

Social Engineering King – Becoming the Alpha

So now that you have listened to or read the Introduction to Underground Hypnosis section, we will talk about Becoming the Alpha in any social situation. You should learn some of these social engineering techniques before we get into specific scripts and methods on how to hypnotize others. And you can download and follow along with the transcripts to learn this even faster.

What Social Engineering King means is being able to engineer any social situation to become the boss, or simply the center of attention. You'll learn how to change the social dynamics of a group to put you in control, to make you the King. Now obviously it's going to be much easier to instantly make someone change their mind if you're the controller.

For example, when you were a kid, you did what your father or mother told you because they were in control. People normally do what people in power tell them to do. It's just natural. Underground Hypnosis is much easier to do if you are the one in the power position. It's not impossible to make someone do what you want them to do, to bend or steer them where you want them to go, or to drop them into trance, without being the Alpha. But if you were the one in charge, in complete control, or you're even the one people look up to, then it's much easier to bend them to your will.

Now I know you may be saying to yourself, I'm never the one people look up to, this is not for me. Let me tell you, it's not how you look; it's not whether you're skinny or fat, tall or short. It doesn't matter. If you just look at who runs companies, or who controls major organizations, they don't all look like movie stars. Success and being an Alpha is more about attitude, and knowing what to say and when to say it and when to just shut up and listen. Most people start talking more when they get nervous or unsure of themselves. That's not the way to become the Alpha.

So I'm going to walk you through, step by step, not only how to become the Alpha, but how to stay the Alpha. I'll show you how to handle difficult situations, because it's not always going to be easy. But once you learn how, you can walk into a room and "own it" within 10 minutes. It's not that difficult.

Before we get started showing you how to become the Alpha, let me give you a few examples of how Alphas can prevail in many situations. For example, if you're going to a club or bar, you may want to hypnotize people to do what you want them to do. You always need to locate the Alpha in that situation first. Once you know how, you can walk into a group of 5 people you don't know and, within 5-10 minutes, be able to tell who the Alpha of the group is and who are the betas. There are generally two types of people: an alpha and betas. If you have 4 friends and you go out for drinks, or you play basketball together, or whatever, one person is already the Alpha of the group. Can you identify who that person is? If you are not the Alpha, then your group of friends would be the best place to start becoming the Alpha for practice. That doesn't mean it's easy. In fact, it's a lot easier to overtake the Alpha in a group of people you don't know because you have nothing to lose. So even though becoming the Alpha in your own group of friends might be more challenging, it's a good experience to have and a good place to start.

So let me explain to you how you identify the Alpha of a group, and take them over. Just a note, Alphas are not just in human interactions, but they are in almost all species. You may have seen the Discovery Channel and how lions or elephants have an Alpha leader. For example, something interesting about dogs is that there is always a leader of the pack. And the reason dogs can be trained so easily is not because they know you are human or think you're smarter. It's because they think you're also a dog, but you are a commanding Alpha in their presence, so they listen and respond to you because of their pack instinct. Conversely, if you show a dog that you are afraid of it, you make them the Alpha and they will respond accordingly and turn the tables of power on you and start training you.

You might be thinking, "What does that have to do with me hypnotizing people?" But handling animals is the same as what you have to do in a human interaction. You have to subtly or covertly declare and make sure everyone knows you are the Alpha, without them necessarily knowing what you're doing. That's what Underground Hypnosis is all about – out-thinking, out-smarting, out-knowing and out-planning other people. It's not that hard because 90% of the population goes through life without really planning or thinking ahead about anything, especially not about how to overtake others to get what they want. Most people are not only unprepared, but are uninterested in being prepared to learn what you are learning. They don't even think about how can they can be in control or be the Alpha in any situation. Honestly, before you got this course, did you truly think much about why you needed to be the Alpha, or how it would be so much easier to persuade, hypnotize and bewilder other people from that position of power? Probably not.

Now you might ask: Why is the Alpha in control? It's pretty simple and straightforward, even in the animal kingdom. The strongest or oldest lion in the pack will usually be the Alpha. Similarly, with humans it's more a question of perceived power than actual strength, not who can bench-press the most weight, but who can summon and project their inner strength, confidence and knowledge to dominate others.

Humans communicate with their innate and learned verbal and body language patterns. So your strength will come from your knowledge and use of language patterns: Not just what you say, but how you say it, and other factors such as tone of voice, eye contact, posture and stance, that will determine how people perceive your power. It's not just how you look, your appearance, it's how you speak and act, that will impress people the most.

For example, I think most people will agree: Women are more interested in how much ambition a man has than just how he looks. If a woman sees a guy who is really good-looking, who works out, with a great physique, but he just sits on the couch and drinks beer all day, most likely she will not be very impressed with him. On the other hand, if she saw an average-looking guy, not such a great body, but he has a lot of ambition and money, she will likely be more attracted to him than the unmotivated guy. So our power and influence are from our perceived strength, primarily from our language patterns, which we will learn much more about shortly.

