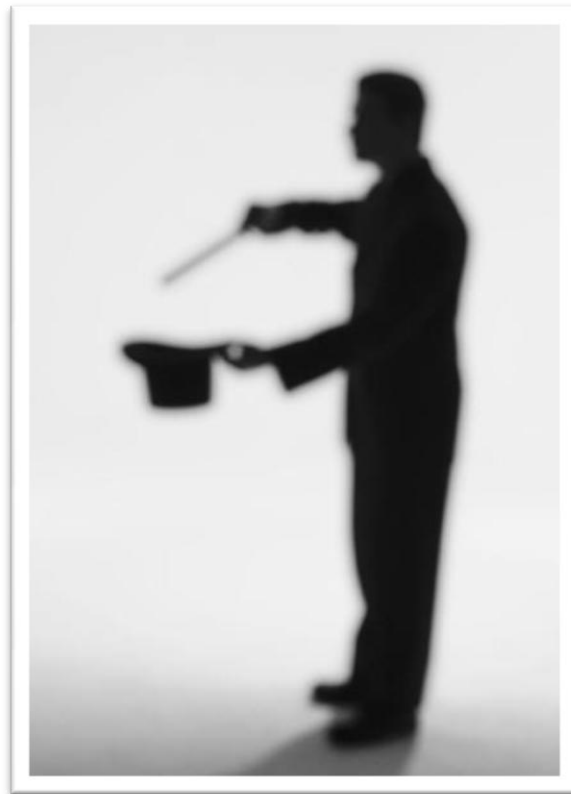


Mind Magic

Psychological Tactics for Relationships

By T.W. Jackson



Introduction

This is a magic chest of “mind magic tricks”. The tricks are tactics, but tactics without a solid strategy can backfire on you. The strategy is The Magic Of Making Up main guide. Please read, understand and follow the main guide before you start pulling tricks from *this* hat.

I remember when I was about 11; I got a beautiful wood acoustic guitar from my Uncle. I was ecstatic. I dreamed of playing Stairway to Heaven. So, Mom enrolled me in a beginner’s class. I had to walk to class lugging my guitar almost 2 miles.

Then, we would practice BORING chords until it seemed the cows came home.

I still remember to this day when the instructor announced we would play our first song.

I could hardly wait!

What would it be?

A Pink Floyd song? Freebird?...gulp...could it be Stairway To Heaven?

My heart sank as the instructor proudly announced that we would play...

Oh! Susanna.

Man...I thought...I just want to play my favorite songs. I don’t wanna learn FOLK MUSIC!

Well, to make a long story short. I quit my lessons. Got a friend to teach me some of Stairway To Heaven. It was really hard...and I SUCKED. And...I promptly gave up the guitar all together...and still don’t play to this day.

Sad really.

If I would have stuck it out a little longer, learned my chords and how to read music (the strategy)...then learned all the “cool tricks” (tactics)...I would probably be playing to this day.

Follow me?

For example...I am going to show you a really cool trick to get someone (your ex) to answer your phone call or text message, but where are you going to take it from there? You better have a plan! Or you may just be sitting there with them on the other line...and you're choking on your own spit not knowing WHAT to say.

And what will happen more than likely? (Without a strategy?)

You will say stuff that comes off as desperate, needy...or worse argumentative.

This magic is POWERFUL. Like a knife, it can be used for good or bad. It can be used to persuade and manipulate. Please use it for the greater good.

Magic Second Chance Letter

This is called the Magic Second Chance Letter. The "second chance" has a dual meaning.

The first meaning is that it is a "second chance" if you have already made a ton of mistakes in trying to get back with your ex - this is the bandage.

The second meaning is simply a foot in the door for a "second chance" and gaining an opening back into the heart and mind of your ex.

How and When To Use The Magic Letter

Here is a big secret.

Don't type the letter, don't instant message portions of the letter, Don't email it, you want to HANDWRITE the letter.

