

Cult Control

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Introduction

Hi. Thanks for your purchase.

It has been over a year since the release of my original manual on cult tactics, 'Secrets of Cult Leaders Revealed'. In that time I've discovered new ways to enter the mind of a woman that go above and beyond what was revealed in SOCLR. I've also studied various cults in-depth and will show you tips to **stop** cult control from interfering with your life or the lives of your loved ones.

What makes a person respond to cult control? Are they missing something in their life? Do charismatic leaders overwhelm them with personality, making giving up control irresistible? What can you do to affect this power in your life? What can be done to prevent it? These questions and more will be answered here. Enjoy!

What Is a Cult?

Many of us have watched items on the evening news about some activity of a “cult” which practices some strange rituals or read a headline in the newspaper, which refers to “cult-like” activities, attributed to animal mutilations or whatever.

Perhaps it was curiosity that caused you to examine the pages of this book or perhaps a desire to start your own cult. Whatever it is, we'll answer those compelling questions...before all of that.

First, to make things clear, cults are not determined by:

1. Strange behaviors out of the norm
2. Particular beliefs of individuals
3. Outward appearance of an individual

While individuals in cults do tend to exhibit behaviors and beliefs out of the social norm, what you look at is how the individual interacts with certain groups that they are associated with.

Rather, what determines a cult is:

A shared belief system which disallows or discourages individual thought, it encourages group thinking, in particular, the leaders thinking.

The need for collectivity, the need for identity. In this day and age of the stresses and strains in life, which hasn't changed much since the early dawn of man, during those times people often questioned whom they are and how to find out who they are. Often, this is manifested in forms of codependency or seeking others who have the same problem and who found a "solution" often in some organization. This can be in a form of some organized religion who has access to the "maker" who obviously knows how to fix things, a political cause to "save the

world", or perhaps working feverishly at their job, perhaps a start-up company to "make the money" to buy what they think they need. All of these ways are ways to establish identity by their tasks.

Another way to understand it is "A man is his work" that is his WORTH and VALUE are determined by what he does, NOT what he is. Purpose is defined by action. "As individuals, with no guidance, no focus, no lasting mark is made, scattered like dust or ashes in the winds of life.

As a group, we can forge a place for ourselves to call home, form a family to draw strength from and share the vision I have, but you have to know who you are and to find significance in it.

Many people find their identity by "getting involved in the group" and finding their worth in what they can do for the group. There's

no thinking involved other than what helps the group and their identity is found in the cause, thus satisfying the WORTH and VALUE criteria. What a cult does is fill that need, taking away the question of worth and value by making him part of the collective and doing the thinking for them. Taking ALL responsibility for ALL his actions. The group helps by VALIDATING his belief that he's "not alone" in this world and existence.

You may think to yourself "how common is this thinking"? Well, it's more common than you think, as it is part of culture. Even though you probably wouldn't say that you work for a "cult" or belong to a "cult" you may be surprised to find that there are SEVERAL cult-like elements associated with where your spending your time at. The first place to look at is your job.

When a friend of mine was doing consulting work at a certain high tech firm, he found out that 70% or more of the people who worked there were hired straight out of school and the way they

laid out the place was much like an "academic environment" much like the universities you and I went to when we were in school. Many of the people working there have worked there for YEARS. Most of them didn't know any better, just accepting where their at as "truth" These days, you've probably heard of or had to participate in writing a "mission statement". This is another term for "indoctrination" or being programmed for the beliefs of the group cause. Several of the larger companies (many Fortune 500 companies) and many companies even much smaller, have similar corporate "culture" which is deeply ingrained into the employees.

When you go to a church (or watch it on TV), for the case of this example, a Judeo-Christian church, I'd invite you to notice just how people "behave on cue" when there's singing, when the sermon is being preached, many people just "zone out" and when there's prayer...people bow their heads and "pray". The newcomers do like the others do just to "fit in" since it would be rude to do otherwise. After a couple of time attending and making

"friends" to whomever invited them along, they keep on coming and observing the behavior of the "church".

Rock groups with a large following would be another one to look at. The Grateful Dead has for years had a very large following...to the point of a religious following up until Jerry Garcia died. The "Dead Heads" that are fans of the Grateful Dead would show up for almost anywhere in the world to just listen to the "Dead" play. They buy all the CD's and tapes they can...organize fan clubs and spend lots of money on concert tickets.

If you ever have been in military service, then you clearly remember what was it like to go through basic training. If you didn't do what the drill instructor told you what to do, you got into tons of trouble and lots of pain consequently. I remember my days in the military where I was CONDITIONED to take and obey orders regardless of how ridiculous they may be it soon enough

became a "conditioned response" which I observed in the others I served with and served under.

All of these things are signs of "institutionalized" behavior. All of these things are clearly evident in cults. The only difference is one is "socially acceptable" and the other is not. You'll notice that we make no distinction between what's socially acceptable and what is not. We will focus on what is effective that all these groups use, so you too can have the power that you choose.

Getting Your Group Together

You have several easy ways get a group of people together to create your following.

1) Classes at a Local Community Center

This is simple as long as you have something to teach and teaching only requires you know more about the subject than the majority of the class. Check your local Community Center for how to start a class. It's mindlessly simple.

For the purpose of a class you have several topics to teach from

- a) Philosophy (New Age, Eastern)
- b) Self Improvement (through meditation, hypnosis, etc)
- c) Religious study (Some Community Centers might not allow this if government funded.)
- d) Teaching from an existing book like (The Urantia Book, Book of Miracles, Handbook to Higher Consciousness, etc.)
- e) Multi-Level Marketing

f) Politics

Outside of Local Community Centers you can also start a study group/class by handing out flyers or simply inviting people you meet and know to attend. Tell them it's free and that refreshments will be provided and that it will be FUN!

2) Religious Study Groups

These are easy because all you have to do is tell any existing religious group/church that you are starting a study group and give them the time and place it starts.

3) Political Group

Slightly more difficult to start because you are looking for people who share some political inclination. Your resource here are existing political groups where you look for people who either can easily be swayed to your point of view or who already have the political inclination you desire.

VITAL!

Once you have even a small group of Followers regardless of it's type contact your local college or university to form a Club. The benefit of this is that your meeting rooms will be FREE and you have access to a whole group of mostly young and impressionable students to recruit.

You must collect as much information on your prospects as possible. That means creating a database of information on EVERYONE who is a potential indoctrinate.

It is important to know that most colleges and universities require that several members be full time students. This is not hard because all you usually need is their signature and more than likely you can get them from students who have no active interest in your group. You just ask them to sign a document! The benefit of this is that YOU the Cult Leader will be in control without interference from these particular students.

Different Types of Cults

For those of you who have yet to define what you want to use as your Theme for your ever-growing Cult...here is some things to help you.

The type of Cult you create can widely vary. Each type of Cult must follow it's own theme.

a) Major Social Themes

Keeping in mind that a Cult must provide something of value to the Follower you can easily figure out *what* you are going to give them by thinking in terms of Themes.

This chapter will begin to scratch the surface of the specifics of your Cult, namely Doctrine.

Doctrine is the hardbound reference that every Follower will go to for guidance and every Leader will go to for obedience (sp). It can be as much as a 1,000 book library or as little as the spoken word of the Leader.

Your Cults Doctrine can include *any* topic or subject that is of interest to you the Cult Leader and can answer *any* question or objection in absolute terms that a Follower may have. In order to easily garner proper conformity of thought the obvious Themes you wish to convey are:

Conformity

Surrender to Authority (you), and Mutual Support (to reinforce behavior and thought). Depending on what your Cult Doctrine is you can include other Themes such as:

Generosity (for money)

Ecology

Celibacy

Free Love

Prayer and Meditation

Education (who wants a stupid Follower, anyway?)

Certainty of Doctrine

Impending Doom

Eminent Salvation (for the Chosen Few)

Helping the Poor

Prosperity

Poverty

Political Participation

...the list goes on.

When choosing the Themes for your Cult firstly pick the ones that are important to YOU.

Do you have a love of nature? Then pick Ecology as a central Theme. Your Cult may aspire to be a commune in the woods of other natural settings.

If you love technology and have an inclination for business you Cult could include some highly educated suit wearing computer consultants.

A simple love of people has been the foundation of many a "psychology cult" like EST and Life Stream with Helping as a central Theme.

Make a list of those Themes that are important to you. If you want to start more specifically list those things you like to do and find a Theme that will incorporate them.

Metaprograms for Cults

Metaprogram is a term from the field of Neuro-Linguistic Programing (NLP). In short, metaprograms are strategies people use to sort information and make decisions. Cults are like that too and various Cults function using some metaprograms more than others.

While NLP has many metaprograms not all of them are applicable to how Cults function. Here are a few for you to consider for your cult.

Moving-Towards/Moving-Away

In this metaprogram a Cult can focus on moving towards some great outcome (Heaven, Building a Temple, More Recruits, Blissful Feelings etc.) or move away from painful/fearful conditions (Damnation, Protection from some Great Conspiracy, Rejection by God, etc.).

The typical example of moving-toward Leader is Robert Schuler. His whole focus is to create great feelings of Joy in his Followers. By contrast there are many moving-away type Cults. Any Cult that preaches that we are sinners and offers an escape from damnation is using a typical moving-away strategy. Militia Cults often focus on some sort of fear of a greater force controlling their lives. Oral Roberts got lots of contributions when he threatened that God was going to kill him if he didn't raise enough money. That is a typical moving-away strategy.

Possibility/Necessity

Some people respond to possibilities. They love to think about what they *can* make possible while other are only motivated by what they *need* to do. Keep in mind that Possibility/Necessity varies from Moving Away/Toward strategies even though they may at first seem similar.

Any Cult can use both of these. Charles Manson's cult talked about the possibility of being among the chosen and the necessity of starting a racial war in order to make it happen.

Robert Schuler talks mostly about possibility. The possibility that You **can** be free of pain and full of joy.

Classic Fire and Brimstone sermons preach the necessity of turning your life over to Jesus or risking eternal damnation.

Keep in mind that one Cult doesn't have to stick with just one metaprogram. All Cults use several metaprograms as a focus on how they mold the Followers view of the world. Often you will notice that they even use every part of a particular metaprogram in order to be effective. They will emphasize the **possibility** of a total annihilation (moving away) while at the same time preaching the **necessity** of improving humanity (moving towards).

The Four Major Types of Cults

Commercial/Business Cults

America love business. To most people it is easier to prove your worth by proving your success in business than by demonstrating your spiritual attainments and building a good Commercial Cult may be one of the easiest cults to form simply because of how socially acceptable it is to fill out a job application.

