactly the way he moves, he will surely notice it.

There is a fine line separating mirroring from mockery. Mirroring could destroy rapport—because your mark may think you’re mocking him.

Mimicry is the smarter alternative,

**Send the message to
your mark’s
subconscious that you
are not a threat**

because unlike conventional mirroring, it rarely gets detected. Not only that, it differs from mirroring in three important ways.

The first difference is you never copy your mark directly. Instead, you should make *complementary* movements.

Here’s what I mean: do something similar, but not the same. For example, if he crosses his left leg over his right, you cross your right across your left. If he throws his head back and laugh, you tip your head and chuckle.

Complementary, but not the same.

The second difference is that you will mimic the mark’s *facial expressions*.

Remember—your mark can't see his own face, and so he won't know you're mimicking him. But here's the thing.

**Mimicry could
destroy rapport if
you are too obvious**

We do reflect our emotions on our faces. And since you have the same facial expression as

him, he'll think you're feeling the same thing as him.

The final difference is this—you will *go at a slower tempo*.

Conventional mirroring calls for immediate copying of the mark's movements. That's a no-no. You should, instead, count to ten before doing your complementary move.

As long as you are consistent, his subconscious will register your similarities with him without triggering his alarm bells.

THE COMPLIANCE TEST

Mimicry is more than rapport building; what you are doing is *disarming* your mark. You are knocking down his defenses to prepare him for the next stage—secrets extraction.

Understand this. When two people talk, under the surface of congeniality is a struggle for power and control. Hypnotists call this the frame theory. Of two people, the one with the stronger frame wins control.

An interaction is a struggle for frame control

The Dark Lever strategy starts you off the weaker frame, and this is by design. You want to appear benign, even docile. This gets you through the door without triggering your mark's suspicions.

Then, as you attack your mark with a barrage of verbal and nonverbal Disarm tactics—Contextual Flattery, Value Elicitation, Affirmation, Trance Words and Barnum Statements plus Mimicking in equal parts—you will soon shift the power in your favor.

Think of it as a dance where the mark first takes the lead. And then, gradually but surely, you're taking over control.

You are now in Disarm mode, and your next step is to move to the Extract stage. Before you escalate, you must first control the frame.

The power shift is subtle, and so it could be tricky to know for sure if you are now in control. So, for this, you have got to test your mark for compliance.

Test your mark for compliance

Remember—the weak mimics the strong. So, if you have the stronger frame, your mark will mimic you. It's that simple.

So, here's how to carry out the Compliance Test. Cross your legs and see if he follows. Scratch your chin. Fold your arms. Does he mimic your movements?

And of course, mimicry could also be verbal.

Does he agree with what you say? Does he build on your points? Does he finish your sentences?

Finally, look for the accompanying cues: widening eyes, nods, approving smiles. Are there genuine expressions of approval?

Important: move to Extract stage only when he passes the Compliance Test. Your mark will never divulge his secrets if you have the weaker frame. Test him for compliance.

Once he passes the test, you have a brief window of opportunity to go for the jugular and get him to spill his secrets. And as you will discover, sometimes all you need to do is to say *three words* to him.

Move to Extract stage
only when he passes the
Compliance Test

You will find out what these three words are next.



THREE TAKEAWAYS

1. Appear subservient first to your mark to gain his trust by mimicking his behavior.
2. Make complementary movements and mimic your mark's facial expressions. Also, go at a slower tempo.
3. Test your mark for compliance. Does he mimic you back?

CHAPTER XXII

THREE WORDS THAT BUILD TRUST

I had lived in Malaysia for some years. Once, I had craved for a good Wagyu ribeye, and so I rounded up my buddies and drove to this local steak joint called Jake's.

Jolly old Jake had served a huge array of cuts—sirloins, flanks, New York strips, tomahawks. But what made Jake remarkable was his secret sauce. Nothing beats a marbled wagyu smothered in his signature lip-smacking béarnaise gravy.

And like any precious commodity, the Jake Sauce is jealously rationed. I had ordered my usual wagyu, and so I tried my luck to ask for more of the special sauce.

Steve, our waiter, replied with a well-rehearsed turndown. I couldn't blame him, because after all, people probably asked him the same thing twenty times in the hour.

Ten minutes later, though, Steve returned. He gingerly placed a saucière of the prized gravy on the table and whispered,

“Don’t tell Jake.”

Steve became an instant hit with our group. Onward, whenever we go to Jake’s we’d ask for him, and we made sure we tipped him well. All because of a simple gesture and three words—

Don’t Tell Jake.

Behind this short anecdote is a simple lesson in human psychology. To get a person to like and trust you, trust and like him first.

As humans, we are hard-wired to like and trust someone who likes and trusts us. This is how we bond with family and build new connections with strangers. Trust is the magic ingredient that greases relationships, making cooperation possible.

To get someone to like and trust you, trust and like him first

To get trust, show trust.

You've now come to the part of the Dark Lever strategy where you'll extract your mark's secrets. And for your mark to disclose his secret, you must first gain his trust. And to gain his trust, you must first show trust.

THE REEL METHOD

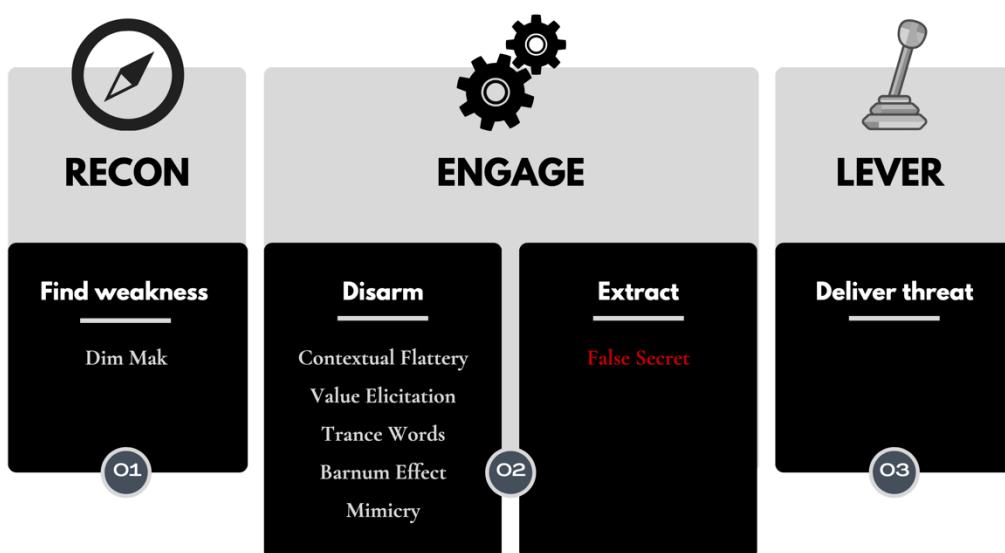


Figure 17. False Secret is a tactic under the Extract stage

THE LOST ART OF FAKING A SECRET

To get trust, show trust.

To get your mark to disclose his secret, first, share a secret with him.