You may have also noticed social status is highly influenced by our use of language patterns. Our job or career is likely determined by how and how well we communicate with other people. But even if you are the mail carrier in your office, with proper planning and preparation, you can still

become a strong influencer if not the actual Alpha. Everything depends on your intent. Do you want to become the Alpha to hypnotize someone or persuade someone to do something specific? Or do you want to become the Alpha so you don't have to take any grief from anyone? Or do you want to become the decision maker? I would recommend learning to be the Alpha in any situation so that you can be in total control whenever and wherever you want to be.

I use these techniques to be in control of every social situation, whether it's at work, with my family, with my friends, or even strangers. If I want to switch the direction of a conversation, or persuade someone to do something my way, or just be well-liked, I become the Alpha in charge. Now this may sound creepy, creating a powerful force and atmosphere of control around me. That's exactly it. Any interaction between two people involves an Alpha and a Beta. You can't have a completely equal relationship with the cashier at Wal-Mart, with the girl at the ticket counter at the movie theater, or even with your spouse. That's just a fact of social dynamics. That's how humans and other social animals relate. It's not creepy to be able to get what you want, right? So if you have an option, which do you want to be, the Beta or the Alpha? Of course, you will choose to be the Alpha. I recommend using these techniques in any social situation so you don't have to worry about whether or not you are in control. Just become the Alpha using the techniques you will be learning in this course.

So what is an Alpha? You have to know what it is if you are going to become it, right? It's the strongest animal or the person with the greatest inner strength. Now how do we show our inner strength? Two main ways: Social Proof and Story Telling. But before we get into the details, let's cover what inner strength is not. You know that anyone who is a braggart, who is always one-upping whatever you say, telling you how great they are, is really annoying. For example, if you had a friend who was talking about their white water rafting trip and was telling you how tough and dangerous it was, and another friend said, "Oh yeah, I went on a river twice as hard and dangerous.", what would you think of him? "What a jerk, right?" and if you do this, stop it. You can't become the Alpha by acting like a jackass.

Instead, storytelling is sharing small details which indicate to others that you know what's going on. Let me give you an example from the workplace. You're in a meeting room with people you just met and before the meeting gets started you say, "Boy, that was a long weekend, did you guys do anything?" (Nothing really, whatever). "Well, I went on a really intense white water rafting trip which was really fun. And we have an even bigger group going this weekend." So by telling them this story, you just showed them a social proof of how active and cool you are. You're saying I'm not the kind of guy who sleeps in until noon and does nothing all weekend. I'm an interesting guy you might want to get to know more about. This works really well in a situation where you don't know people and you can start telling them about cool stuff you have done. You don't have to lie, just tell them an interesting story. You can make your day to day activities sound exciting with a little practice. Your story-telling will let people know you have value and are someone they want to be with.

Now you want to be subtle and not just slam people with your fist like a caveman would. That would not be very covert. Everything with Underground Hypnosis is under the radar thinking and actions. That's why you can be so effective using these techniques secretly instead of in the open like standard hypnosis where the subject knows you are hypnotizing them.

Now you may be wondering why betas require there to be an Alpha to lead them. It goes back to primitive tribes and ancient societies where every successful tribe needed a good leader. The members of the tribe want to know that if they go to war or go on a journey with their leader, they will be safe and victorious. In a work environment, it may be the one who dresses the best, looks the sharpest, or sells the most. Everybody loves a winner. They want to be with someone who thinks ahead and makes good decisions. The leader is the one who comes up with the best ideas for a project and gets things done to make the workflow easier, right?

In a nightclub, a coffee shop or even a break room at work, usually the tribe leader is going to be the one who is the most fun. So to become the tribe leader, find out what your group is looking for and give it to them. Now the group has to "elect" you. You can never elect yourself as leader, but you will have others do it. And the cooler your tribe is, the easier it will be for you to become the Alpha for other tribes as well. Especially in the seduction scene, the cooler your tribe, the more interesting you will be to others. Guys, by dressing a little differently or acting a little outlandish your group will get noticed by the women. You know that's true.

Now as I said most existing groups already have an Alpha, so the first thing you have to do to overtake the Alpha is identify who that is. How do you do that? Simple. Observe. When the group moves, who is leading it? Notice who the group defers to when they speak. Who is the most confident and has a take-charge attitude. Who is making the decisions? Who are the group members looking at and listening to for confirmation when they speak? And also notice how the Alpha gives or withholds approval so you can do it the same way when the time comes.