Sounds old school, but today a handwritten letter is out of the ordinary...and being "unusual" it WILL get read!

The best time to use the letter is a few days after the break up, BEFORE any acts of desperation have taken place.

The other time is “bandaging” some “dumb” things that might have been said or done after a break up. These are usually acts of desperation.

Is there a time not to use it? Yes, it would be silly to send this letter to your ex if you are just rekindling an old relationship. It would just be weird and unproductive.

Why The Magic Letter Works

The goal of the letter is simply to show that you are okay and fine with the break up.

This creates a vacuum in their mind. It allows their mind to start to miss you and want you again.

Now, notice I say **ALLOWS**. See, their mind can't possibly even start to miss you or want you back...if consciously and/or subconsciously they know that they can just pick up the phone...snap their fingers...and poof your back.

Does that make sense?

A few days ago I was sitting and working in my office and we had a horrible windstorm. Just horrible winds at over 50 MPH. Trees blew down. Power lines got knocked out. It is the dead of winter and suddenly all power goes out. Which, since I have electric heating and air, meant I was suddenly without heat.

Long story short...

We were without electricity and without heat for 3 days. Let me tell you, I missed that electricity something terrible. Until that point, I hadn't thought about my electricity except once a month to pay the usual bill. When the electricity finally came back on, it was like a Super Bowl celebration at my home. High fives and cheers rang out through the house.

So, in essence, we are going to “turn off the electricity” in your ex's house.

Follow?

There are several psychological factors involved here.

1. Humans have a tendency to take things for granted
2. Humans will fight ten times harder to save from losing something...than to gain something.
3. Humans tend to want what they can't have.
4. Humans tend to want even more...what is JUST out of their grasp.

And we are going to sprinkle in a couple other elements...like curiosity and intrigue that make the letter even more effective.

The Major Components & Guidelines

I am going to give you the actual example letter. At the same time, I want to talk about some of the elements inside so that you can change it around if you need to.

Your overall goal is to demonstrate to your ex that you have **accepted the break up**. This is really important especially if you had made mistakes in the heat of the break up. Many men and women do. The important thing is to show a calmness and acceptance NOW.

Apologize BRIEFLY...for acting desperate...or crazy...or for something hurtful you did. Make sure it is a SMALL THING. If you had an affair, don't say..."Oh, by the way, I'm sorry for the affair." And remember...KEEP IT BRIEF...no more than two or three sentences.

The next part is where you want to **pique their curiosity** a little and **plant a HAPPY IMAGE OF YOU** in their head. A good way to do this is to mention something great, wonderful, or terrific has just happened to you. It paints a picture of you in their mind as being happy and fortunate. You can't be happy and desperate at the same time. Right?

Now, you may want to plan in advance, the “fortunate event”. It doesn’t have to be a big deal like winning the lottery. In fact, do NOT lie. FIND SOMETHING TO BE FORTUNATE ABOUT. Just don’t say what it is in the letter!

Are you following?

The “magic” happens when your ex IMAGINES you as happy. And capable of being happy without them. Okay? Your fortunate event could be as simple as running into your old best friend in high school.

In the close...remind them that you BOTH need space, but that you would like to fill them in on your good luck or fortune.

So here’s a sample of The Magic 2nd chance letter you can use as a guideline.

(Next Page)

*****Handwritten*****

Jane,

Just wanted to drop off a short note to let you know that I am totally okay with your decision to split up.

Saw it coming for awhile.

I wanted to also let you know how sorry I am for carrying on with that girl at the party last Friday, it was totally disrespectful to you. I apologize that I hurt you.

Oh! Some good news! I had a fantastic change in fortune and luck the other day. Funny timing . . . huh?

Love to fill you in . . . but in the future, you and I both need some space right now.

-John

The letter really does work magic when used with the Magic of Making Up system.

In fact, don't be surprised if they call or try to get in contact with you. BUT, do NOT return their call or advance.

Follow through with the whole system in The Magic Of Making Up.