If you don't have a secret you're willing to share, fake one. Or, at least, share a secret that has minimal harm if the mark tells on you.

A client of mine used to work for a huge consumer goods conglomerate. They had billion dollar brands in shampoos, detergents, deodorants, face creams, dog food. Their business thrived on new launches.

To get someone to share his secret, first, share a secret with him

Every time they launched a new product into the market, they made truckloads of money.

Now, here's the dirty little trade secret about the consumer goods industry. Because they rely so much on

product launches, the best way to hurt a competitor is to pre-empt their launch.

Once a rat at their competitor leaked to them it was going to launch a face cream in a pink box, claiming to erase wrinkles in seven days. So, what did our client do? Well, they launched their own face cream in a pink box with a ribbon on top, claiming to erase wrinkles in six days.

And that's not all. For the greatest damage, they launched their face cream a week earlier.

Illegal? Maybe. Unethical? Hell, yeah. But I'm not here to debate the legality or the morality of the tactic. I'm

If you don't have a secret you are willing to share, fake one

merely reporting what happens in real life.

At the heart of it all is the rat, and how we got him to spill on his company's launch plans.

All we did was to feed him with a fake secret in return for a real one.

THE TROJAN HORSE

Most men build up defenses against people they barely know. This is natural. There are crooks and swindlers living among us, and so we spend our lives mistrusting others.

With your mark, your job is to knock his defenses down.

Sometimes, all it takes is one well-timed gesture of trust or openness. Few people can react to sincerity and honesty without reciprocating. Offer a secret, real or fake, and your mark will feel compelled to share one of his own.

**All it takes could be
one well-timed
gesture of openness**

Don't tell anyone, but here's something about me people don't know. I trust you, so I want you to know it.

In the Bronze Age, the Greeks shipped across the Aegean Sea to lay siege on the city of Troy held by the Trojans.

The battle lasted for ten years, killing many men from both sides. Odysseus, the leader of the Greeks figured he couldn't win by force alone. The city gates were simply too thick for them to break, even with battering rams.

One day, an idea struck him. He told his men, "We are surrendering. Build a wooden horse and offer it to the Trojans."

The Trojans caught wind of the surrender and rejoiced at the news—the siege was about to end. They saw the gift as a sign of deference to their superiority, a peace offering, an admission of defeat.

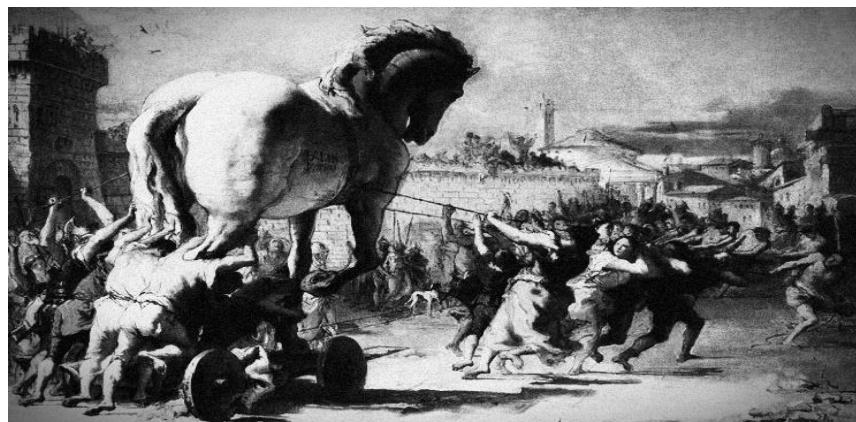


Figure 18. The Trojan War by Giovanni Domenico Tiepolo (1760)

And so the Trojans lowered the drawbridge to pull the wooden horse into the city, unaware of the Greeks hiding inside it. Night came. The Greek warriors crept out, opening the gates to the Greek legion. The trick worked, and Troy fell.

You offering a secret of your own is akin to the Trojan Horse. Your mark's mental defenses against you are akin to the wall of Troy. You can't bring it down with a battering ram.

You need a Trojan Horse—an offering that shows trust and openness—a secret of your own, real or fake.

Give your mark a false confession and he will give you a real one. For the unguarded man reacts to acts of sincerity with sincerity.

Don't tell anyone, but here's something about me people don't know. I trust you, so I want you to know it.

To build trust, use these three words. *Don't tell anyone.*



THREE TAKEAWAYS

1. To get trust, show trust.
2. Persuade your mark to sharing his secret by first sharing a secret with him. Fake one if you must.
3. The most effective three words in building trust: don't tell anyone.

CHAPTER XXIII

CUNNINGHAM'S LAW



ikipedia has an intriguing origin story.

It all started with the invention of the *wiki*, a collection of articles that anyone could edit. The wiki didn't start at Wikipedia, though. Computer scientist Ward Cunningham had invented it at Purdue University.

Cunningham had created the wiki software to host articles for his own research work. Jimmy Wales wondered if he could use the same software for an open online encyclopaedia.

The initial reaction on Wales's idea was unanimously negative—

“Letting anyone edit anything is absurd. What’s going to stop someone malicious from posting fallacious statements?”

Wales couldn’t answer this. Despite his own doubts, he pressed on and launched Wikipedia—which turned out to be a mega success. Wikipedia is now the de facto source of authoritative information online. Over 45 million people use it every day.

Interestingly, even Wales wasn’t optimistic about Wikipedia. In fact, he feared people would abuse the open edit feature and fill it with rubbish.

Why did that not happen?

What Wales didn’t expect was how quickly bad content would get flushed out by its editors. While there were wrong facts, those were soon replaced by correct ones.

THE WRONG STATEMENT

In the 1980s, before the World Wide Web, Usenet was the place to ask questions online.

Unlike forums and Reddit, moderation did not exist at Usenet. Few bothered to post quality answers as they would get sunk in the sea of troll posts and spam.

Steven McGeady was an engineer who worked with Ward Cunningham. Frustrated with Usenet, he went to Cunningham for advice.

Cunningham said to McGeady,

“The best way to get the right answer on Usenet is not to ask a question; it’s to post a wrong answer.”

He found that people were quicker to correct a wrong answer than to answer a question. And that was why Wikipedia worked, proving what’s now known as Cunningham’s Law—

To get the right answer, state a wrong answer.

This works even when you are dealing with people face-to-face. If you say something incorrect, your mark will often correct it. And by doing so, he might even reveal his secrets.

People cannot bear to be wrong. A wrong statement that goes unchallenged is a heavy cognitive burden for them. Correcting it relieves this burden. Not only that, it makes them appear smart. And that's why they cannot resist doing it.