Since the essence of any good Cult is Thought Control a good Commercial Cult can provide any service or product. Some beliefs you might instill in your Followers of this type of Cult will be:

The Absolute Superiority of the Product/Service

The Benefit to Humanity (or at least your service area) of this Product/Service

The Authority of the Founder

An Evil Commercial Competitor

The Necessity to Follow Company Rules/Sales Methods

The Necessity of Continued "Training"

Just based on these beliefs alone you might recognize a few businesses that you've worked at.

Religious/Philosophical Cults

The Religious Cult is the most popularly thought form of Cult. We all know about them from at least the media and many of you have first hand experience in religious movements that don't allow any deviation from their prescribed method of viewing the world. Consider trying to persuade a devote Catholic the value of polygamy, abortion and extra-marital sex. That is certainly not an allowed way of thinking from their point of view (in spite of the fact that I know several devout Catholics who've had extra-marital affairs).

Philosophical Cults, sometimes referred to as Psychological Cults, are an offshoot of the Religious Cult. Scientology started as a self-help movement until they found the benefit of non-profit status and turned it into a religion. The philosophical / psychological Cult is not so much concerned with your relationship with God as it is in "maximizing your potential".

Common Beliefs of the Religious/Philosophical Cults are:

Their way is *The Way*, the only correct way to God/Enlightenment

They are The Chosen, Blessed by God

All others are Sinners or lost and unknowingly in pain

Absolute Authority of The Doctrine and/or The Leader

Their Mission is to save everyone

Satan/Evil is everywhere and one must be vigilant

Dissenters are Evil

This type of Cult usually provides effective "thought stopping" techniques that keep the Follower from thinking anything other than what is prescribed.

Personality Cults

Have you ever seen some big movie star on TV going to an awards banquet with entourage of beautiful women and muscular male bodyguards? For the most part, these people are there simply sucking up or being paid by the star but there are a few rare cases where these sycophants are there just to get a glimpse, to hear a spoken word, to touch the skin of this Oh-So-Great person. Did you ever want your own entourage that would follow you around and wait for your next command? That is a Personality Cult.

Generally, a Personality Cult is much smaller in the number of Followers. This is because the Leader has to provide something, something charismatic and magical to garner such attention. Rock & movie stars are the exception.

This is often done via a religious/spiritual vehicle like becoming a channeled of some distant entity or having your own unique teaching of Doctrine. The Leader of a Personality Cult has to utilize all of tools of influence in order to keep his/her Followers serving his/her needs. Often the Leader will fill a vacant role of parent or teacher to the Follower.

Some of the common beliefs in a Personality Cult are:

The Leader Has True Wisdom.

The Leader is FUN to be around.

The Leader fills an (unconscious) need/role.

More often than not the Leader of a Personality Cult is not one by design but by desire. That means that the Leader wants people around himself/herself and just demands it. You have an advantage in this book because you have tools you can use intentionally instead of going for it by trail and error.

Interests Cults

These could also be called Hobby Cults and they are unique in that generally they don't require the full life absorbing commitment of the Follower.

Two great examples of Interest Cults are Star Trek Fans and The Society for Creative Anachronism (SCA). These people are like weekend warriors who dress up in uniform and have fun except the most serious among them have their fun as part of a hierarchy of rank. There are superiors and subordinates. Rules of

conduct are set out and punishment and rewards are doled out on the basis of those rules.

Don't let this paradigm limit you. A simple interest in UFOs is what created The Unerian Cult and their showboat antics. The lesson, of course is that what ever you are interested in as a hobby can be your source for the next great Cult.

You As Leader

Being a leader is an incredible responsibility with potentially unlimited reward.

Many Cult Leaders can lead very effectively while others lead with only haphazard results and only on the most malleable Followers.

There are several ways a Leader comes about. Often it's simply that the Leader can easily speak with authority and notices that people respond to it. This can evolve to a passion for leading others.

Other leaders passionately believe something and wish to tell others. They may be unable to speak with authority but the power of the message compels others to follow.

Then there are a few, a rare few, like you, who set out to lead in the most effective manner possible. To lead your Cult effectively you must develop certain qualities of an effective Cult Leader.

Many people say an effective Leader must be "charismatic" but charisma must not be thought of as a quality in a person but instead as a *result* in the Followers. That is why we will make no attempt to model charisma.

This is where you must model those personal qualities that make the most effective Cult leaders. Not all Cult Leaders have all of these qualities and their lack can cause problems.

Any one of these qualities is powerful, combined they can make a leader overpowering. When you effectively model these

qualities it is assured you will be considered "charismatic" by outsiders and followers alike.

Authority

Modeling Authority has a great deal to do with your voice and the motions of your body. If you listen to high corporate executives and high ranking military officers their tone will drop at the end of sentences, indicating absoluteness of the sentence. You will easily become aware that they often say only what is necessary, nothing more.

Others will explain things for them if needed. This is also true of how they move their body. Excess motions can be considered fidgety and are eliminated. When a person of authority *does* move or speak it is done with ease and fluidity.

Actors sometimes call this quality "status" and if the character they are playing is of "high Status" they often will practice by engaging in conversation and not blinking. (Yes, it can be VERY hypnotizing to the person you are talking to.)

Sincerity

This is the appearance that what you are telling the Follower is something you absolutely believe in.

Passion of Belief

You should first establish your authority (which can be done quickly) before demonstrating your passion of belief and then return to authoritative behavior often.

Passion of belief is where you must become your most active in your speech and motion. Your voice will become soft to bring the attention of the Follower closer and rise up when making a point.

Experiment with this and gauge your behaviors depending on the response of the Follower. This is also a point where you need to demonstrate your concern in the Followers benefit in accepting the Doctrine.

Persuasive Skills

This entire book is filled with exercises that will easily increase your skills in persuasion.

Foresight/Strategy

Many Leaders possess all the above qualities but lack a clear plan that will avoid pitfalls of Cult leadership. Pitfalls can include

lawsuits, bad press, picketing and conflicts that may occur in the Doctrine and Leadership. To overcome this it's best to consider (but NOT to obsess on) any adverse outcomes that can come about and then create a plan to deal with them if they come about.

The Leader as Teacher

Keep in mind that every Cult Leader is a Teacher. Many start off in the teaching profession or as a minister of an existing religious or philosophical doctrine. Certainly you can remember a teacher who was always boring. All he did was attempt to impart knowledge.

On the other hand, many people also remember teachers who were so good at their profession that they had a following of students who would take a class from that teacher regardless of the topic. These good teachers were effective because they

created new states in you as you learned. They made the topic, whatever it was, an adventure of discovery.

What you have to be aware of is that as a teacher your goal is not just to impart knowledge, which is certainly the case, but to install new beliefs *AND* new feelings and associations. This is the real power of teaching.

This also is a wonderful opportunity for you as a recruiter because all you have to do is start your own class or study group. Your only requirement is to know only slightly more about the subject than the majority of the class.

Singling Out a Potential Recruit

Keep in mind that ANYONE is a potential recruit. ANYONE, at one time in his or her life can be recruited. Sometime they are more vulnerable than others and sometimes the Recruiter will just hit on their "Hot Buttons" by accident. That said there are several aspects you can look for in a quality recruit:

Denial Patterns:

- Difficulty in identifying feelings.
- Minimize, alter or deny true feelings.
- Sees self as completely unselfish and dedicated to the well being of others.

Low Self Esteem Patterns

- Difficulty making decisions.

- Judges everything they do, think, or say harshly, as never good enough.
- Embarrassed to receive recognition, praise or gifts.
- Reluctance to ask other to meet their needs and desires.
- Placing other people's approval of their thinking, feelings, and behaviors over their own: they seek affirmation.
- Have difficulty perceiving themselves as lovable or as worthwhile human beings.
- Seek some sense of identity.

Compliance Patterns:

- Compromises own values and integrity to avoid risking anger or rejection.
- Very sensitive to how others are feeling, and how they share the feeling.
- Extremely loyal, remaining in harmful or uncomfortable situations to long.
- Often afraid to express differing feelings or opinions.

- Puts aside own interests and hobbies to meet expectations of others.
- Accepts sex when really wants love.

Control Patterns:

- Believes most other people (especially loved ones) are incapable of taking care of themselves.
- Attempts to instruct others in how they should think and feel.
- Becomes resentful when others refuse to accept their help.
- Freely offers advice and directions without being asked.
- Lavishes gifts and favors on loved ones.
- Uses sex to gain approval and acceptance.
- Must be "needed" in order to have relationships with others.

Being Selective

It was P.T. Barnum who said "You can get some of the people all of the time and all of the people some of the time but you can't get all of the people all of the time."

In recruiting it's often best **NOT** to go after everyone. Yes, you can do it but you are likely to use up a lot of resources in the process. Instead focus on that percentage of people who are **responsive** to you. **Responsiveness** means they follow where you lead them and want the warm fuzzies you give them and avoid the "cold pricklies". (See this is part of "Classical Operant Conditioning" mentioned later).

Being Selective means being able to quickly judge if a potential recruit should be lead on or dropped so that you can move on to better prospects. Think of **The 20% Rule** which says that only one in five will be truly responsive to you. **The 20% Rule** is a great resource to help you move on. You may want a particular

prospect and have some emotion invested in recruiting them but
if they do not demonstrate responsiveness then **move on!**

RAPPORT

Some years ago Candid Camera had Alan Funt on a street corner Telling people that he just hated 20 dollar bills and that he was willing to trade any of his 20 dollar bills for a 5 dollar bill. Out of ten or so people he talked with none of them would buy a 20 dollar bill for \$5. None.

Let's leave this scene for a moment and look at the work of a military recruiter. Not just any military recruiter but the very best of them. This one man can convince 95% of the people he talks with to get their heads shaved, be yelled at, ordered around by superiors, leave their friends and family, to go to a place not of their choosing in order to willingly kill another human being and risk death in wartime. All for a meager pay and the vague promise of some skill learned when four years are over. It is the proverbial ability to tell a person to go to Hell and make them look forward to the trip. This man is successful at convincing people to do this 95% of the time!

So what is it that the best army recruiter has that Alan Funt does not?

The answer is Rapport.

Inside Rapport you can convince someone to do anything and without it you can do nothing.

Keep this in mind. This is the one single reason that ANYONE can be recruited. If you have rapport even those people who do not meet the above criteria can be swayed.

Recruiting is essential in building a Cult therefore Rapport is essential. When you or your trained minions approach a potential recruit you will have somewhere from 10 to 60 seconds to gain rapport and lead them to a new life.