If they call several times or make several advances, just send them a short message and say..."I got your message I will get in touch with you soon." And leave it at that.

As a parting note, I want to strongly warn you that you can't just send them the letter and then expect everything to be fine.

You have to follow through with the rest of the Magic of Making Up system.

This is an opening move. A great one, but is still just an opening.

Okay?

Imagine if you paid to see the magician David Copperfield perform and David comes out on stage and does his first opening magic trick. Imagine he blows your mind with his very first magic act.

But then...

Turns around...bows and says "Good Night!"

You'd be like "What the _____?" and you'd be mad too because you are all primed for the rest of the show.

THAT is what it is like if you just give him/her the letter only and expect anything meaningful to happen from there.

Cool?

Don't let that happen to you.

How To Get Anyone To Return Your Call or Text Message

WARNING!

In the Magic Of Making Up, I lay out a complete strategy.

If you use this technique alone, without an 'overall' plan or strategy...you may damage your relationship more than if they never returned your call.

What NOT to Say!

Before we get into the actual words, let's go over what message almost NEVER works.

and worse...

Puts you in an AWFUL 'psychological' position.

These usually fall into 2 categories.

The PLEAD- Where the message sounds like "John, please, please call me. This is the 3rd time I have called. I HAVE to talk to you."

And **The EMERGENCY-**

"Cindy, this is an emergency. Please call me as soon as you get this."

Now, I think you can see what is wrong with both of those approaches?

So, I won't go on and on...

How To Use Curiosity & Self Interest To Your Advantage

Two of the most powerful forces in
the human mind are

*Curiosity

&

*Self Interest

And here's the **BIG SECRET!**

When you combine the two, you have a recipe that has worked 'magic' for many, many, many of my customers.

So...Let's look at what you CAN say that works nearly EVERY TIME.

In a *friendly* tone:

"Hi John. It's Cindy. I wanted to let you know I appreciate what you did for me. Call me because I want to thank you in person."

Do you see how that uses BOTH curiosity and self interest?

John will NOT be able to resist! "What did I do?" ..."What does she appreciate?" he will be thinking. And he feels good because it is a positive message.

Now...

Before you call you need to do the "Set Up"...which is figuring out what he/she did that you appreciate.

It can be any small thing...but needs to be plausible.

I will say it again. If you use this technique, they WILL CALL BACK. So you must stick to the overall strategy in The Magic Of Making Up System.

Monkey Fist

How To Get Almost Anyone To Do Just About Anything (sooner or later)

The Monkey Fist is used as an end knot for a heaving line. And a heaving line is a small rope tied to a really BIG HEAVY rope that is used for tying up ships at dock. You can't just throw the several hundred pound BIG HEAVY rope...you tie on a small rope...throw that over first...and then drag the big rope.

I know about the Monkey Fist as a knot from my 8 years in the US Navy. But, it was a fella named Robert Cialdini, that taught me about the Monkey Fist as one of the most POWERFUL and persuasive MIND MAGIC TRICKS in existence.

Really?

How powerful is Monkey Fist?

The Koreans used the Monkey Fist against captured American soldiers and got a surprising number of them to not only admit that the United States was responsible for the war, but to also commit acts against the U.S.

The Koreans used two Mind Magic tricks against the soldiers (we'll talk about the second one later), the first one, the Monkey Fist, works by getting the soldiers to admit or do a "tiny" thing and work to bigger admissions and acts.

So let's say for the sake of this example that we are the Koreans back during the Korean/American war...and we have some POW's and our ultimate goal is to have them sign a confession.

Now, passing out the confessions and asking...just isn't working to well. Neither is withholding food, water or performing physical violence. We can't get even one confession signed.

Frustrated...

We think maybe if we take SMALLER STEPS?...maybe we could get those stubborn American soldiers to sign the confession?

Maybe, we can just get them to *read* the confession?

So, we go out and hold our confessions in front of their faces and say just read it...you don't have to sign...just read!