THE REEL METHOD

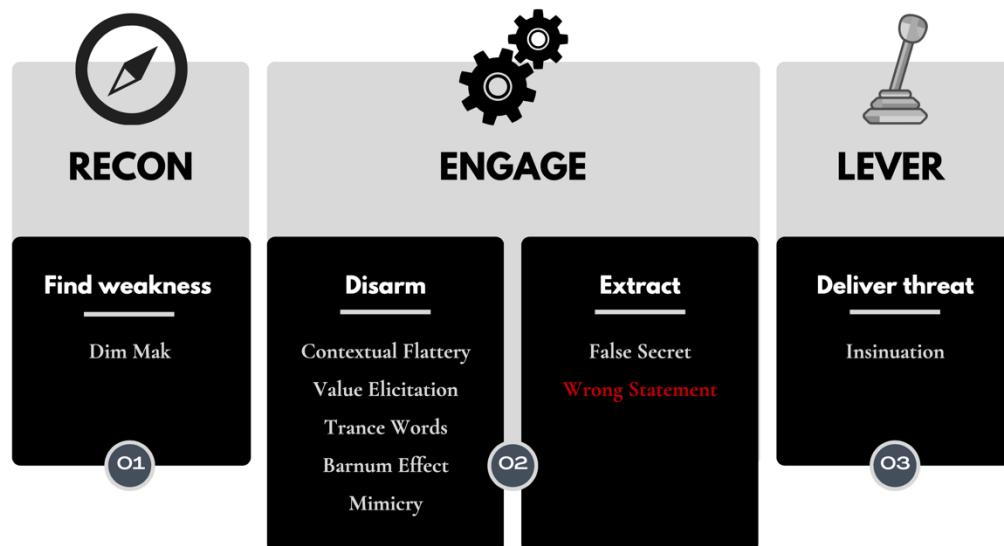


Figure 19. Wrong Statement is a tactic under the Extract stage

In chapter 22, I shared the story of a client of mine—let’s call him John—who uncovered his competitor’s launch plans.

John started by sharing a Fake Secret,

“Don’t tell anyone. I’ll get in trouble if you do. But we’re launching a hair gel later this year, in October. And it’s going to be huge.”

The mark laughed at him. “Hair gel? Are you kidding? How big is that market?”

Feigning ignorance, John asked, “Is there an even bigger market? Men spend a lot of money on their hair!”

The mark asked him back, “Do you know how many women buy face cream?”

Sensing a way in, John gave a Wrong Statement. “Less than what men spend on hair gel, I’m pretty sure of that.”

The mark laughed again. “Wrong, wrong, wrong. And that’s why we’re bigger than you.”

John further challenged the mark. “We’ll see. You’re gonna get your ass kicked in October.”

And then came the money shot. The mark replied,

“How wrong you are. In fact, we’re gonna kick YOUR ass next month. We’re launching a face cream, and it’s gonna be killer!”

Pressing on, John said, “Quit the bullshit. Nobody buys face cream anymore. Women go for botox, they’re tired of your crap.”

The floodgates blew open.

“Our cream is better than botox. We promise results in seven days, or we give them their money back. Seriously, you’re missing the boat here, and I feel sorry for you, man.”

PLAUSIBLE DENIABILITY

The Wrong Statement works. But using too many may jeopardize your reputation. It is risky to say something obviously incorrect, or something that even a novice in your field knows.

To sidestep this, introduce *plausible deniability* into the statement. You can do this by citing the Wrong Statement as hearsay—

“I heard from a friend that...”

“Almost everyone says that...”

“I read in the Wall Street Journal that...”

This will protect your reputation and yet incite the mark to refute the Wrong Statement.

**People can never
bear to be wrong**

Again, there is a danger of overdoing this. Too many of hearsay statements make you look gullible, hurting your stature.

So, as with other tactics in the Extract stage, use the Wrong Statement sparingly. If one doesn't work, pivot back to Disarm mode. Build enough rapport before moving back to Extract mode.

Yet, if he remains in rapport—use the Compliant Test to be sure—you can try something even more daring.

In the above example, John used a mild provocation: *you're gonna get your ass kicked*. We call this the **Statement of Challenge**. You will learn about this technique in the next chapter.



THREE TAKEAWAYS

1. Cunningham's Law states that to get the right answer, state a wrong answer.
2. To nudge your mark along to disclose his secret, use a Wrong Statement.
3. Protect your reputation by injecting plausible deniability into the Wrong Statement.

CHAPTER XXIV

STATEMENT OF CHALLENGE

D

an sits back and sighs.

“It’s so hard to stay loyal these days.”

“What do you mean?”

“Women seem to notice me more these days. I don’t know why. It’s flattering, but troublesome.”

“Have you ever strayed? It’s unlike you, though.”

“Huh?”

“It’s unlike you to stray.”

“Well, sometimes the temptation is strong. I mean, I’m no saint.”

“I won’t call you a liar, but Dan. That’s quite hard for me to believe.”

“I’m not lying, man. Been happening to me quite a lot, especially recently.”

“What happened?”

“You remember Jessica? From high school?”

“Yeah, of course. Such a babe.”

“You know she was in Playboy, right?”

“Yeah. Didn’t surprise me a bit. She’s the archetype of a Playboy Bunny if there’s one.”

“Well, you know what? I bumped into her at the gym the other day. Aged a little. Still foxy as hell, though. Everywhere she went, head turned.”

“Did you say hi to her?”

“Did I fuck. She was the one who approached me!”

“No way.”

“I’m serious. And guess what? Turns out she’d been stalking me on Facebook. Saw Lynn’s pictures, and so she asked.”

“And?”

“Told her I married Lynn. She’s still single though.”

“OK, so what happened next?”

“Well...” (*hesitating*)

“She’s happy to see an old school friend, that’s all.”

“Oh yeah? She gave me her number and I didn’t even ask for it.”

“She’d do the same with me.”

Dan smirked. “Now, get this. After she left the gym, she texted me.”

“Serious?”

He leaned in. “Asked me out. And so I went to see her that night.”

“No.”

“Told Lynn I was meeting you.”

“Fuck off. This can’t be real.”

“Sorry man. It is. One thing led to another...”

“OK, Dan. I’m not saying she’s outta your league, but come on. Jessica’s hot, but she’s not that type. No way she’s banging a married man like you.”

“I’m telling you she is.”



With a Wrong Statement, you prod the mark to refute you, thus exposing his secret.

The Statement of Challenge is like a Wrong Statement, but with a twist. With it, you subtly provoke your mark so he feels the urge to prove to you he wasn’t lying.