And remember that since groups form and reform constantly, there are no written rules, only what people feel about the group, so you can cause the Alpha to join you and your group and become the Alpha for both groups at any time. Or if you want to take over the Alpha's group, first you want to become the number one beta, the teacher's pet, the favored one. Initially, you are going to give him or her what he or she wants. This applies to both men and women but I'm just going to use "he" because it's easier to say and to follow. So at first, you are going to feed him what he's used to receiving from his followers. Give him compliments and feed his ego. That's what the number one beta does in the group. He sees to it that the Alpha stays the head of the tribe by boasting his ego in front of the group. Social dynamics is such that the Alpha stays in power not so much by what he says but by what people say around him or about him. If there is whispering and gossip going around about what a fun guy you are to hang out with, then you are becoming the Alpha already.

OK, now that the Alpha likes you, we're going to start the takeover with some social proof techniques. Remember what makes the Alpha the leader is social proof. That's when he get the looks of admiration saying, "Wow that was cool, or funny, or clever", or whatever his bit is.

Now I'm going to give you three tactics to take over the Alpha position. If you are at a table, sit next to the Alpha and make good eye contact when you talk to him. Now, the first takeover tactic is to be the "nickel knowledge" guy. Nickel knowledge is the trivia, the useless information or stupid stuff that someone can spout off with that gains them attention and social proof. Think about it. If someone starts telling you interesting facts, one after another, that you didn't know, you'd be compelled to listen for a minute and think, "That's pretty cool, how do you know that?", right?

Two good websites for learning nickel knowledge are www.CoolQuiz.com which calls itself "*The World's Largest Trivia Site*" and www.Snopes.com which has a lot of urban legends. You can memorize about 20 or 30 of these interesting factoids and become the nickel knowledge guy instantaneously. This is great in a casual setting or night club if things get boring. To spice up the conversation, you can say, "Did you know... there are 295 species of pigeons in the world?" or "that ablutophobia is the fear of bathing and achluophobia is the fear of the dark?" How about, "What are the only two English words ending in -gry? I'll bet you don't know. It's hungry and angry." or "Did you know there are actually towns in Arkansas named Hooker, Bald Knob, Beaver, Magazine, Greasy Corner, Possum Grape, Strawberry, Umpire, Weiner, and 56?" Think about how much you can laugh and talk about these weird town names and entertain the group. That's the power of nickel knowledge as social proof that you brought to the table. You become the fun and interesting guy who surprises and entertains everybody.

The second takeover tactic is to be the funny guy. Now there are two types of funny. One is the joke guy and the other is the naturally witty guy. If you think you're not funny, you can learn to be by memorizing funny stories and practicing them. And if you're not yet comfortable telling long jokes or stories, memorize some good one-liners. There are millions online. You will also learn how to be a wittier person in the next section on Covert Control called The Iron Man.

The third takeover tactic is called Mind Tricks. Remember, you are still making the Alpha look good by being his number one beta. Here is the mind reading trick. Tell someone in the group to think of a number between one and ten and don't tell you what it is yet. Then you'll say, "It's 7!" The reason is that 77% of people will pick 7 so the odds are in your favor. When they say, "Wow, how did you do that?" you tell them you can read minds. If it wasn't 7, then you can tell them you picked it because 77% of people will pick 7 which gives them some trivia they didn't know.

Another fun social proof trick is mental key bending like Uri Geller. The trick is to take two keys, tell the group you are going to bend one of them with only your mind. Then hold them in your palm with the end of one in the hole of the other key and squeeze them to bend one of them. Rub your hands together and show them the bent key. Practice this first and remember the bent key will be useless, so don't bend your only house key. This will really get people talking about you and give you more social proof.

These tactics work to make you the Alpha even if you have been shy and quiet for years. People will just say, "Wow, I didn't realize you were so funny." Or "I didn't know you had such amazing mental powers. That's cool." People are always impressed with these Mind Tricks, but don't tell them what you're doing or why. It's your secret. And remember that the dynamics of a tribe are constantly changing and, with persistence, you can overtake the Alpha even if he's been in charge for years.

With some planning and forethought, you can overtake the Alpha by using his social proof style and then going beyond it. You can use these tactics and additional covert hypnosis techniques you'll learn later in the course. By out-thinking and out-studying the natural leader, you can go beyond him and become the Alpha 100% of the time if you use these tactics properly. Remember to be covert and not confrontational. Don't overdo it or be obvious. You can do this slowly over time, and every time the Alpha says something funny, you laugh and then say something funny or interesting to bring the focus back to you. You can do whatever you're committed to doing.