And...the POW's still clam up...

Eventually...we get down to the smallest step possible.

Just getting them to SAY...that...

"America is not perfect." (small step)...leads to "Korea is not the only one at fault in the war" (slightly bigger step)...getting one soldier to say in front of his peers that "America did have *some* part in the war." (bigger step and using a different mind magic trick)...eventually leads to getting one soldier to sign a document outlining America's part in the war...leads to getting many POW's to sign confessions.

Then the "coup de grace", once they have signed and admitted America's fault. The Koreans didn't stop there, but went on to get American POW's to commit acts AGAINST their country.

See the slippery slope.

Many say this is exactly how governments tax us to near poverty. First get the populace to admit that a good citizen should support the community. Get the populace to agree to a very small tax. And then...just keep increasing that tax over time.

Much like the laboratory frog that will not jump out of the pot of scalding water as long as the heat is turned up *so slowly* that it doesn't notice...just be careful not to turn up the heat too fast...or the frog feels the heat and jumps out of the pot.

So how can you use the Monkey Fist?

First think of your ultimate end goal.

Obviously, for this example, would be to get back together with your ex. (this can be used for lots of other of life's situations too).

So, that is probably, too big of a step.

So...how about just getting them to agree to see you again?

Sounds logical?

What would seem like a smaller step...a full blown date? Or...Lunch?

Lunch right?

Can we go smaller?

How about coffee?

That seems pretty harmless. Doesn't it?

(Especially, if you have followed the strategy in The Magic Of Making Up)

Maybe...we need to go even smaller...

By...

Just getting them to agree that coffee in the future...might be okay.

Ahhh...

Are you starting to get Monkey Fist?

If Monkey Fist can be used to get good citizens to perform acts of treason, is being used to tax us to death, it can be a cinch to use Monkey Fist to get your ex out to coffee with you...and then...and then...and then.

Self Image Judo Magic (S.I.J.)

Judo is a martial art that uses your opponent's strength or force against him. It is deadly effective.

We can use the same Judo principles when we influence a person's behavior. (Without throwing them over our shoulder.)

It is very easy to perform this magic.

It consists of two basic steps:

1. Getting them to state or admit a belief they currently hold (easy)
2. Interject what you want them to do that is consistent with their just stated belief.

Here's an easy example:

Let's say Tom wants to get his boss in a small business to just listen to an idea he has. (Could be the first step in the Monkey Fist?)

Tom: Do you think it is important to keep an open mind in business?

Boss: Sure! I probably wouldn't be in business without keeping an open mind.

Tom: I thought so. I have always viewed you as very open minded and flexible.

Boss: Thanks! Do you have something on your mind?

Tom: (with his idea that will surely get heard now.)

(Note: It might be appropriate to wait to bring up the conversation.)

Self Image Judo (SIJ) is very flexible.

Here's a real life example:

A restaurant owner was having a horrible time with people making reservations, but then not showing up AND not even calling to cancel.

His “no show” rate was a scary 30%.

He was able to slash his “no show” rate by 60% by using some SIJ.

Here’s how.

Before: At the end of the phone conversation with the patron, the receptionist would say “Please call if you have to change your plans”.

(“no show-no call” was 30%)

After: The owner merely told the receptionist to ASK? “Will you call if you change your plans?”

(This cut the “no show-no call” to 10%)

This worked because the customer ADMITTED out loud and agreed. They have *implied* to someone else that they are COURTEOUS. So, they showed up or they called.

Now, I believe, results would be even better if the conversation went...

Receptionist: (at the end of the conversation) thank you for your reservation. We have some of the most courteous customers and they call when their plans change...Will you let us know if you change your plans?

Instead of using the “implied” self image of being courteous, we come out and use it “explicitly”.

Self Image Judo works even in the TOUGHEST of situations, like getting people to open up their wallets.

For a number of years I volunteered as a fundraiser for The Special Olympics. If you ever want to be truly inspired, I highly recommend going to The Special Olympics at least once.