THE REEL METHOD

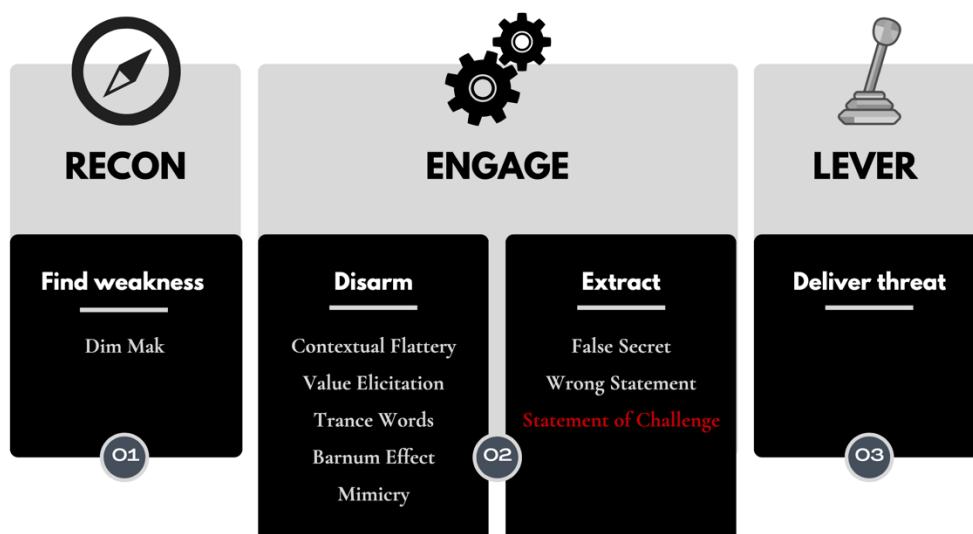


Figure 20. Statement of Challenge as an Extract technique under the Engage stage

In the above dialog, I have highlighted the Statements of Challenge in bold. From a benign remark—*it's hard to stay loyal these days*—to the admission of an affair—I'm telling you she is (*sleeping with me*)—Dan is dared to justify his claims with challenges that slowly became aggressive.

Unlike Wrong Statements, Statements of Challenge come in degrees of severity. Below are the Statements of Challenge you can use from harmless to hostile:

Serious?

No way.

You're kidding, right?

Get outta here.

No, I don't think you did (say) that.

I don't believe you.

Fuck right off, I don't believe you.

Prove it.

Bullshit.

You're lying.

You're a liar.

(*You're a liar* is more aggressive than *you're lying*. The former is an attack on the mark's identity, while the latter is merely an accusation of behaviour.)

The more aggressive a Statement of Challenge is, the more effective it gets.

You should escalate your mark slowly. First, warm him up with the safer Statements of Challenge. Then, hit him with the more aggressive ones. Build up tension he could defuse only with an admission of secret.

How far you can push the envelope depends on how much you have disarmed your mark. Keep building rapport through the Disarm mode. This creates more space to use the more hard-hitting Statements of Challenge.

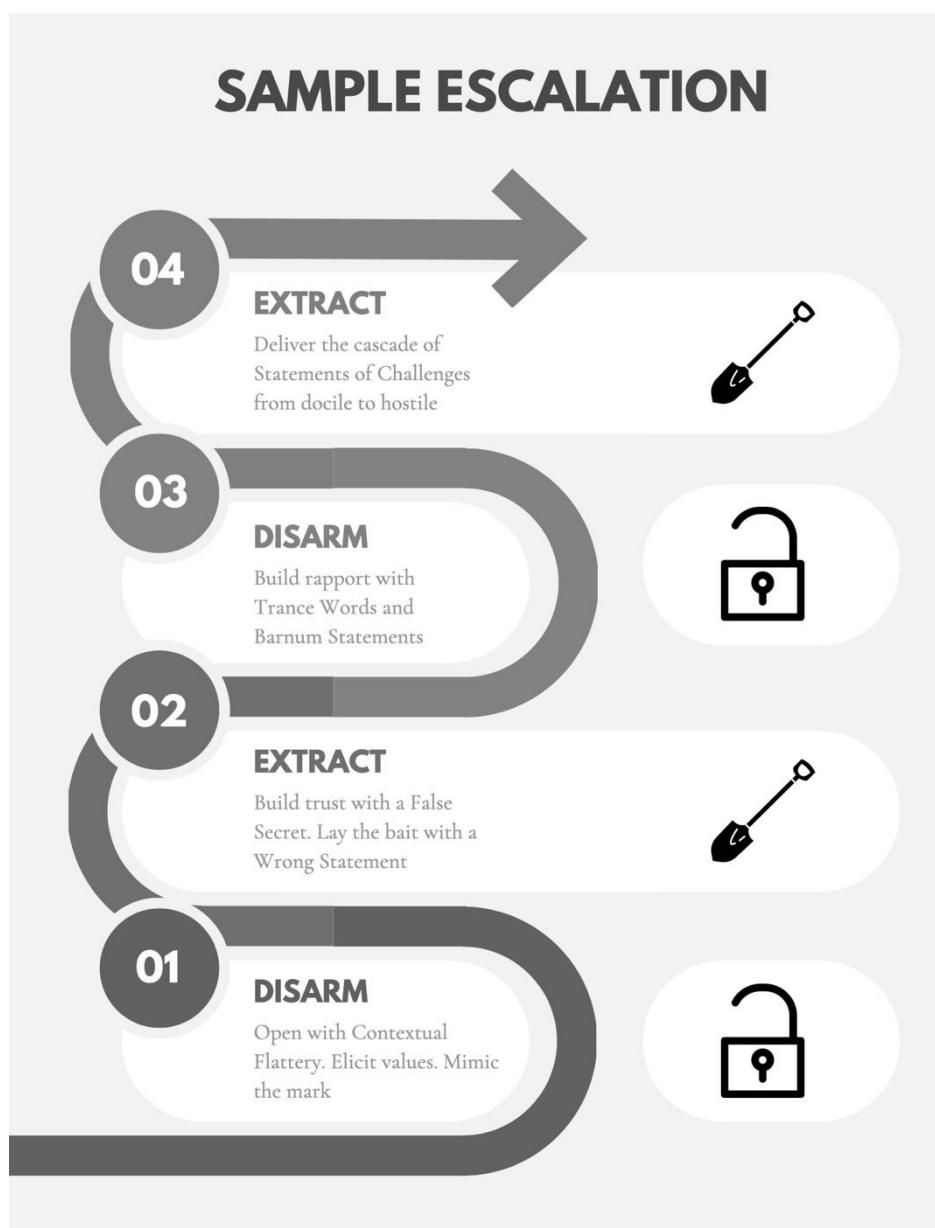


Figure 21. A sample escalation process under the Engage stage

The danger of Statements of Challenge is that you may overreach as you escalate. To temper your more aggressive Statements of Challenge, use *deliberate pauses*.



THREE TAKEAWAYS

1. With a Statement of Challenge, you gently provoke your mark so he feels the urge to prove to you he isn't lying.
2. Start with the Statement of Challenges that are relatively harmless, going a little more aggressive as you prod your mark along.
3. When you feel you are breaking rapport with your mark, pivot back to Disarm mode.

CHAPTER XXV

THE DELIBERATE PAUSE

Mia:

Don't you hate that?

Vincent:

Hate what?

Mia:

Uncomfortable silences. Why do we feel it's necessary to yak about bullshit in order to be comfortable?

Vincent:

I don't know. That's a good question.

Mia:

That's when you know you found somebody really special. When you can just shut the fuck up for a minute and comfortably share silence.

(Pulp Fiction)



wkward silences.

Why do they make us uneasy?

Well, one reason is it makes us think we are losing the interest of the person we are talking to. It could also be a sign we are breaking rapport with him.

Either way, it's the precursor of a conversation going wrong. So, because of the discomfort they bring, we avoid these awkward silences by saying something, anything.