Exercise to build rapport

In order to build rapport you have in some way to be like that person. When you meet a potential recruit take a moment to put yourself in their shoes. You can do this by imagining what it would be like to be in that person's body. *The importance of this can't be stressed enough!!*

Imagine you are that person for a moment and try to **feel** what it's like so you can approach them on the same level.

Eliciting Criteria and Values

In the recruiting process your initial outcome after you have gained rapport is to get the Future Follower to your Cult indoctrination program. Period. Some will be easy to convince to go depending on you incentive. The Hare Krishna, for example, have a weekly free vegetarian meal and some Christian Cults will hold prayer meetings for those who have some leanings to prayer. Psychology Cults have their members bring in friends & family to a free information workshop.

But regardless of your incentive that might bring them in you still have to influence them. If they are moderate to very interested they will come without much prompting. If, however, they are uninterested or only mildly curious you must increase their interest by appealing to their highest values.

Remember, people are motivated by their wants not by their needs.

Knowing this you must skillfully find the motivating values that work for them. This we refer to Eliciting Criteria.

Using the Follower's Criteria:

Cult Recruiter: "Did you serve in the military?"

Future Follower: "Yes, I did. I learned a lot."

Cult Recruiter: "Really! What is important to you about the learning?

Future Follower: "I guess that I am involved in something that I can grow at. You know, something that will provide me with real life experience.

CR: Wow, I can sure understand that because it is important to gain life experience andI guess what I am wondering is important to you about being involved in something you can grow at? I mean to you, personally?

FF: <FF appears very sincere and pensive. In an earnest tone speaks>

"Oh...well...it's just that that is what you build on to make your life worthwhile.

CR: Yeah, it really is isn't it? I guess we all have to do something that will fulfill that don't we? (FF now turns to polite fluff talk in order to fill time) What I wanted to talk to you about is (handing flyer) there is going to be a meeting to night and we'd like you to

come. It's about living in a way that helps you grow and really make life worthwhile. Are you interested?

FF: Yeah, okay.

What you just read was a transcript of CR getting FF's criteria.

Without those Criteria CC wouldn't have moved. Period. Criteria are what sales literature describes as "Hot Buttons". Under the proper circumstances you can use a persons criteria to do anything.

Yes, *anything*.

This is important. No, not just important, it's vital for long-term success of individual Follower management.

Getting Criteria, in psychology terms, requires a process called "chunking up". You basically find a topic that the follower values and ask them "What's important about <topic>?" In their mind

you distance them from the topic to an abstract emotion. You will do this by asking again "What is important about <what they answered to the first question>?". As this process continues, usually only two or three steps are required, you reach their Highest Criteria.

This Highest Criteria is important to them but it is now so far removed from the original topic (being in the army, in FF case) that it can be applied to anything. In FF the Highest Criteria was "making life worthwhile" and CR used that to get FF to go to a meeting.

Now let's review first how to elicit criteria.

- 1) Establish Rapport by using Rapport skills and fluff talk.
- 2) Choose the area that you are focusing on. Ideally, it should be something that your Cult can offer Family, Peace, Money,

Personal Power, Enlightenment, etc. but all you really need is to find an area that **they** are interested and that can be anything.

3) By asking a series of "What's important about...?" questions you will reach the Followers Criteria. You will have to pay attention because you will know it by the subtle response of the Follower. It will be sincere, deeply sincere for the more emotional person and more subtle for the less expressive person but it will be noticeable by comparison. The Questions can slightly vary from "What's important about...?", "...and that is what (pause) to you (pause) personally?", "Because...?" to "Ultimately, to you, what's important about...?"

Note, you **NEVER** ask "why". Instead ask "What's important about?"

Questions with "Why" in them tend to cause defensiveness and break rapport. ("Why" is useful to argue someone into a position

you want them like "Why is this group important to you?" but we will comment on that in a future chapter.)

Using Criteria Once you have it

The criteria will be revealed in a word or a phrase. It's important to use these words EXACTLY as you heard them when you link them to the response you want to get.

So, for example, if you want Follower to go to a first meeting, or buy a book, or renounce all material wealth it's as simple as linking their Criteria to that.

"That's what <name outcome> is really about, <Criteria>."

"If you <name outcome> you will be able to get <Criteria>."

"With you attending this workshop <outcome> you will learn how you can gain that peace <Criteria> and further your personal journey <Criteria>."

"This book <outcome> is really about you being able to use your mind in such a way that you can achieve your goals <Criteria> and it's only \$24."

ELICITING CRITERIA IS VITAL!

It is hard to emphasize enough the power of properly using this process. Keep in mind by distancing the criteria from the original topic you can apply the criteria to ANYTHING. If you know this process and use it effectively you can even make people go against what they say are their "morals".

Stop and think about the potential. This process will be referred to in future chapters so remember and practice it.

Exercise:

Go out and after establishing rapport with someone and elicit their criteria. Apply this to an outcome of your choosing and test your results. Do this on at least 10 people.

Note: You must establish rapport first.

Military Patterns

In short, Military Patterns are language patterns used by the worlds best military recruiters. These are small "closes" to get the potential recruits to sign up. They have a accumulative and dramatic effect on the minds of potential recruits. You will have an advantage over the military recruiter because you are not asking for the huge commitment like joining the army, all you will be asking is for the Future Follower to attend a workshop or prayer meeting.

Before introducing you to the actual Military Patterns it would benefit to understand why the very best military recruiters are so successful. Uncover their beliefs and values. Your goals are to:

- a) Instill these beliefs and values in yourself
- b) Recruit those people who have these qualities and
- c) Instills them in all your Followers.

Classic Operant Conditioning

There are some very common things to which everyone responds. One is pleasure and the other is pain. **Classic Operant Conditioning** uses this natural response to lead someone to your desired outcome.

In order to use **Classic Operant Conditioning** in everyday life it is best to have three degrees of responses to other people's behaviors. Each response is on a gradient starting from:

1. reward or warm response for good behavior (warm fuzzy)
2. lukewarm response for behaviors that are close but not on target
3. cold response for behaviors that are not what you want

These responses that you will use can be very subtle or very overt. Here are a few very useful and effective responses:

Warm Response can include tilting the head and smiling, a gentle touch on the shoulder, saying "That's great! You are doing so well!".

Luke Warm Response must be neither too friendly nor too cold. Simply looking them in the eye and making an acknowledging "Hmmm." sound.

Cold Response is simple and effective. It is simply a matter of averting your eyes from them, looking down and very briefly putting a look of disgust on your face.

Exercise

Pick an outcome in mind (Classic Operant Conditioning requires that you have an outcome) for someone. Start with something small like having them talk about a certain topic. Use Warm, Luke Warm and Cold responses to guide the conversation.

The Mind of the Recruiter

Challenge. Recruiters love a challenge. You will find that the best military recruiters have done everything else that is available for them in the military to do. They will go anywhere and talk to anyone without hesitation just for the challenge of enlisting them.

They set goals for themselves because they want to exceed old goals.

They are internally motivated. Nothing anyone else says to them can affect the outcome they want.

They have incredible rapport skills.

These are all qualities you can instill and install in other once they are fully indoctrinated.

The Patterns

In all these military patterns take note on the subtle connections that are being made. The recruiter tends to connect the WANTING to go with a exciting/wonderful feeling instead of connecting the action of going to feeling good.

"What if.... because...."

A military recruiter using this pattern would sound something like this: "What if you did decide to join the military because you knew you would be provided a quality education and marketable skills that would serve you the rest of your life. That includes funding for collage so you would know you would always have the money for a quality education. If you did that would you feel you made a good decision?"

Note that there is a shift in time at the end which assumes the decision was made to join and that they are looking back on it.

Let's try this with the outcome of getting the potential recruit to go to a seminar or prayer service.

Example 1

What if you did come to our free communication workshop because you felt how your life can improve and you made those improvements. Would you feel as though you made a good decision?

Example 2

What if you did take part in our Bible studies and you discovered just an inkling of your place in Gods plan. Would you be able to look back on it as a good hour to have spent?

Example 3

What if you did come to our dinner tonight, as my guest, because you would get a sense of friendship our little group shares and how you can be a part of it.

"Just Suppose...."

Example 1

Just suppose you did want to take our free weekend retreat and you felt the sense of belonging and family that comes from close and true and honest understanding of communication. Don't you feel that would have been a good decision?

Example 2

Just suppose you did feel excited about our free workshop and joined. Having learned how it is you can earn money without any cost to you don't you think just knowing that can give you some advantage?

Example 3

Just suppose you did like the idea of moving into our commune and you realized it cut your personal expense in half. Wouldn't that cause you to think about the benefits of living with your friends, would it not?

"Don't <your outcome> unless you really want <their criteria/outcome>.

Example 1

Don't feel good about going to this prayer meeting unless you really want that closeness to God that you've spoken to me about.

Example 2

Don't get excited about attending the workshop unless you really want to feel good about learning new ways to improve your communication skills.

Example 3

Don't think about going to the weekend retreat unless you really want to understand your purpose in the world and how you fit into Gods plan.

Exercise:

Write 10 examples of each of the Military Patterns for the purpose of recruiting.

Recruiting Your Followers

You can't have a Cult nor be a Leader without followers and your foremost goal is to recruit and attain the followers you deserve.

You are encouraged to recruit everyone, of course, however you will find that some potential recruits are more susceptible to the charms of Cult life than others. For this reason a profile of the some of the factors that contribute to a susceptible recruit.

Most recruits, of course, will not have all (or any) of these factors but this will give you some of the signs to look for.

Transition

The ideal recruit will be most vulnerable during a time of transition. This will include moving away from home to college, divorce, death of a loved one. At this point the recruit is already

in a state which indoctrination often tries to create disorientation and they are looking to create stability.

Isolation

This again can be represented by numerous situations but the short of it is that the recruit has no current support system to help him test reality.

Unstable Family Background

This is where the Cult becomes the Family that they never had. The nurturing supportive mother and strong encouraging father. This can really only be discovered by a personal interview or by talking to people who know their history.

Knowing this now makes the prospect of recruiting a bit easier because it can help us focus on where a susceptible recruit would most likely appear.

College Campus

This is field just waiting to be reaped. Form your own campus organization. Many Cults will have an auction of a DVD player to get names and address of students from which to recruit.

Having a Follower strategically positioned in the campus registrars office would be a wonderful objective for your Cult. In this scenario the Follower would look for new transfers, people dropping courses, changing majors and poor grades. Positioning someone outside the college-counseling center provides a view at the most needy students.

The Newspaper Obituaries and Death Notices

This you can do with a simple hand written letter or a phone call of condolence. (I did this once and got into a very long and compassionate conversation with a total stranger.)

The newspaper also posts divorces and bankruptcies.