One of the common practices in fundraising was to call all of the previous donors and have them donate again.

Easier said than done!

But, by applying some SIJ, it was much easier.

Here was a common beginning of a fund raising conversation.

Me: Hi. I am calling on behalf of The Special Olympics.

Donor: (with a dismissive tone) I already gave.

(Note: This is where most of the conversations ended until I perfected SIJ)

Me: I know! That is EXACTLY why I am calling.

Donor: Oh...

Me: Yes. I wanted to thank you so much for your past support. These boys and girls are very special and it means so much to them to get out and compete and be viewed as contributing members to society.

And we wanted to make sure you knew how much we appreciate you because in this day and age most people it seems can't be troubled to lend a hand. So thank you for being such a caring person!

Donor: Well...you are very welcome. It was my pleasure.

Me: Yes...as you may know the youngsters are gearing up for this year's events...(NOTE: getting a donation now is almost a foregone conclusion.)

What is interesting is that I tried a variation of the same "Thank You" idea on people that had never gave to The Special Olympics before...and it STILL WORKED.

See, most people, almost all in fact, view themselves as caring people...fair people...generous people and the list goes on and on.

Get them to agree to a trait, behavior or quality and interject what you want them to do that is consistent with that trait or behavior.

And for ADDED FLEXIBILITY...you can project a self image for them to LIVE UP TO. Parents do this a lot with kids, but it is just as effective on adults if done the right way.

Dad: Johnny, you are always so kind and thoughtful, could you share your candy with your sister?

Johnny: Okay!

One of the easiest and most persuasive traits to use SIJ with is FAIRNESS. Humans HATE when things seem unfair. And NOBODY sees themselves as being an unfair person.

Conscious Retraining Method (CRM)

How To TRAIN Anyone To Act The Way You Want

Do you think it is possible to train someone to act and behave in a certain way?

It seems a stretch of the imagination doesn't it?

Well...as hard to believe as it seems...

In truth, the scary secret is that we train people EVERYDAY. We train people to treat us well and likewise, we train people to treat us like doormats. Many times the people we want to influence don't act the way we want them to...BUT...

...BUT...the fault is entirely OURS.

See, we are training people almost every time we come into contact with them.

The PROBLEM IS...we are NOT conscious of the signals (training) we send.

Still having trouble grabbing this concept?

Okay?

Let me prove it with a "common situation".

Have you ever waited by the phone...hoping and waiting for someone to call?
(Could be your friend, wife, son, daughter, boyfriend, etc)...

And you wait...

And wait...

And wait some more...

And then FINALLY they call...

What do you say?

Think about it for a sec...

What did you say?

If you are like many people...(don't feel bad) you may have said something like.

“IT’S ABOUT TIME! You haven’t called in almost a month. You should treat your Mother better!”

Now what has just happened?

Mom has actually...reinforced the training message that says...calling mom
EQUALS PAIN. Call mom...feel guilty...feel pain.

And if this calling mom=pain continues...the calls will be fewer and farther in
between.

Is it becoming a little clearer?

People only do a thing, ANYTHING or act in certain manners for two reasons.

1. They move TOWARD things that give them pleasure.
2. They move AWAY from things that give them pain.

Now, if you will BURN those 2 motivators into your mind and consciously set aside
your feelings and give people PLEASURE when they act the way you want them
to...and PAIN when they act otherwise...you will almost effortlessly get people to

do what you want them to do. And what's more, it will be automatic because you have TRAINED their behavior.

Mom would make leaps and bounds in getting her son to call her, if she would follow this approach. (Link pleasure to calling her.)

“Tommy! I am so happy you called. You are such a fine son...”

I used this very simple technique to keep order and increase participation in the classroom when I was teaching electronics for the U.S. Navy.