PASSING THE BATON

In a conversation, silence may serve as a signal for the other person to talk. It's like a psychological passing-of-baton.

This is why most cannot stand even two to three seconds of silence. We feel compelled to say *something* to break the lull. Being quiet when it's your turn to talk is like dropping the baton.

And guess what? You can use this phenomenon to nudge your mark deeper into the territory of sharing his secrets.

Silence is the conversational passing-of-baton

This is how you do it. Let's say you've successfully pivoted from Rapport mode into Extract mode. Your mark has begun talking a little about his secret, and you want to coax him further without being pushy.

Here's what to do—introduce the **Deliberate Pause**. Keep quiet for at least three seconds—that's the threshold of comfort for most people. It's as if you're passing the conversational baton to him; it's his turn to speak.

THE REEL METHOD



Figure 22. The Deliberate Pause is a tactic under the Extract stage

If he doesn't expect this, his mind will scramble to find something to say. Naturally, if he has started hinting at his secrets, he will continue along the same topic.

WHEN THE LEVEE BREAKS

When your mark talks about his secrets, don't interrupt.

**Three seconds of
silence is the comfort
threshold for most
people**

And even when it's your turn to talk, insert a pause of three seconds or more. The more he talks, the more likely he is going to

divulge his secrets.

One thing to remember, though.

The Deliberate Pause exerts psychological pressure on your mark. Overuse will break rapport; so, never push too hard. Pivot back to Rapport mode if it helps. The trick here is to keep the conversation flowing.

And remember: sometimes, all you need is for the mark to share a small secret with you. Because once he does that, it greases the way for him to share the bigger secrets.

Think of his psychological barrier as the levee that lines the river of secrets he keeps. All you need is a small crack to break the levee for the secrets to flow freely.



THREE TAKEAWAYS

1. Insert a Deliberate Pause—keep silent for three seconds—to keep the mark talking.
2. The more the mark talks, the likelier he will divulge his secrets.
3. All you may need is a small secret; after which the bigger secrets will flow.

CHAPTER XXVI

TIME DISTORTION

Imagine you've completed the Engage stage with your mark. You've extracted the secret from him, and you're itching to use it as a Lever.

Stop.

Remember: he just shared an intimate secret with you. You're now in his inner circle of trust. Don't ruin his goodwill with distaste from the hint of blackmail.

Once you have extracted his secret, go back to Disarm mode. Pile on the Barnum Statements, elicit his values and continue to mirror him.

Then, bid farewell. End the encounter on a high note.

Again, you must remember this. Never cast the Lever in the same meeting where you have extracted the secret from your mark.

And here's why. Casting the Lever requires you to

**Never cast the Lever
immediately after
you extracted your
mark's secret**

make subtle suggestions that you *may* leak his secret. The key word here is *subtle*. It's like handling a bomb—one false, jerky move and

you'll blow everything up.

Give yourself a safety buffer as you make the allusion you may disclose his sensitive secret. Do this by creating even more rapport with the mark.

And the easiest thing to double your rapport with your mark is to *do nothing*. I know this sounds strange, but it works.

THE REEL METHOD

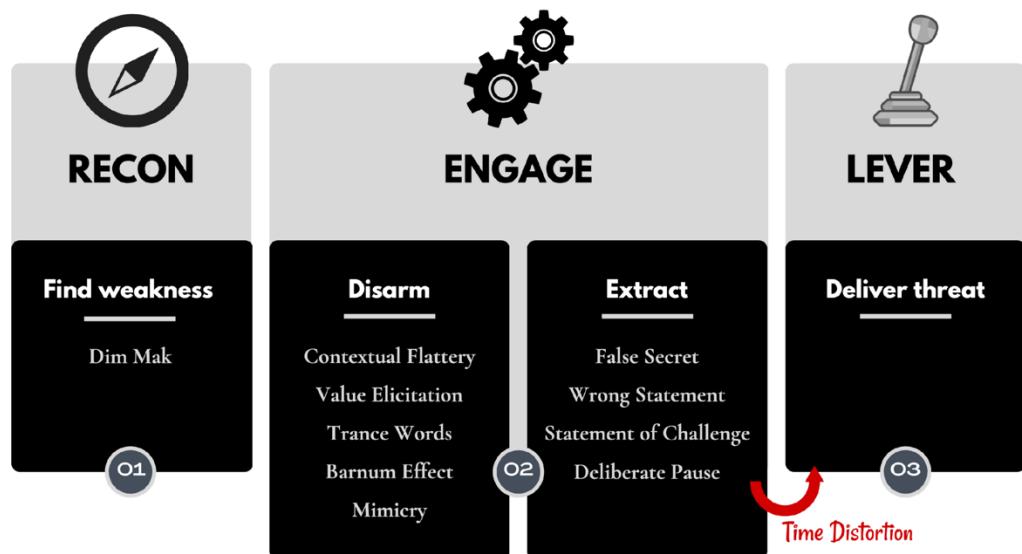


Figure 23. Introduce Time Distortion between the Engage and Lever stages

THE STRANGENESS OF FRACTIONATION

Let's say you are interested in a woman and you ask her out. She agrees. During the date, you hit it off with her. She seems to like you, so it's all good. You think.

Then, the unexpected happens. She ghosts you. You're confused. You call her, but she doesn't answer.

You try to stay cool, but the anxiety is eating you from the inside. You simply couldn't stop thinking about her. Where did it all go wrong, you wonder?

After five days of brewing in a hot soup of mixed emotions—despair, confusion, annoyance, intense desire, fixation bordering on obsession—the phone rings. It’s her.

“Sorry, I lost my phone. How are you?”

At that very moment, the dark clouds lift and the birds start to chirp. Your psychosis melts away, replaced by an euphoric emotional release. You’re in love.

What happened during the five days?

Technically, nothing.

Yet during these five days where nothing happened, your infatuation had transmogrified into full-blown love.

What’s the deal here?

Have you experienced this? Sometimes, we feel we know someone deeply even we have only spent a short time with her. Likewise, a person can feel like a stranger even if you see her every day.

Without going deep into the psychology rabbit hole, there's something about a time lapse that affects relationships.

For example, you can create the illusion someone has known you for years although you've only met her last week. And you can do that with a psychological phenomenon we call **Fractionation**.

This is not new. Hypnotherapists have used Fractionation to get their clients into trance for years. Some men use Fractionation (notably in Shogun Method) to seduce women.

The easiest way to double your rapport with your mark is to do nothing

You can do the same thing to make your mark comfortable as you cast the Lever on him. And here's how it works.

RESIDUAL RAPPOR T

The end feeling of every encounter carries through to the next. And as Fractionation kicks in, the feeling intensifies due to time distortion.

If someone likes you, he will like you even more the next time he sees you.

If someone dislikes you, he will dislike you even more the next time he sees you.

**Your mark may
forget what you said,
but never how you
made him feel**

That's how it works.
And it holds true no matter
how long the time gap is

between meetings.

We may forget what another person had said, but we will remember how he made us feel. In our memories, we associate people with emotions.