Bus Terminals

The long distance bus ride is cheap and usually those who take the bus are searching for a quick way to leave a situation cheaply. The bad part of this is that, if the Cult is in search of money you probably can't use the Followers financial resources.

IMPORTANT NOTE

These are merely indicators of potentially susceptible recruits. Not all people with these indicator will be susceptible to indoctrination nor should you limit your recruiting in any way to just people that fit this profile.

Warm Recruiting

The aforementioned methods are best described as "cold recruiting" because you are approaching someone you don't know. That is why you HAVE TO master your rapport skills and ease their mind early before you provide them, with a casual invite, to a workshop, prayer meeting or group meal.

Warm recruiting is about bringing in friends you already know. Many Cults require each Follower to make a list of people whom they are *required* to recruit in some way.

When warm recruiting is successful and the Follower brings in a friend or family member keep in mind the this friend might already be suspicious of your Cult so it's recommended you initially put on a low key non-intrusive air. Here it is the rapport

skill of the Leader and the *other* followers that must be maximized.

One on One Technique

Keeping Files on Your Flock

"I know a gardener who has one of the best rose gardens I've ever seen and he keeps a file on every plant he has put into the soil. Why? Because it's not just his hobby (he's won dozens of gardening awards), it's his business. He makes thousands of dollars off every new type of rose he can market and he can tell just how much a rose will bring and discover just what he has to do to for maximum profit. In order get the most money he has to understand just what each rose needs in order to give him it's very best. As a result he is not just smiling at the beauty of his garden, he is also smiling all the way to the bank."

Before starting the One On One techniques that you will masterfully use to indoctrinate your Followers into your way of thinking it is vitally important that you keep a file on EVERY SINGLE FOLLOWER.

The reason why is that not all followers are the same. Each one has different values in their life and different strategies for making decisions and once you know these you can easily control each individual follower.

What you put in each file will evolve until you find what information gives you the maximum yield per Follower. In the meantime your File should include the following information:

Name

Address & Phone numbers/email address

Their Highest Values/Criteria for: The Group (Cult)

Giving Money

Relationships

A Leader

(Other Areas of Usefulness to You)

Amounts & Schedules of Contribution

Responsibilities for The Group

Performance Record

Family Members

Referrals to The Group

Personal Indoctrination - Individual to Leadership Accountability

Personal indoctrination describes one-on-one techniques that start from the point of initial contact during the recruiting phase and proceeds throughout the Followers life in the Cult.

Not only will you, the Cult Leader, use these techniques but will train your more indoctrinated Followers to use them on new recruits and on each other. Many of these techniques will be incorporated into the very Corp of cult ritual and behavior. Scientology has a series of "Training Routines" (TRs) that progressively lead the Follower into further and further levels of thought control. As a Future Cult Leader research into the technology, which Scientology uses, is highly recommended.

Eliciting Criteria

As mentioned and described in previous chapters this is perhaps one of the most powerful tools of mind control. Always be working at shaping your skill in this technique and teach to only well indoctrinated followers.

Finding Their Fear

It is safe to assume that any Follower will have both desires they go toward and obstacles they wish to avoid. Just like you can elicit one criteria by "chunking up" from a specific topic they like, you can elicit a fear by the same process. The process would be different in that you would ask a series of questions like "What are your obstacles in life?", "What is bad about that?" and "What are your greatest fears in life?" "And what is it that is fearful about that?"

This will allow you to personalize the indoctrination to be even more specific to the Follower.

NOTE: Rapport is even more important in this process than when you are eliciting criteria because you are bringing up some VERY painful feelings in the Follower and the Follower can become defensive.

So, you must be very re-assuring and supportive and allow them to feel that this is for the greater good.

Prayer and Guided Meditation

From Prayers yields thoughts, thoughts become ideas. Ideas become actions, actions become behaviors, and behaviors bring forth a wonderful new life.

The field of hypnosis is ripe with ways of implanting thoughts, phobias and behaviors in an individual while in trance. If you provide a guided meditation that can induce trance you have essentially gained access to the Followers unconscious processes. To this access add your knowledge of the Follower's Criteria and you multiply the effects exponentially.

Also keep in mind that the Follower is praying/meditating with the Leader, you, whom they respect, fear, worships and wants to please and that alone will add to the effect.

Here is an example of what a guided meditation would sound like:

As you set just become aware of how you are breathing...of how you are sitting...pressure of the seat pushing up against you....or is it the weight of your body pushing on the seat....and the weight of your thoughts that have brought you here....notice the sounds of the room and the feeling of your breath in your nostrils....the relaxation of your facial muscles....and how you can create pictures in your mind of your goals for this meditation....and what else is there you haven't thought about....that can bring you closer to God/Enlightenment/Perfection... become aware of the slowing of your breathing and the sound of my voice and as you hear it on the INSIDE you're mine....Notice how your hands are

relaxed.....and that you feel different than you did just a few moments ago....how pictures can become more clearer in you're mine....pictures of you going even deeper into prayer/meditation than you have ever been....Now....

At this point you would use what you know about the Followers Criteria and fears to move him even further into your control. Providing a carrot, the Criteria, to move him onward and a strong fear, to keep him from going back. You can, with skill, turn this not just into a Carrot and Stick but a Compulsion and a Phobia.

Once you have installed a carrot and stick you need to describe how this will effect the Follower tomorrow, the day after tomorrow, in a week, month, year and fifty years into the future. This is called, in hypnosis terms, "future passing" and it effectively makes certain that the belief/behavior will happen from this point on.

The close of the meditation must leave the Follower to a sense of certainty that his belief/behavior is set for life: "...just as you know that tomorrow the sun will rise... just as you know that breathing is something you must do to live.... understand that this behavior/belief is also absolutely certain and true in your life from this point on..."

You are, in essence, creating an machine in the Followers mind that prevents him from doing anything but what you want.

Providing a "Sign"

This is simply using some coincidence as "a sign" to the Follower that they are supposed to <fill in the blank>. It can be VERY powerful especially when the Follower is wavering or hesitant to your suggestion. You might even manufacture an event that you can use for just the right moment. A good example would be to have your phone ring after a prayer/meditation session with the

follower that you would relate to him/her as "Good News" and a sign to the Follower.

You can use proof from within the group. If a Follower leaves the group or disobeys orders and is coincidentally injured it's proof.

Likewise, when a good Follower is gifted with good fortune it's proof.

Remember, if something, anything of significance happens within a 50-mile radius TAKE CREDIT FOR IT!

Managing Doubt

This simple tool makes the Follower even more dependant on the Leader or a Senior Follower. It requires that when a Follower requests something for themselves or for their work in the Cult

you ask "Are you CERTAIN?" and then see to it that you or another Follower agrees with the first that this thing is needed.

What this does is make the Follower uncertain about any of their own personal choices and more dependant on the Cult and is easy to institutionalize as a Cult behavior.

Irregular Reward Schedule

Years ago when scientists were studying mice they found that a mouse would perform better and learn faster if they were not given a reward every time they successfully performed the prescribed task. Instead the reward would be randomly given when the task was done.

This translates to your Cult by only occasionally rewarding the Follower when they work hard, sometimes with moderate praise others with large more substantial rewards like a medal of recognition. The important point is to do it randomly.

The Hot Seat

This is done to the Follower either individually or in a group setting. It involves putting him in "The Hot Seat" where he must confess his sins and inadequacies. Sometimes to be chastised and "given feedback" for guidance. When the hot seat is over make sure the Follower thanks everyone for the feedback and, in return, receives some "grace" like "Your Father Loves You.", "We love you." or "God Bless." etc.

The Hot Seat is, of course, very threatening and people will often perform far beyond their usual talents to avoid it. The "grace" at the end further keeps the Follower off balance as to what is happening to him.

The One-on-One

This is a technique used in a lot of effective Cults. It forces the Follower to focus in on the goal of the Leader and not deviate from it.

It involves having the Follower set in chair, face to face, knees almost touching with the person in charge of the indoctrination. They are instructed to respond to a question and speak nonstop for at least 5 minutes. If the Follower wanders off topic the Leader responds by making some gesture like raising a hand or even by shouting something like "Stay on Target!". Anything less than compliance results in a non-verbal cold response.

Variation #1

There are lots of variations of the one-on-one. One is to tell the Follower to not move while the Leader speaks. The Leader will say anything with the intent of getting a reaction from the Follower. If the Follower responds in ANY WAY, even a blink, the

Leader will shout "Stay on Target! Start Over!" and begin the process over. This could take place for at least an hour.

This process teaches the Follower to stop any critical processes, which can make them even more susceptible to further indoctrination and instruction in Doctrine.

Variation #2

Two Followers are given this set of instructions: They are to look at each other for 10 minutes at a time. One of them is to keep a very straight face without _expression while the other tries to make them smile laugh or whatever. If they fail they get the "Stay on Target! Start Over!" and begin the process over. They then switch. This is to teach them to control their emotions but will, in fact, gain a feeling of control that they will attribute to the Doctrine/Group/Leader/Whatever while at the same time continuing to shut off the higher thought processes.

Variation #3

The Follower is asked to describe what Trust means to them, what it like when they have it and when they don't. They are to speak non-stop for five minutes or more on the subject. This process will elicit a feeling of trust and sense they are facing the Leader they will unconsciously link trust to the Leader.

Preparation to Meeting the Leader

In order to further increase the Followers suggestibility and decrease resistance to teaching the Follower can be required to perform some exhausting activity or exercise or a prolonged fast as a form of purification before meeting with the Leader.

Lessons

By giving weekly lessons on a personal basis the Leader is provided with an excellent opportunity to not just instruct in Doctrine but to reinforce beliefs and behaviors through use of the

Followers Criteria. Lessons will include homework of writing an essay or keeping a journal to explain *why* the lesson is relevant to the Doctrine and why/how it is relevant to the Followers life. The benefit of a journal is that it can be used against the Follower in the event of a crime/sin against Doctrine or the Leader. As the Cult grows the responsibility of these lessons can be given to more indoctrinated Followers to teach.

Hypnotic Sermons

How to have the power to capture the Masses with your words

Have you ever listened to a really compelling preacher? Perhaps you were sitting down in a church or listening to a TV or radio and you found yourself caught up in the message the preacher was giving?

Perhaps you found yourself feeling compelled to do certain things that you normally wouldn't do...donate to a worthy cause, or pledge to do good things that the preacher asked you to do?

If you ever experienced these things in any degree, you experienced the power until now, that preachers and politicians only had...until now. With just some of the information you are starting to absorb NOW you can have this power for yourself to do with as you please.