Whenever I asked a question and received a correct answer, I would reward with a compliment and a pleasing expression. (Public praise is very pleasurable)

When I received a wrong answer, I would punish with a grimacing face and immediately call on the next person. (Cut off attention is slightly painful)

My classroom was an environment of fun, learning and order. It became AUTOMATIC for me...AND automatic for my class to respond in MY desired manner.

Now, there are literally infinite amounts of ways to use the Conscious Retraining Method (CRM). But, to help you apply it for yourself, it is helpful to look at your past and realize how you have been training him/her.

For example:

Do they become defensive every time they see you?

If he/she is typically not the defensive type of person, then your relationship will blossom when you realize, take responsibility and start RETRAINING future encounters. (Even if they are typically 'defensive' you can STILL improve your relationship with some conscious retraining.)

Ask?

1. What behavior or act do I want my ex to display?
2. What pain or pleasure am I linking to their current 'bad' behavior?

3. What is the NEW pain or pleasure I am going to link to the NEW desired behavior?
4. Repeat step 3 until they are retrained. Sometimes this takes SURPRISINGLY few repetitions.

Want to run through a common example? Okay...let's do it from a man's viewpoint.

1. **What behavior do I want?** I want to be able to have a disagreement without her CRYING. She cries at almost any small conflict.
2. **What pain or pleasure am I linking to their current 'bad' behavior?** (NOTE: you have to take responsibility; it is easy, but not productive to say it is all their fault.) Well, when she cries, I shut up and listen. So she is getting PLEASURE of being heard when she cries. She is also moving away from the PAIN of feeling UNHEARD and UNIMPORTANT.
3. **What is the NEW linking pain and pleasure?** The new linking pleasure would be to make her feel HEARD and IMPORTANT from the very beginning and linking it to calm and rational discussion. Making an effort whenever possible to make her feel HEARD and IMPORTANT *when* the conversation is rational (Sometimes all you need is pleasure.) The pain would be for me to cut off my attention, if she starts to cry from habit or if it looks as if tears are going to stream. I will do this in a way that lets her know I DO want to hear what she has to say and that it is important to me, but I won't listen under these conditions.
4. **Repeat.** If a certain behavior has been a pattern (of you BOTH) that has gone on for many years, you should use the "Clean Slate Method". This will not only go a long way in reducing the number of repetitions, but will explain YOUR new behavior.

Now, I realize that can be a lot to remember. If you practice on day to day behavior from everyone you come into contact with and reward 'desired' behavior and punish 'undesired' behavior. Soon, it will be natural and YOU will COMMAND most of your relationships and interactions. Reward 😊

The KEY IS:

To be conscious of how you are training people at nearly every INTERACTION.

Many of us go around like mom, PUNISHING the very behavior we want and REWARDING BAD BEHAVIOR simply because we are NOT conscious of how we are training other people around us.

Important Note: Punish does NOT mean physical harm or becoming a disagreeable person. Many times it can be as small as a disapproving look, but often it is merely to STOP REWARDING BAD BEHAVIOR.

Conversely, GREAT reward can be a genuine smile and making someone feel important no matter whom they are.

One of our greatest needs and rewards as humans is to feel important. And we can ERUPT IN FURIOUS EMOTION when we feel snubbed.

If you want to see a drastic improvement in ALL of your relationships, make everyone from the waiter, to your mechanic, to your insurance sales person, feel important. You will find things “magically” go your way frequently. The number and quality of your friendships will rocket through the stratosphere.

Do you know why?

Because you are training people around you! You are training them to feel IMPORTANT and worthwhile when they see your face or hear your voice. When they FEEL IMPORTANT, they feel GOOD.

And...people move towards what makes them feel good. (YOU)

Conversely, I know people that lament that EVERYONE treats them badly.

Really?

Everyone?

I don't believe everyone, but I do believe that a majority of people they come into contact with treat them badly.

Why?

Because people that frequently get treated badly have TRAINED people to treat them badly.

Is CRM becoming crystal clear?

I would even go as far as to say, the more you practice CRM, the more joy, success and happiness you will enjoy in your life.