So, the way you end the conversation affects how he is going to perceive you from then onwards. It is thus important to end the meeting on a high note.

So far, so good. Then, let's say you are going to meet him again, and this time, you're going to cast the Lever.

And because you've ended the previous encounter on a positive note, he holds you in high regard. This is the Residual Rapport effect that gets carried from the last meeting.

Before you cast the Lever, ride on the Residual Rapport. Open with contextual flattery. Mirror his physical and verbal cues. Elicit his values. Drop a couple of Barnum Statements to disarm him completely.

Then, when he is ready, move to the final stage of the REEL Method—the casting of the Lever. And you do this with *insinuation*.



THREE TAKEAWAYS

1. After you have extracted your mark's secrets, end the meeting on a high note.
2. Deepen the rapport with your mark with Time Distortion.
3. Only attempt to cast the Lever much later when you see him again.

CHAPTER XXVII

INSINUATIONS



ou want your mark to see you as an ally, and yet he realizes you can cause him harm if you want to. Not only that, he must come to this realization on his own. And this is where insinuation comes in.

Insinuation is the subtle art of leveling accusations of bad behavior on someone obliquely. This way, you'll stoke his anxiety that you may imperil him if he displeases you.

THE REEL METHOD

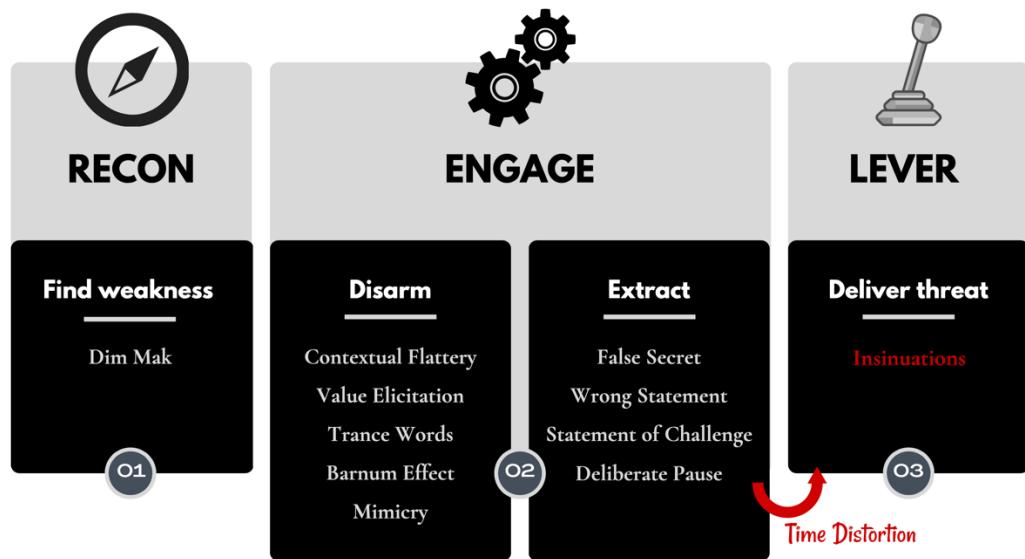


Figure 24. Insinuations is a Lever stage technique

With insinuation, you'll drop elusive hints that deliver the message and commands obeyance. And you must do this *without breaking rapport*. Remember, you want to remain friendly with him.

How do you deliver the best insinuations? There are four ways.

One. Make a direct accusation and then retract it.

“You mean, like the time you cheated on your wife? Ops, sorry, I didn’t mean to say that.”

“You’re no longer on the habit, I’m sure?”

“What will your kids think of what you did, right? OK, forget I said that.”

Two. Introduce ambiguity.

“Well, some people steal from their bosses and think nobody notices.”

“Someone I knew did what you did, and of course, I didn’t rat him out. But I don’t really like him that much, so I don’t know what I might do.”

“If this leaks out, it’s going to be really horrible. But don’t worry, even if I could tell anyone, I won’t.”

Three. Inject dread into his mind.

“A friend of mine’s wife found he cheated, and she served him divorce papers immediately.”

“If your boss finds out about this, what will he do?”

“Imagine for a second (someone important) discovers (the secret). How will your life change?”

Four. Assert indirect authority or quid pro quo.

“This is safe with me... if you promise to be good.”

“We are friends, and we can count on each other, right?”

“I’ll help you with this, and I know you’ll help me in return, yes?”

The timing of your insinuation is crucial. Insinuations work best when your mark is in Disarmed mode. Because when under trance, his defenses are down and he may not be aware of what you’re doing.

As you pile on the Disarm techniques on him with Contextual Flattery, Barnum Statements and Value Elicitation, he’ll be far too absorbed in himself to catch your insinuation.

Finally, remember this.

The high art of insinuation requires the talent of implying threats with but a delicate hint of malice.

Implied threats. Deliberate vagueness. Plausible deniability. Obliquity. These are the hallmarks of a suggestive statement with immense insinuating power.



THREE TAKEAWAYS

1. Insinuation is the leveling of accusation or threat obliquely.
2. Four ways to deliver an insinuation:
 1. Accuse, and retract.
 2. Be ambiguous.
 3. Inject dread into his mind.
 4. Assert indirect authority.
3. The best insinuations are indirect, vague and plausibly deniable.

THE DUMB MOBSTER

Picture a mobster in 1920s America. What comes to mind?

You'll probably imagine a man with slick, black hair in a pinstriped suit, puffing a cigar.

That's the stereotype of an American gangster: a caricature of power, status, infamy and money. And it's an image crafted after Al Capone—the most notorious gangster of the 20th century. When you see a crime boss in a Hollywood movie, you see Al Capone.

Who was Al Capone, and what did he do to deserve his ill repute?

Plainly, when it came to gangsterism, Capone surpassed them all. At the height of his notoriety, Capone had swallowed the Chicago crime scene whole. Gambler dens, brothels, racketeering syndicates... he ruled over them with

cold ruthlessness and an inexhaustible propensity for violence.

Capone's game plan for his crime empire can be distilled into one word: murder.

He and his henchmen killed with impunity. Once, they drove over to a rival gang, lined them up against the wall and mowed them down with machine guns.

He once said—

“You can get much further with a kind word and a gun than you can with a kind word alone.”

Coercion is the de facto modus operandi for many men who wield power. To Capone, violence is de rigueur. *Ask nicely. If he doesn't obey, shoot him.*

There's no question that coercion works. But, here's the thing that simpleton gangsters like Capone miss. *There's always someone with a bigger gun.*

It's thus no surprise that Al Capone met his Waterloo when the FBI came down hard on him. And soon, he was arrested and got thrown into a cage inside the Atlanta penitentiary.

From there, it was downhill for Capone. In prison, he descended into intermittent madness, ravaged by syphilis and gonorrhoea. He got out after eight crippling years, and a heart attack finally done him in.

Al Capone's mistake?

He messed with something even more violent than him—the United States government.

You don't poke the lion in the eye and expect it not to pounce. Capone thought he could throw his weight around... until the guys with bigger guns turned up.