You can speed up the takeover by making fun of the Alpha. Let's say you do the key bending trick and then show the group what you did, and say to the Alpha, "You didn't get how I did it, did you?" and get the group to laugh at him. Always do this with a smile when you tease or pick on the Alpha. Then when he starts getting defensive or annoyed, he looks like a jerk and loses social status. Even if he's not defensive at first, he may give you a look and you can say, "Hey chill out, there's no need to get upset. I was just playing with you." and he'll appear to the group to be defensive. And remember no matter how good looking or slick he is, people love to hang out with people who are funny or interesting or cool, no matter how they look.

What you are doing is after building" up the Alpha's trust, you are confusing him and making him defensive. The group will see you getting the best of him and change their allegiance. So every time the Alpha says something, you can very carefully, without bragging, say something similar and add to what he said to go him one better. You gradually shift and phase in the role of Alpha to you by allowing the betas to elect you as the new leader.

You can also script out and use leading questions to take the group where you want to go. I teach some of these scripts and phrases only in my Underground Hypnosis Elite membership course because I don't want to have too many people using the same phrases and techniques because they are so powerful. Hacking a group is just like hypnotizing a single person. Learn and use the right language patterns and you'll be irresistible. Leading questions can be used against the Alpha or the betas. For example, when we said to the Alpha, "You didn't get that, did you?" we can turn to a beta and say, "He did get that, did he?" and wink at them. That gets them on your side against the Alpha. If you do it correctly, they will say, "I don't think he did." and laugh with you at the Alpha.

Another example of a leading question is if the Alpha says something funny and you say something witty or funnier, you can say, "I got you on that one, didn't I?" and punch him on the arm in jest. Make him agree. When the group sees the Alpha being your beta, then your takeover is almost done.

Now we have three closers which I call Obstacle Crushers. These are your reserve artillery if you need them to nail your target. The first one is the Negative Compliment. For example, you would say, "I like those shoes, but they look a little small for your feet. Do you have big feet?" or you might say, "I like your glasses, but they are a little scratched up? Can you see OK?" If you say this negative compliment with a smile, he can't get mad at you and has to explain or answer your questions. Again, when he gets defensive, which is what you want, you say, "Hey man, I didn't mean it like that. Don't lose your cool." Just say, "No, I like your glasses, I was just wondering if they bothered you".

The second Obstacle Crusher can be used in any social situation. It's called Knowing The Party. Get to know the people around the Alpha, in the club, at work, or anywhere. You will learn how to walk up to any group with confidence in the next section. Then when you're with the Alpha, you can wave to people in the room like you're Mr. Popular, and say, "Hey Dan, let me know when you get that promotion" or "Hey Sam, if you're going to the party this weekend, give me a call." Even if you don't know the person you can say "Hey, Bob, if you get those tickets, let's go to the game" with just the right volume so the group can hear you but "Bob" can't understand what you said. He'll look over and then you wave him off and say, "See you later" so he knows he's been released. He may think, "Do I know that guy?" but the group believes you already have a relationship with "Bob". This is killer stuff and can give you tremendous social proof, but it takes some balls and practice. I get into more of these advanced techniques in the invitation-only Underground Hypnosis Elite membership site.

After you have taken away the Alphas credibility, and hurt his social proof, made him defensive, and shown the group that you are more interesting or fun, then you can steal his betas and set up your own special favorites or teacher's pets. You have noticed how the Alpha treats his favored ones and just treat them a little better. You take away from the Alpha and give to the betas what everyone wants – approval. Most humans are just naked beasts and walk around insecure and lonely. So nurture them and become the Alpha, and he has nothing left, leaving you in complete control.

The last thing to learn in this section is knowing how to leave and lead the group. Always be the one who closes the conversation and give a suggestion like, "Hey, I'm starving, let's all go eat now." You are taking over for the Alpha and telling everyone what to do. That is also planting the seed for the next time the group is together. People in power positions control when the group is dismissed. They will begin to expect you to lead them and give commands, even if the former Alpha tries to assert himself. You have the tools to stay two steps and three ideas ahead of him. You will even learn how to use the Black Ops Mirror Technique to make him like you instead of getting mad.

So learn how to think ahead to any possible situation and be prepared. Run war room simulations in your mind so you will know exactly how to respond to any circumstance. You'll be able to out-think, out-maneuver, out-hypnotize, out-persuade, out-manipulate, out-steer and out-do anyone in any group because you understand social dynamics and can control the conversations. Make yourself an Underground Hypnosis journal and write down your scripts, your stories and responses to anything which might happen. Even review events that you would change and improve so you can improve yourself the next time a similar situation comes up. Strive for constant improvement. This is the new way to live your life. Use this knowledge and you will be prepared to become and remain the Alpha. If you don't control your environment, then someone else will.

Now let's move on to the next section called the Roots of Covert Control – The Majors where you will learn the Iron Man Pattern, The Black Ops Mirror Operation, the No Cleaver Technique and other Advanced Tactics.