The first thing that is most essential for your words from the pulpit to have a very powerful impact on your Followers is:

Pacing and Leading

Pacing simply put is anything that is accepted as true.

Leading is as the name implies...an idea or thought that you just want accepted as truth.

So, you may be asking yourself "so when do I pace or when do I lead?"

The answer is, anytime you even say something your pacing or leading.

When you say something, which is true, or relatively true (i.e. You are reading this book. - True, You are a human being - True, You are breathing oxygen - True) this is a pace.

When you say something which isn't readily verified or it's an opinion...(Reading my words causes you to become fascinated - ?

When your fascinated, you start to relax - ? That you want accepted as "True" it's a lead.

Here is an example:

As you sit there, reading these words to yourself, pondering what they mean, you start to realize that having a cult is within your grasp. Realizing that, you start to see that any little thing can be used for this end.

Pace: you sit here (most people sit down when their reading)

Pace: reading these words to yourself (most people when they read, read for their own reasons...and to themselves.)

Pace: Pondering what they mean (same as above...you find interpretation in what you read)

Lead: you start to realize that having a cult is within your grasp.

(This is what we want you to believe or accept as true...are you not realizing it now?)

Pace: Realizing that (since you accept it as true...it's now a pace)

Lead: you start to see that any little thing can be used for this end.

(Another thing we want you to accept...seeing how ANYTHING can be used to start a cult)

The best format to follow when writing a sermon is the following:

Pace, Pace, Pace, Lead

Pace, Pace, Lead, Lead

Pace, Pace, Lead,

Pace, Lead

Lead, Lead.

Until they stop "following you" in which case you start "pacing" again.

Exercise 1:

- a. Write at least 10 sentences or phrases that are considered paces (or truisms) and leads (things you want accepted as true)
- b. Take the sentences and incorporate them into the following format.

Pace, Pace, Pace, Lead

Pace, Pace, Lead, Lead

Pace, Pace, Lead,

Pace, Lead

Lead, Lead.

Make sure you write them so if you read it to someone, it would sound somewhat logical.

Rhythmic Speaking

One of the things politicians and preachers do is speak in a certain rhythm...

You may be wondering, "What is this rhythm?" Remember that clock on the wall, or perhaps that grandfather clock which made that sound...tick... tock... tick... tock... tick... tock... that sound you heard before you started to drift off... or perhaps the dripping of rainwater... just before you go to sleep... Well, it's actually 40 to 60 beats per second. When you speak this way, it creates a "lullaby" effect...which effectively places the audience into a type of trance...

I recommend, the next time you watch a really slick politician... notice the rhythm he speaks in. A clock or metronome is a good tool for training in this.

One of the amazing things about speaking in rhythm is the words just flow easily and naturally once you get into the rhythm of

things...the same sort of rhythm in your favorite songs that allows you to remember the lyrics.

Exercise 2:

a. Obtain a metronome or a clock with a audible second hand, take exercise 1b, and read out loud what you wrote in rhythm with the clock. Then do this with any arbitrary article.

b. Create a list of words and phrases (paces and leads with exercise 1a) and as you listen to the clock or metronome, link them together and speak these words in rhythm.

Rolling Your Words

Rolling the words is a technique used by preachers, where the volume, loudness is varied as the sermon is delivered. One of the best techniques to do is to gradually lower your volume to almost a whisper then SUDDENLY YELL out in the top of your lungs...a key point. Watch a seasoned preacher and watch what they do with the volumes of their words.

Exercise 3:

Using either of the exercises in exercise 1, and with each pace...keep your volume low... and when you get to a lead...raise your voice.

Emotional Delivery

Emotion is one of the most powerful things you can do to move your Followers.

The way this is done is to control your emotions...how?

The best way to do this is to recall the feeling you want your followers to feel and feel this yourself. The way people judge the power of the message is by the feeling, the emotion the people feel during the delivery.

The greatest leaders in history as well as the most infamous ones, if you were to listen to them, you can hear the conviction, the emotion in the voice.

Martin Luther King, Hitler, John F. Kennedy, Churchill, Stalin. All of these leaders have tremendous power in their messages.

Exercise 4:

1. Go and watch or listen (on TV/Radio or in person) to a minister or a politician give a speech... make sure he's known for his emotional delivery.

2a. Remember the time in your life where you felt intense joy. Describe this in intense detail:

What did you see?

What kind of things did you picture... was it a movie or still frame?

Black or white?

What did you hear?

Was it loud or soft? What it a resonate sound? High or low pitch?

What was the gut feelings you felt during that time? Did you feel warm or cold?

Was it a tingling sensation or was there a lot of tension?

Describe all of these elements when your describing the joy in your life.

2b. Do the above exercise for other emotions: sadness, confidence, falling in love, fascination, compulsion.

"Capture the masses by capturing their realities with your words... said the Leader ...when you do as the religious leaders do... and you will have your own reality with those who follow you."

Post-Hypnotic Suggestions

Making your message stick even when your not around.

Now, you written a powerful message which causes a powerful feeling to arise from your Flock. How would you like the sermon you delivered a week ago to still have it's effect on your Flock still affecting them weeks after?

The key to doing just that is to do a few things:

- 1) Cause your Flock to recall powerful emotions.
- 2) Link those feelings to you or something your teaching.
- 3) Link all those feelings to a common everyday event (i.e. running water)

Here's an example of a sermon using post-hypnotic suggestion:

I thank you for coming to this meeting. And I know you all came here for your own reasons. To make changes, to define that one thing that's missing in your life. I believe I have that answer. This answer I found in the course of searching, the same sort of searching and wondering you may be doing right now.

What I discovered during this time of soul searching is the answer.

Remember the time in your life when you felt incredible joy and total clarity in your life? You feel that smile spreading all over your face when you feel that joy lock in. It's like a bright flash of light that overtakes your consciousness. As look at my face and remember those incredible feelings...

If you want those incredible feelings ... as you look at me ... say yes...

1.2.3...YES!!!...again!!!...YES!!!...and if you really feel that now...say...YES!!!

I've discovered a way to have those feelings continually...in my method...

THE DOCTRINE. You can have this secret for yourself too which I'll share

Some of the power of the techniques you are feeling now at our next seminar...

It is mind boggling the power of these seminars...why one of those of you who came to a seminar much like this one told me that it's amazing how after leaving here that things like a flash of light from the click of a light switch...or even the sound of running water just causes suddenly...BAM all those incredible feelings of joy and MY FACE just appears, letting them know that the truth has hit home for them... well, that was one of many incredible testimonies we have of change in people's lives. As you leave here, STOP and take the time to reflect on the feelings and the

changes THE DOCTRINE can have in your life as you start to integrate these things now into your life.

The post-hypnotic suggestions in this example Link the feelings of incredible joy to:

The click of a light switch

The sound of running water

The flash of light

The image of my face

The suggestion is done by using strong emotions, cause and effect language (x causes y) and by linking it to a reoccurring event.

Exercise:

1. Write a basic outline of the feelings you want people to feel and the thing you want to remind.

i.e.

Joy to the sound of running water.

Anger to the slamming of a door

2. Taking these various themes, write a sermon or a short paragraph incorporating the outline you just wrote.

"Father to the left of me. Father to my right.

Always ready for the unending fight.

Father behind me, Father to the lead.

Always protecting when I am in need.

Father below me, Father above.

I am forever ready in service and in love

To fight the enemy,

To correct all wrong,

To pray unendingly,

That I will be strong.

Father guide and protect me. Amen

Thought stopping

Thought stopping techniques simply put are techniques which the Follower use a series of techniques to saturate all conscious thoughts. A classic example of "thought stopping" is found in "reciting" scripture when you are in a "threatening" situation or "praying" when in an uncomfortable situation.

There are several variations of thought stopping techniques which in some cases involve physical self-castigation (such as flogging oneself when thinking a "sinful thought"). The most effective technique we found is repeating a phrase over and over in a given condition.

These phrases CAN have particular meaning for a particular situation (such as the 23 psalms recited when people are in dangerous or fearful situations) or they can be meaningless

phrases (a Hindu mantra recited when your in a confusing situation - these are meaningless words to most westerners).

Exercise:

Create a "thought stopping" phrase for each of the following

Situations:

When you/your followers are in a state of confusion.

When you/your followers are afraid.

When you/your followers are doubtful.

Any other situations that may arise...an excellent source of thought stoppers to pattern after are proverbs and psalms in the scriptures.

Doing the same exercise except use "nonsense" words...and assign them a definition.

Example: gaggle - this phrase is said over and over in a situation where your followers are afraid...gaggle means - be courageous.

Kamjah - this phrase is said when you're in confusion...kamjah means - have clarity.

The quote from the Doctrine mentioned above is a great thought stopper.

Love Bombing

One of the most effective tools of cult indoctrination is to demonstrate complete acceptance and love of the Follower or potential recruit.

This is called Love Bombing.

For the potential recruit this can be very seductive. Many people know the feeling of isolation and the longing to be accepted and to belong. During the indoctrination all Followers must show acceptance and love to the recruit just for listening, just for being with them. High degrees of rapport must be use on the recruit. This is particularly valuable for a recruit who comes from a "dysfunctional" family. Saying things like "I am SO glad you could JOIN US." accompanied by a soft kind touches and friendly handshakes will work wonders. During the indoctrination all Followers must act patiently with the recruits questions and

doubts and the Love Bombing should not be cut off unless the recruit becomes obstinate or belligerent.

When asking the recruit to commit to joining the Love Bombing must take the form of sincere pleading for the well being of the recruit and it is then that you must use the recruit's highest criteria.

Love Bombing is used slightly differently when the recruit has become a Follower. The Love Bombing is reduced so that the Follower can focus on tasks assigned by the Cult. Love Bombing must be used much more sporadically on the Follower as part of an irregular reward schedule. When the Follower accomplished a significant task an intense but brief Love Bombing is all that is needed and it's back to work.

Cutting Off the Love Bombing

The power in Love Bombing is in taking it away. Love Bombing is so fulfilling that the threat of removing act as a very painful motivator that aides in maintaining conformity. This is also why it must not be taken away from the potential recruit; the recruit must become addicted. Therefore taking it away must be swift, cold and painful.

Peak Experiences

This is a key on which you can anchor your followers. Create a powerful and positive experience for your follower and see to it that there is a sign of You, the Leader, or the Name of the Cult *SOMEWHERE* within eye sight. Or even *directly* mention the association. Why not do both?

There is one peak experience that can bring about a HUGE emotional response when it's set up correctly. It comes out of Gestalt Therapy and falls under the heading of "Guided Visualization". It can be done in any situation but it's highly recommended that it has some setup. The best setup is one nearing the end of a long two or three day workshop. All the workshop attendees have gone through a series of one-on-ones that have lead them through all sorts of emotional states. You should have also gotten a certain degree of commitment toward some goals in their lives. Likewise they should have had some

sort of "confrontation" exercise that should make them a bit more emotionally exposed and vulnerable.