“You can get much further with a kind word and a gun than you can with a kind word alone.”

Foolhardy. Because you can get much further with a kind word and a **Lever**, not a gun.

“It’s always safer to found yourself not upon fortresses but upon the benevolence of men.”

—Machiavelli

Al Capone was the archetype gangster, but a dumb one.

In pursuit of power, he threatened his enemies with violence, until he met his match in the biggest gangster of all—the men in uniform.

Indeed, if he had indoctrinated his enemies instead of coercing them, he would have lorded over Chicago for fifty years.

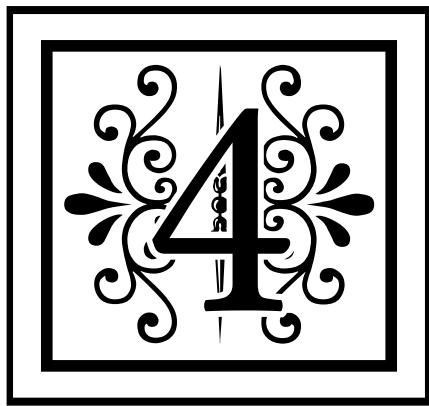
Zhang Yi Sao was not the archetype gangster.

Because unlike Capone, she was smart. She could match Capone in her viciousness, and yet she understood what endures power—

Indoctrination, not coercion.

Fortresses crumble with force. But a legion of indoctrinated men renders you bulletproof.

The Dark Lever is the indoctrination of men into benevolence. It is the forging of a battalion of loyal defenders of your cause—one man at a time.



Envoi.

CHAPTER XXVIII

THE DARKEST LEVER

“We are alone here under the earth. It is a fearful word, alone. The laws say that one among men may be alone, ever and at any time, for this is the great transgression and the root of all evil.”

—Ayn Rand



Human relationships operate on invisible levers.

A man is powerful when he has leverage over other men.

A man is weak when other men have leverage over him.

These unseen levers forge the social strata, the pecking order of humans, a hierarchy of status among men.

This book shows you how to cast a Lever on another man so you have power over him.

How?

By extracting his deepest secret and use it as a Lever against him.

Because of its nature, we call it the *Dark* Lever. There are, of course, levers that are lighter and benign, even socially acceptable. For example, doing someone a favor so you can ask for a favor in return, Godfather-style. So light even Cialdinians do it. (They call it reciprocity.)

We Anzaians lean to the other, darker side of the lever spectrum.

What's darker than exploiting a man's deepest secret?

Exploiting his deepest *fear*.

And what is the man's deepest fear?

Rejection.

Everything we think, feel and do stems from the anxiety of getting cast out, shunned by the people we depend on.

Strike a man's heart with the threat of rejection and he will bow his neck to your authority.

Human relationships operate on invisible Levers. And the Darkest Lever is one that feeds on the fear of rejection.

A child to her father—*Obey or I'll stop loving you.*

A woman to her husband—*Obey or I'll leave you.*

An employer to his worker—*Obey or I'll fire you.*

A man to his friend—*Obey or I'll stop being your friend.*

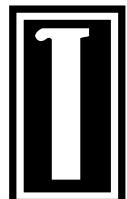
A group to an individual—*Obey or we'll kick you out.*

We are now pushing beyond the boundaries of social norms and the impotency of conventional persuasion trickery.

Because the endgame of influence is not persuasion, but indoctrination.

CHAPTER XXIX

ENDGAME



Indoctrination, not persuasion.

If indoctrination is the endgame in power and influence, why is nobody talking about it?

One word—misdirection.

Imagine this. You are part of the elite, the puppeteers pulling the strings, the masters of the universe.

Are you going to blab to every pleb about how you're using this knowledge to win power and influence?

Are you going to out yourself as a practitioner of the dark arts of social indoctrination?

Of course not. You're smart, and so you're shutting the hell up.

Because commoners will wonder how you do the things you do. Why do people so willingly surrender their autonomy and submit to your authority so easily?

Even smarter, you'll be throwing people off the scent of what you're doing—with a smokescreen.

What's the smokescreen?

Books on persuasion.

The entire genre of persuasion books came into existence as that smokescreen.

It serves to distract you while keeping the real deal under wraps. Persuasion is a red herring. It resembles little to the real tactics and protocols used by the elite to conquer the world.

But here's the thing. Never despise the elite because with this knowledge, you are about to join them. It's the only thing separating you from the enlightened men who chart the destiny of humanity.

You have now seen things you can never unsee. In front of you is a door to the sceptre of authority—with which you can multiply your strength many times over and command the obeyance of the masses.

Will you walk through the door pick and the scepter up?

With the Dark Lever, you now know how to uncover anyone's secret and use it to force him to obey you.

Will you go one step further, exploit his greatest fear and indoctrinate him?

At this point, you have three options.

One. Do nothing and continue your life as before.

Or, two. Learn stale tricks from persuasion books written by quacks and out-of-touch academics.

Or, three. Embrace your dark side, fall into the indoctrination rabbit hole and learn the Anzai Protocol.

Most people should go for the first option, for the second option is for fools.

The third option? It's only for the select few.

[Are you one of them?](#)