STEP ONE. Start with a visualization (read hypnosis) that takes them to a place where they can be honest and true and they can see things with absolute clarity. Have them visualize a small room with two chairs and tell them to set in one of them. Then, one by one, bring into the room the significant people in their life, mother, father, mean uncles, incestuous siblings, etc. and have the participants proceed to tell their parents etc, how they hurt them. (This is not hard by the end of a workshop). Tell them to **express the pain** that these people inflicted on them.

STEP TWO. Let them know that the pain is there and will be there only as long as they hold onto it. And "...the only way to let go of the pain... let go of the hurt...and feel healthy is to ...use something very special... and if you don't you'll be stuck...forever...in this painful cycle... the key to getting out of

this cycle isforgiveness.... " Encourage them to forgive and release the pain. If they do many of them should be crying and muttering. It's quite a sight. Encourage them by reminding them that "they were just people...the product of their old programming...it doesn't make what they did right or even make them your best friends....it just means that you are no longer willing to hurt because of what they did....

STEP THREE. Encourage Love. After the forgiveness allow them to love the people who hurt them.

STEP FOUR. Then go back to step one with the other significant people in their life.

STEP FIVE. Have them forgive themselves using the same process.

Notes on this process: This can create VERY powerful changes in people who go through it. It also leaves them in a VERY positive emotional state AND a very suggestible state. After the exercise is completed is an ideal time to suggest the importance of introducing others to the group, need for funding, further commitment to more advanced training, etc.

Isolation

All Followers need to be led. To lead them they must first be separated from the influences of the impure external world. This point has been documented and is essential. The best indoctrination happens when the recruit is isolated. This is why military boot camp is so effective, the recruit is given nothing but to consider their training and studies. A Cult can work no differently. In order for the recruit to become a Follower isolation must take place. The isolation will take several forms:

Social Isolation

Initially this may take the form of a weekend or three day retreat. The recruit is told that it is a "training intensive" where their full attention will be needed. Progressively longer and longer "training's" will be required. The end result will distance the recruit more and more from non-Cult influences. Many recruits already are dealing with a feeling of social isolation. The feeling of not having a connection to anything or anyone. Once the Cult has injected itself into the Followers life and filled that need they willingly become even more distant from their previous life.

Further Social isolation can be gained by the simple implementation of technology. You can automatically see the benefit of asking your Followers to move and leave no forwarding address other than a postal drop box. Add to that the use of email addresses and cell phones and the Follower has further separated themselves from the polluting aspect of their pre-Cult life.

Cultural Isolation

The inside of a Cult is indeed a different culture. It must be presented as having a pure form and purpose of how humanity was met to be or as the only true way to fulfill Doctrine. Isolation from the outside culture is a way of keeping the Follower pure. The Follower can be required to not get involve those form of culture like, movies, dating, television or certain reading materials. Another part of cultural isolation is NEW activities that replace the old ones, if possible, have activities that are OPPOSITE to the proposed traditional culture...i.e. counterculture. Instead of celebrating a pagan holiday Saturnalia (Latin for winter solstice) the Christians celebrated Christmas...although some of the pagan customs were kept, the meaning was changed.

Intellectual Isolation

To control a persons thoughts you must control the information they

receive. This is known in wartime as propaganda and it is also true in the battle for the minds of individuals. The Follower must be isolated from outside intellectual resources. Your Cult may benefit from having highly educated members, if so then their studies that go outside of Doctrine must require constant monitoring.

Language, or better Cult language, i.e. jargon, will further create a new way to thinking. New language, introduced during the indoctrination, causes certain things to become real in the mind of the Follower. It also creates a sense of unity among followers. Every cult has its own jargon. Creating jargon for your Cult will be part of it's natural evolution but you may want to consider how you can intentionally create language that will serve the Cult.

The Indoctrination

Indoctrination is the process of turning a recruit into a Follower.

In this book we give you a set of tool to use to successfully indoctrinate recruits. Instead of a hit-or-miss process this is a very systematic step-by-step procedure. Before you use any or all of the tools we present to you let's explain the Process and steps you will go through.

1) Hide your real agenda. Be a friend first before you attempt to recruit them. This can also take the form of holding a workshop on self-improvement or a prayer service with a real attempt to recruit Followers or providing a front business for recruiting. This, of course, means NEVER referring to your Cult as a "cult" unless you want to make it inside joke with your Followers.

2) Control the Followers environment. This is done by SLOWLY encouraging the Followers social and physical surroundings. You MUST control the TIME of the Follower. Freedom to have the

time to think of something other than the Doctrine is freedom that will lead the Follower away. You will do this by introducing rituals, meditations, prayers, work, and more. You can further control the Follower by isolating them into a Cult setting.

3) Remove all Support Systems outside the Cult. This too is done slowly. You can do this by emphasizing the spiritual superiority of the Cult and how it can be spiritually and psychologically harmful to be around people who don't follow the Doctrine. There are other steps you can make as well like.

Making outgoing phone calls difficult due to dead phone line of "security" conscience is a reliable technique that helps distance the family and friends of the Follower.

Repeat doctrine - Technology for Keeping the Flock Fleeced.

The modern Leader has at their hands one of the most amazing and powerful tools available, a tool never available until late this century: audio and video technology.

Through audio technology the words of the leader can be constantly heard over loud speakers or small cassette players. With the advent of this technology every Follower can hear the profound words of The Doctrine 24 hours a day, if needed, in the Leaders own voice. This means that once the Follower is indoctrinated the Leader can lead a much more sedate life knowing that, as a rule, audio messages must be aired during even the most mundane of Cult activities. This will bring the Follower closer and closer to greater understandings of Doctrine, prescribed beliefs, understandings and behaviors. These can be anything from regular teachings to Cult songs and meditations by any member of the Cult elite.

Special video programs of The Leader or members of the hierarchy can be set aside to refocus and maintain Follower allegiance. These special video instructions should be treated as rare and unique presentations that only the most worthy, the most welcome might view. They should always be prefaced that each video is only one in a series and that the video that will follow it is even more significant and meaningful.

Audio and Video technology is a resource that is so productive and so inexpensive that you obviously can't afford to overlook it.

The Enemy

Who is the Enemy?

Where will you find him?

Can you recognize the Enemies disguise?

That's right. The Enemy is everywhere.

The Enemy is Fear. It is your job, your duty, to find the fear within each Follower and make it REAL.

To have control you can't just make them want something for the group you have to have something they are afraid of. You have to create a phobia.

Before you discover the most effective way to create a phobia in a Follower. It's good to understand on whom this works best. These work best on people with a moving-away strategy (See Recruiting, Metaprograms). Someone who has a strong moving-

away strategy will be highly motivated by The Enemy but if someone has a strong moving-towards strategy they will tend to react with great offensiveness and see it as transparently manipulative. This does not mean don't do it. It simply means to be aware of and utilize their strategies in the most effective way. If done with care, The Enemy can be utilized quite well on a person who uses a strong moving-towards strategy.

Through Doctrine, The Enemy can be glimpsed. Through indoctrination it can be made REAL.

"Who is The Enemy? Where is The Enemy?"

These are the questions we must constantly ask. The Enemy is everywhere. The Enemy is in the person who does not follow Doctrine. The Enemy is friend or family who does not know the Doctrine. The Enemy is in your doubt. The Enemy is in your

doubt of Doctrine. The Enemy beckons each Follower and MUST be fought. One loss to The Enemy is the loss of 10 billion lives. One loss to The Enemy loses all the universe. One victory over The Enemy can require a lifetime while one loss to The Enemy can last the time of a single thought. You must fight with your undying vigilance. You must fight with your unending meditation.

You must fight with your obedience to Doctrine. Only through Doctrine can you purge The Enemy."

Making The Enemy Real

As stated in The Doctrine and through whatever revelation the Leader wishes to put forth The Enemy can be several things. For the religious Cult Satan, the Devil, can be The Enemy and Satan can tempt the Follower at every turn, at every thought. Merely by thinking the wrong thought is a sign that Satan is real. The wrong

thought is most certainly a doubt of Doctrine or a doubt in the infallibility of the Leader.

For a business Cult The Enemy is the competition or one who sells products of The Enemy. For a MLM type business cult the enemy could be the boss who keeps the Follower away from family and children. In the political Cult The Enemy is any opposing political belief or believer.

Most certainly the Enemy is ANYONE who does not believe in the Doctrine or the Leader.

Dealing with The Enemy

When The Enemy is internal, a wrong thought or a doubt. It must be purged through confession and purification. Confession must be treated as sacred and it must be exploited to the maximum benefit of the Leader.

Confession to the Leader is often enough but confession to the entire Cult is most effective. By confessing to the entire Cult it enlists other Followers to aid the confessor in the proper direction and motivates others to not stray in thought from Doctrine or the Leader.

After each confession a penance must be made. Penance must ALWAYS be presented as a form of purification and the Follower must be asked to accept penance without question.

Forms of penance may include:

Prayer

Fasting

Meditation

Donation of property

Denouncement of prior loyalties

Shunning by the majority of the Cult for a time

Assignment to menial duties

Flagellation

The Leader has two options when it comes to prescribing penance.

- 1) Rely on pre-prescribed Doctrine for the proper penance.
- 2) Prescribe a penance that is inconsistent to the sin or to any history of similar wrongs. The benefit of this method is that it keeps all Followers mentally off balance. It is the punishment equivalent to an irregular reward schedule.

When an Enemy is of external origin can take several forms.

In a religious Cult The Enemy can be referred to as the Devil or Satan and this can be manifested as improper thoughts, as mentioned above, but as external manifestation occur as well.

These manifestations are numerous and act as the proof of Satan's hold on the world.

They can be any of the following:

Anyone outside the Cult including family and friends

Anyone who disagrees with or doubts Doctrine

Former members of the Cult

Any commercial, political, or philosophical movement that does not support Doctrine.

The external Enemies greatest value to the Leader is creating and maintaining fear in the Follower. In order to maintain this fear the Leader can take several actions, all of which can be justified by Doctrine. These actions can take the form of:

Public denouncement of The Enemy

Focused prayer and meditation to battle The Enemy

Active recruitment of The Enemy for its own salvation

Political activism against the threat of The Enemy

Legal suits against The Enemy.

Active harassment against the Enemy

How To Handle Challenges to Doctrine

There will, most certainly, be times that a Follower will question your authority. It might happen publicly or he might take you aside to ask questions that have been troubling him.