CHAPTER XXX

SUMMARY

THE DARK LEVER IN FIFTEEN POINTS

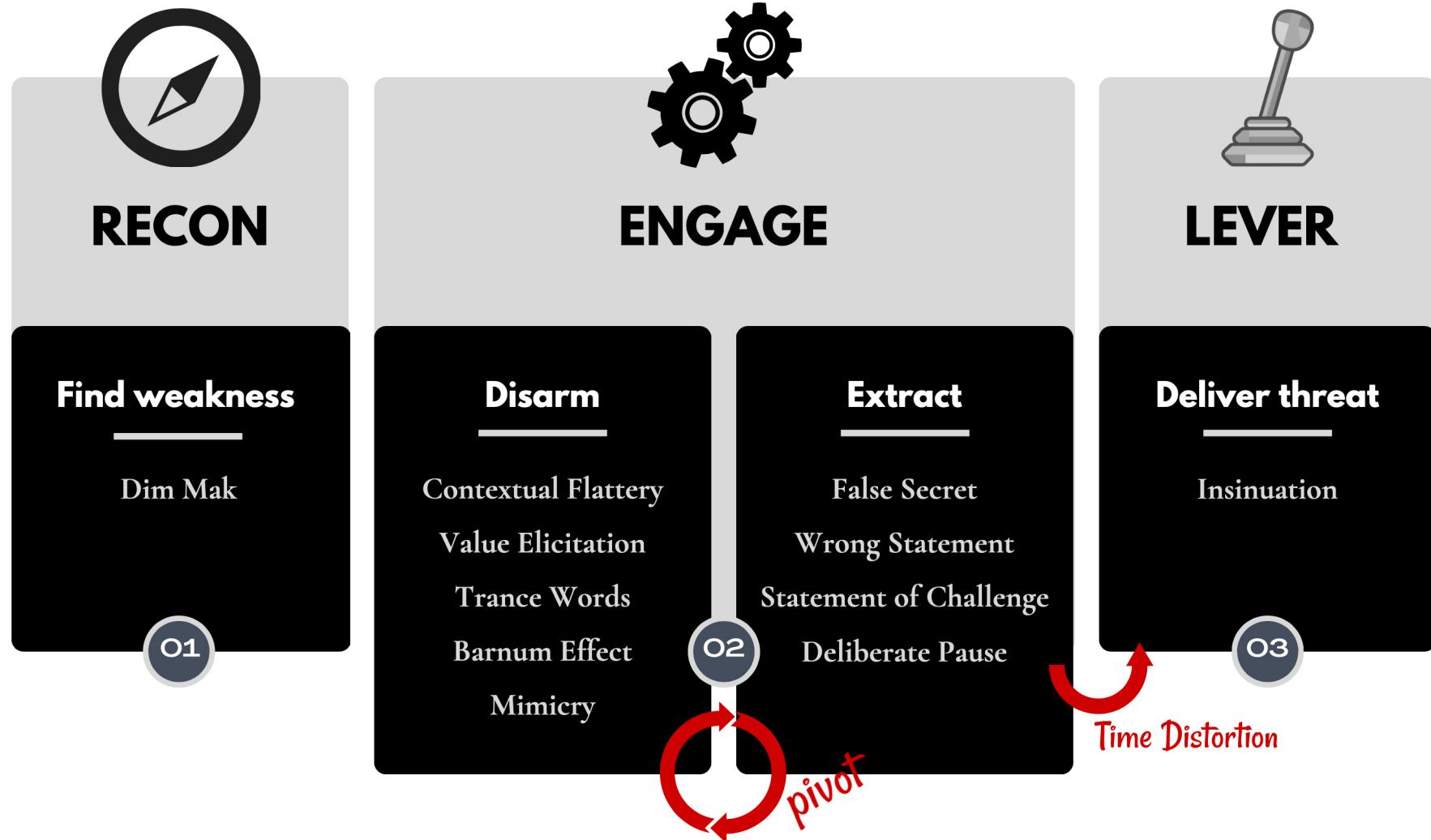
1. Human relationships operate on invisible Levers.
2. The Dark Lever methodology is to find your mark's secret and use it as a Lever against him.
3. The Anzaian's Creed is to render your mark his just due.
4. Blackmailing is the malicious use of the Dark Lever and breaks the Anzaian's Creed.
5. Three Maxims of Human Nature:
 - One: People keep secrets.
 - Two: The natural state for people is to be secretless.
 - Three: Under the right circumstance, people will divulge their secrets.

6. The REEL Method (Recon-Engage-Lever) engineers the right circumstance for the mark to expose his secrets to you.
7. In the Recon stage, research the mark and find his psychological weak point—the Dim Mak.
8. The mark’s Dim Mak depends on where he is in the Life Odyssey—the twelve chapters of the human journey.
9. The Engage stage involves disarming the mark and extracting his secrets by exploiting his Dim Mak.
10. Disarming tactics:
 - Value Elicitation—psychological bonding questions based on the Dim Mak.
 - Barnum Statements—cold reads that build empathy and trust.
 - Mimicry—behavioral mirroring that lowers the mark’s self defense and barrier to rapport.
11. Extraction tactics:
 - Wrong Statement—a reverse psychology trick based on the Cunningham’s Law that prods the mark to divulge his secret.
 - Deliberate Pause—creating tension that pressures the mark to carry the conversation.
 - False Secrets—a quid pro quo technique; fake a secret in exchange for a real one.
12. In the Lever stage, employ insinuations to secure your mark’s obedience.

13. The Darkest Lever is the threat of rejection or the revoking of status and identity.
14. The endgame of influence is indoctrination, not persuasion.
15. The Anzai Protocol shows you how to reach the pinnacle of social power through indoctrination.

THE REEL METHOD

Ψ THE ANZAI PROTOCOL



SELECT RESOURCES

SHOGUN METHOD X

Derek Rake's Shogun Method was the original relationship advice program for men developed using mind control, Neuro Linguistic Programming and hypnosis techniques. My experience with Shogun Method had led me to this question—

If I can use Shogun Method to secure my woman's devotion to our relationship, can I use Shogun Method on other people to secure their devotion to my cause?

From there, Shogun Method X was born. It's the extension of Shogun Method beyond love and relationships into the realm of power, influence and social control.

In this program, you'll learn—

1. **Hypnotic Fractionation.** How you can exploit people's addiction to emotional roller coasters to control and dominate them
2. **Pattern Interrupts.** How to short-circuit your mark's mind, creating a brief but valuable window for control
3. **Yes Ladders.** The easiest way to get compliance and unquestioning obeyance, from anyone, ever
4. **Pace/Lead.** The classic two-step influence methodology—first, by finding the Common Ground with the mark, and then leading him to your desired result
5. **Double Binds.** How to guide your mark towards the choice you want him to make—without him knowing it
6. **Multiple Outs.** How to design the three outcomes that will all be favorable to you, no matter what your mark says or does
7. **Inner/Outer Worlds.** How to tap into your mark's subconscious mind and overhaul his habits and behavior
8. **Indoctrination.** The genesis of the Anzaian knowledge base! Learn the ARCI Sequence—the

four stages of increasing your mark's submission to your authority

The Shogun Method X package also includes the Hypnotic Storytelling Trilogy—the de facto authority on storytelling as a hypnotic device. Learn storytelling well and you'll have the superpower to hypnotize anyone at will.

Important—

Shogun Method X assumes a foundational understanding of the core Shogun Method program. Most of its contents won't make sense to the reader who are not familiar with Shogun Method concepts. You will need to first master Shogun Method.

Via a special arrangement with the Shogun Method team, we are pleased to offer the *Shogun Method X Bundle*: a special pack of both Shogun Method and Shogun Method X at a discounted price. For more details on this offer, [click here](#).

Ψ

Problems of power struggles, expediency, brinkmanship, courtierism flare up daily and you must tackle them. Your enemies will try to take you down at every opportunity and you must fight them.

And fight them you will—with indoctrination, the doctrine of undetectable influence.

The Anzai Protocol is the flag bearer of indoctrinative influence—the spiritual successor to Machiavelli, Rousseau, Hobbes, Grácian and Guicciardini.

[Go here.](#)

FRACTIONATION

For men who want total dominance in love and relationships—

Embedded inside your masculine brain is a hidden ability you can use to secure the devotion of any woman you lay your eyes on. It doesn't matter if she's someone you just met, or if she's your girlfriend or wife.

What's this ability?

The power to control a woman's emotions.

Clinical hypnotists have used this technique to control their patients for decades. In 2015, a man went rogue, stole the technique and bequeathed its power to tens of thousands of men around the world.

Who are these men?

Shoguns.

The name of the technique?

Fractionation.

Want this power?

[Get it.](#)

COVER CREDITS

Sketch of Archimedes of Syracuse (287–212 BC), taken from the frontispiece of *Sulle Spiralli*, written circa 225 BC.