The best way to deal with a malignant tumor is to surgically remove it. The best way to deal with challenges from Followers is to remove it from their minds in a swift and direct surgical assault.

These techniques of replying are known to some as Sleight Of Mouth but a better phrase for them is Sword Of Mouth because they attack the very core beliefs of the Followers doubt. Sword of Mouth (SoM) are very small pithy replies. Singularly one Sword of Mouth techniques may not appear very effective but hitting a Follower with two or three of these will overpower them on a very deep level.

Again, keep in mind, that these may seem trivial by themselves so you must master all of them so you can easily assail a Followers challenges to you Leadership.

As presented, these SoMs are very blunt, direct and can easily alienate and cause offence and defensiveness in the Follower. Let's acknowledge that there are times when you want to do this, in group settings to an offensive disbeliever or to make an example of an unruly Follower or simply to end questions from those whom you have not given the right to ask. There are also ways to soften SoM so that they can be to proverbial steel fist in a velvet glove. We will describe Softeners at the end of this chapter.

SoMs are language patterns that you can incorporate into your Followers behaviors either by instruction or by example. After the

well indoctrinated have seen this technique in use they can soon learn to apply them to other Followers.

"Silence the unspoken word by speaking to it."

1) Attacking the source of the belief or an unspoken part of it.

The Follower may say, "This is too much for me to believe."

Leader: "How could this come into your mind?"

But you can attack unspoken parts as well:

Leader: "If you are filled with Satan that's True."

"Sure, if you have no faith/lost your way."

"Only if you haven't prayed for insight."

"Then **how** you believe is at fault."

"That is **not belief!"**

2) Attack the Belief directly.

Leader: "How can you possibly believe *that*"

Follower: You're manipulative.

Leader: How can you possibly believe you're manipulative?

Exercise: Write 10 examples of this pattern.

"Give any poor fool enough rope and he'll hang himself with it...
in fact, use his own rope..."

The Doctrine, by The Anonymous

Brotherhood

3) Use The Criteria Against Itself.

Follower: "I think it is manipulative to prostalitize this way."

Leader: "Why would you say such a manipulative comment?"

Follower: "This purification sounds like it would hurt."

Leader: "It will hurt you to avoid it."

Follower: "I can't afford this course. It's too expensive."

Leader: "You can't afford to not have it. It's expensive to think
you

can live without this knowledge."

Follower: "I don't have the time to take the seminar."

Leader: "You don't have the time to waste."

4) Attacking The Intent Of The Belief.

Follower: "I wonder, Leader, why it is that you were chosen to
reveal God's word."

Leader: "And I am wondering what you can gain by not forgetting
this question you have."

Follower: "You are trying to manipulate us with fear!"

Leader: "What possible reason would you make that statement?

Do you intend to get something from it?"

5) Redefine

Follower: "A equals B."

Leader: "No A does not equal B. It equals C."

Follower: "The course is too expensive."

Leader: "It's not that it's too expensive, it's that it provides so much value."

Follower: "The seminar/retreat will take up too much time."

Leader: "It isn't that it will take up too much time it's that the material is so expansive and can so dramatically improve your life that it requires all of your attention."

6) Attacking via Metaphor.

With this tactic you can use classic parables.

Here is my favorite:

Follower: "I don't know. I just know think I can do it."

Leader: "Well, the Bible says if you have the faith of a mustard seed

you can move a mountain. So, I ask you, is your faith at least as big

as a mustard seed?"

Follower: "I can't come up with the money for the tithe."

Leader: "Jesus was able to feed hundreds with just a few loaves of bread and a few fish by his faith in God. All you are being asked is to put 10% to bring you closer to Gods Plan. By comparison it isn't very much at all. Is it?"

Stories of others who overcame this objection may also apply to this form of SoM.

Follower: "I can't spend the time I would like at the church."

Leader: "You know, my own brother has a family and a full time job, just like you. When I told him the real need we have for help here he knew he **had** to help and he made the time to...put in the time...and I know just how important time is to him."

7) Changing Frame Size.

This involves making the context bigger or smaller by comparison.

Follower: I can't see how fundraising is going to help me.

Leader: That's true, when your only looking at you, yet when you look at the big picture, our brothers and sisters in missions around the world...fundraising will help you by helping our brothers and sisters abroad...as a whole.

Follower: I'm already giving more than anyone here.

Leader: What you give now is quite small compared to the collective whole of the followers.

Softeners

As presented SoMs can be very harsh, abrasive and confrontive and admittedly there are places where this is exactly how you want to use them. On the other hand, you will have added influence over your Followers if you understand how to use SoM in a soft, consoling and compassionate fashion.

This is where you use Softeners.

Examples of Softeners are:

"I ask myself....",

"I sometimes think about....",

"A friend of mine was saying to me... and I told him..."

"This may seem a little wild but..."

"It's interesting to wonder..."

Creating Uncertainty in The Followers

The Leader needs control what the Follower is certain of and what the Follower doubts. A controllable state of confusion and certainty is the goal of the Leader.

Finding A Followers Sense of Certainty

Just as you must have control of a Followers doubt so you must control their certainty. Why? To make create certainty in yourself, the Leader, and create faith in Doctrine, of course.

There is a very specific and useful technique for doing this that can be used individually or in groups.

Finding Certainty

This technique assumes the Follower can make pictures in their mind and describe them with clarity. Some people will they have a difficult time doing this but it can be over come by performing this in trance during a "guided meditation" (or by simply working with them at describing what they see with questions like "If you were point in the direction of where it appears in your mind where would that be?") . It requires the following steps:

1) Ask the Follower to make a picture of something they are certain of that has no emotional content (i.e., they won't respond to emotionally) like "What is something you are certain of? Like, are you certain breathing is a good idea?" "Can you see a picture of that thing you are certain of?"

2) Get the qualities of the images (in NLP these are called submodalities).

Where is it located?

How big is the picture? Is it in color or black & white? Is the image tilted? Etc.

This process clarifies in the Followers mind just exactly how they view things with a sense of certainty.

3) Put the Doctrine, or you, or your word in that place. You will say things like "As you see the words of the Doctrine and the words of your Leader see them in the same way you see anything which you are certain of so that you will never be plagued by doubt. Now. At this point and into the future see yourself looking to that place to deeply accept the Doctrine. The

next time I speak the Doctrine, the next time, and every time, you hear my voice it comes to you from that sense of certainty." IF you have rapport (hey, you're the Leader!) you can be very blatant and point right to that place with your finger or even stand right there.

Finding a Followers Uncertainty

Technique #1

One of the methods already mentioned in this book is to require the Follower be uncertain about common needs. If the Follower *thinks* he needs toothpaste he must ask for confirmation from another Follower. "Are you *CERTAIN*?" must always be asked of such independent thinking. This not only keeps the Follower uncertain about common everyday things but maintains unity and interdependence between the Followers.

Technique #2

This is a very classic technique used by many Cults. It involves the use of fatigue. If you want to greatly change some peoples world views or beliefs in a covert way get them tired. When a

Follower is tired the only thing they are certain of is that they are tired. Keep them tired and feed them Doctrine.

There are several methods to fatigue a Follower:

Long workshops with very limited breaks.

Debate both sides of a topic for hours.

Introducing new language and terms with new definitions.

Feed them high sugar foods with no other nutritional values.

Forbidding any form of dozing off with strong warning.

Technique #3

This jewel of a brain squish isn't so much about creating uncertainty as it is about creating confusion. The mind *HATES* confusion and take the first thing that will lead it out of confusion. This can be done at a point early in the Followers indoctrination but after he/she has been introduced to the Doctrine. It involves

1) Asking the Follower to talk about his life before his knowledge of the Doctrine.

2) Elicit his highest criteria.

3) in a conversational fashion say "...and so you had your family, your work, your friends (be as specific as possible to his situation) and you had your values of (Criteria), (Criteria) and (Criteria) and...(pause)...I really don't doubt that there isn't not something that you are now not thinking about...(Follower gets *really* confused here as you pause)...The Doctrine! And all it will mean to you now and in the future."

!!!WARNING!!!!

This last technique *may* work but it also may make you look like a psychotic fool. Use it cautiously and be certain you are working with rapport and is best done after fatigue is well set into the Follower.

Technique #4

This method has more therapeutic value and works best if a Follower *voluntarily* wants to change some belief or behavior. Changing a belief this rapidly in a person who by themselves could not change it will dramatically increase the rapport you share and heighten you, The Leader, in their eyes.

This technique will take several steps

1) Identify the belief.

Find the belief they want to change. Example: They believe they can't meet members of the opposite sex without feeling fear. Or all criminals of a certain type should be executed.

2) Get just a little leverage.

Present idea that their belief/behavior *might* not be always the case. Create a scenic of uncertainty about this belief being absolute. So if the person believes absolute capital punishment for certain crimes you would present, in a non-threatening way,

any counter argument. Just enough for them to have a minor doubt, enough to see the other side of the debate.

3) Elicit Something-that-used-to-be-true-but-no-longer-is.

This means asking "What is something that used to be true but no longer is? Let's pick something easy like You used to live at one address but you no longer do. Can you do that?" Ask them "Do you see that having been true but is no longer?"

4) Put the old belief in the "used-to-be-true" area.

That is as simple as telling them "Now, put that old belief in that spot of used-to-be-true-but-no-longer-is. Can you clearly see it there?"

5) Put the new belief in the place of absolute certainty "Now, put the new belief where you know something is certain like you are certain breathing is a good idea."

6) Future Pace.

"Now, see yourself going out with this new belief and interacting. See yourself now in a week.....two weeks,.....now a year....and then ten years in the future with this new belief. See how you have changed and improved your life."

Controlling the Followers sense of certainty, doubt and confusion will aide any Leader to form a stronger more dependant Cult.

Technique #5

This is simple and subtle. It is called "disassociation". It consists simply never referring to Followers body or any body part as "your body" or "your arm" etc.. You use the term "**the* body" and "**the* arm". So when giving a command to a follower to sit you

would say "Set the body in the chair." One can further dissociate the Follower by referring to the body as a "vehicle" or "vessel" or "container".

What this does is separate the Follower, in his mind, from how he thinks of his body and himself. On a very subtle level, the Followers unconscious, his body is no longer his but nearly an extenuation of something else. His body is now a vehicle of the Cult. As mentioned this is a simple technique. There is no reason why it can't be easily incorporated as part of your Cult.

Creating conformity and unity.

Conformity is what will keep the fine tuned machine of a well functioning Cult working. Conformity, at its peak means conforming in behavior but even more thoroughly than that it means conforming to beliefs and even to a sense of identity.

One must start enforcing conformity at the start with the indoctrination process and then keep it through minor details of Cult living.

These minor details must be given vital importance because it is these small things that anchor the Follower to his/her purpose on this path he's chosen. These small details can be a common piece of jewelry given to Followers. As one progresses up the hierarchy of the Cult old pins, rings, or buttons are replaced by new ones signifying his/her progress. These symbols also create an aspiration in those beneath him/her for something greater and better.

Uniforms create a sense of Unity. Each part of the uniform can have a special significance that relates directly to the Doctrine.

Conformity is also maintained by mandating smaller details of daily living including sleeping and eating schedules and dietary mandates.

Be certain that each mandate can be linked to a reasons why these are so important.

Rituals! Group rituals can only be done in unity and conformity. Rituals can be anything from elaborate ceremonies to simple rituals that each person must do as a part of their mundane activities like eating (like saying grace), sleeping, awakening or going to the bathroom.

Detail is EVERYTHING when it comes to conformity.
How to create "Leaders" to help shepherd the flock.

This is really about delegating.

What you will find is that certain people will rise to the top of your Cult to help and to lead, these people you will find, are incredibly skilled at what they do and probably very intelligent as well. They will rise quickly to the top but must constantly test their loyalty.

Once you are confident of their ability you can assign important responsibilities like head of training and recruiting or fund-raising.

Using Guilt and Shame

For the sake of this Book shame will be in reference to just the feeling of *being* wrong while guilt refers to the act of *doing* something wrong.

These are, of course, painful feelings so you'll have to decide if the Follower will respond well to such a moving-away strategy. These two twin torments can be wonderful tools to punish for wrong doing and to motive for laziness. Keep in mind you have to determine what motivates people the most, moving toward a goal or away from pain and shame/guilt is definitely PAIN.

Guilt

Guilt is relatively simple because all it requires is that you refer to some action that the Follower has done wrong. This can be anything. It can be something that the Follower has either done

or not done or simply some (arbitrary) standard that the Follower has not lived up to. By that definition it could be *anything*.

Shame

Shame is causing the Follower to feel as if they are bad people.

This can be useful if your Cults Doctrine pushes original sin and the innate evil of mankind.

Guilt and Shame can be attained early by incorporating a time of "sharing", i.e., confessing, of current errors of non-performance and former "sins" of the Followers previous life as defined by the Cult.

This could be part of a regular group meeting or done in private sessions with the Leader. Confessing to a small group of the Cult hierarchy can be more intimidating than confessing to the whole group when it's outcome is to give punishment. Once punishment

is assigned it can be announced to the Cult to instill fear of such meetings in other Followers.

Breathing

One of the techniques that is very useful to gain control of a Follower is breathing, of more specifically, over-breathing. This can take many forms but the core of it is to get the Follower to hyperventilate. It is used in many Cults in many forms.

The reason hyperventilation is so effective is because of the dramatic yet relatively harmless effect it has on the body. First a little background.

As any physician will explain continuous hyperventilation creates a decrease in the carbon dioxide level in the blood and that causes the blood to become more alkaline, a process known as respiratory alkalosis.

The symptoms of respiratory alkalosis are dizziness, lightheadedness, a feeling of being "high", tingling in the fingers, toes and lips, pounding heart, ringing in the ears, cramping of the hands and feet, fainting and feelings of fear and panic. (NOTE: heart irregularities can develop but rarely and this can also exaggerate compulsive tendencies.)

Followers will often faint unconscious for a brief time until their breathing and blood alkaline levels returns to normal. They will awaken limp, fatigued and aware that they have been through a very dramatic process. Just how you create this process we will discuss later. What is most important is that you exploit this experience to your advantage. If the Followers experience is painful you can explain it as casting out demons or processing painful past life experiences of an unsuccessful attempt at "integrating past trauma". If the Followers experience is pleasant you can call it "a clearing", "integration", "breakthrough" or "successfully processed" and if it is a pleasant experience you can associate that with you having guided the Follower with the wisdom of you experience and knowledge of the Doctrine.

You can also simply suggest that the process was dramatic and positive and that it did the Follower great good or to simply see it as progress.

Methods of Inducing Hyperventilation

Ways of inducing hyperventilation can be done covertly or directly.

Of the covert ways there are many, most of which can be introduced as some type of dynamic exercise designed to increase energy.

These may be:

- 1) Rapidly bowing at the waist while exhaling a loud "hoo".
- 2) Jumping up and down on toes quickly synchronizing the breathing to each hop.
- 3) Loud shouting.

You can also induce hyperventilation by having the Followers shout loudly for a long duration a mantra like "Love The Leader!" or speaking in tongues or affirmations.

You can also do this in a more direct way by simply introducing the Follower to a new guided breathing technique where you are there monitoring and encouraging long, deep and fast breathes.

On this note there is an existing practice called rebirthing that is based on this direct method of hyperventilation.

There is a book called "Rebirthing, The Science of Enjoying All of Your Life" by Jim Leonard and Phil Laut (1983 Trinity Publications) that describes not just a copious amount of methods but the philosophy behind it. It is highly recommended as a source for ideas and techniques you can use in your Cult.

Remind the Follower that you, the Leader, are source of this inspired exercise.

Regardless of the method of inducing hyperventilation you use, remember to direct the Follower by NOT referring to parts of the body as "your lungs", "your breath" etc., but instead "the lungs" "the breath" etc. to further disassociate the Follower from their body.

Trickery

Yes, trickery.

Direct deception.

There are lots of ways to use this type of control and, when you use it appropriately, will convince the Follower that you are divinely inspired.

It can be simple magic tricks passed off as miracles or a concerted and cooperative effort straight from the police bunko files.

Any library will give you all the information you need to learn the key is in *how* you use it. Traditional bunko is designed to take their money, as a Cult Leader, you want more therefore you must use this use trickery with caution.

In most Cults trickery of this type occurs as a result more of evolution rather than a conscious decision. That is where you have an advantage. You can choose what tricks you can use, whether they fit the outcomes of your Cult or even whether you want to use trickery at all.

Trick #1

This is a matter of just finding some info about a potential recruit through a third party or by simply doing a little research and acting like you are an old and forgotten friend.

Trick #2

This is very popular and involves a visit by two Followers to the home of a potential recruit. While there they will take mental notes of things most people would not notice. Medicine cabinets will be search and the medicine is recorded with the names of the doctors, a note of pictures on night stands and books in

libraries. This information goes to the Leader who takes care to use it with great caution. The key in using this information is to be subtle.

To be too obvious would bring up warning signs and to be too subtle it won't make the "miraculous connection" that the Leader is looking for.

Trick #3

During a seminar/prayer-meeting/workshop have one person get into a conversation with a guest/potential Recruit in order to get information about them (or someone else in the group). The information is put on a card and handed to the leader at sometime during the workshop and later during some "mystical" reverie the Leader can proclaim a "vision" about someone and basically recite what he knows from the card. Others have used higher tech and broadcast the information directly into the hidden receiver in the Leader's ear.

Millions of Tricks

That's right, there is no end to the amount of direct deception you can perform on a recruit or Follower. The sources are everywhere, movies, libraries and magic shops we just want to give you a few ideas to start with if you want to use trickery.

Dangers of Trickery

The real danger of using trickery is in being found out. Great caution is urged when using **ANY** trick and it is best advised that tricks are use VARY RARELY and sporadically. Rumors are more powerful than miracles so allow the rumors of your miracles to do the work for you.

Negatives

Losing a Sheep, When a Follower Drops Out

If your Cult grows, and it will you will loose Followers, from time to time. This can be a delicate situation and must be handled with care.

There are several situations where a Follower will leave. They can drop out, they can be kicked out or they can be pulled out.

The Drop Out

Dropping out happens when a Follower simply leaves. It can be from fatigue due to the work load. He may be dissatisfied with treatment or find some inconsistency in Doctrine that goes unresolved. The threat that the Drop Out poses is in convincing other Followers to leave with him.

Disbanding the cult when it's time to move on to other things

Above all stay healthy. Even when you think things are going well take a moment to ask yourself if you're truly getting the rewards you want.

Some possible signals that you might be aware of are:

- If you spend more time on "damage control" and "crisis management" than you want.
- If you truly feel like you might be facing legal trouble from your work.
- If you are feeling paranoid.
- If you are unwilling or unable to step outside yourself and consider, just for a moment, that what you are doing is bullshit (i.e. you're taking yourself too seriously).
- Too many of your followers are asking questions that call into doubt the Doctrine.

You and The Law: Distancing Yourself From Liability

The best way to legally protect yourself is to have a good lawyer on hand who will demonstrate that his purpose is to keep you within the law.

Some simple rules:

- Get a good lawyer.
- Get non-profit status.
- Don't have sexual contact with minors.
- Have a place for your money (preferably a legal place).

Sample Recruiting Pamphlet

Does your life feel like it might possibly be missing something important?

Well it is.

No individual's life is complete until they have completely settled this matter. You don't have read this entirely if you don't want to change your life now. However by the time you finish reading this pamphlet you will find yourself thinking some profound thoughts that you perhaps haven't allowed yourself to think in many, many years.

I'm going to ask you to stop and think back to a time when you were a child and the sights, sound and power of a thunder storm inspired wonder and awe, when you looked around at the wonder and beauty of nature and the amazement that life created for you and you KNEW God existed. I ask you to look back to the

incredible beauty of seeing an animal in a zoo and you KNEW God was real.

Sense that time, just like little children often get intuitions but their parents say "Oh, no, you can't do that." We also manage to talk ourselves out of believing in God.

How could we be so stupid? How could we as adults put ourselves in the position of turning our backs on the one being who loves us the most, whom we were most convinced existed back when we saw things properly?

Yet, too many people today have had that very thing happen.

Thank God you have this pamphlet in your hands right now.

Do finish this pamphlet because by the time you completely read this short pamphlet you will have a glimpse at the answers of

what it takes to feel good again. You will know what it takes to replace that missing feeling.

For now, though, consider what is missing. Because when you don't have the love of God in your heart your heart and life cannot be complete.

Recommended Reading

Cults in Our Midst : The Continuing Fight Against Their

Hidden Menace by Margaret Singer

Combatting Cult Mind Control : The #1 Best-selling Guide to

Protection, Rescue, and Recovery from Destructive Cults

by Steven Hassan

Manson in His Own Words -- by Charles Manson

Helter Skelter – by Vincent Bugliosi

Seductive Poison by Deborah Layton

Six Years With God by Jeannie Mills

Special thanks to the ANONYMOUS BROTHERHOOD – they have no website or contact information at this time but when you are ready, they shall appear.

end