

A Treatise & Resource by P. Craig Browning

What is Cold Reading?

If we were to look at this question from its most literally (and, ironically, it's original) meaning, we would find that it simply means "a first time "Reading" encounter with a subject". In other words, it has ABSOLUTELY NOTHING TO DO with all the theories, one-liners and conjectures YOU, as a student of magic/mentalism, have been exposed to. This new definition is the product of skeptics, cynics and general detractors of all things psychic, as well as the magician's fraternity, which only seeks a semi-logical means by which to do the "trick" of appearing "Psychic"... or whatever other façade you may elect to adopt in your Mentalism demonstrations.

Sadly, the lessons published as early as the late 1960s and through the 70's/early 80's on Psychological Readings ("Profiling") became meshed into this new definition and in so doing, started to blur the more simplified truth as to what a Cold Reading is and isn't; to no small degree we can thank James Randi and the other leading critics of the paranormal arena for creating this amalgamation and inventing spin-off concepts like "Hot" and/or "Warm" Readings; those demonstrations in which the Reader has specific or related information individual/subject that can be addressed via what I call the "regurgitation technique"; you simply reword the discovered information and feed it back to the client, doing so in a way that obfuscates the idea that you have somehow employed covert tactics as a means of learning about their plans, issues or state of affairs.

Today we have two primary forms of what has become known as "Cold Reading"; that which we see done on stage by a Mentalist/Mind Reader or whatever other name a *Psychic Entertainer* goes by presently (and there are many; NLP/FACs or Body Language "expert", Human Lie Detector, Graphologist, Psychological Art Interpreter etc., etc.). And then we have the original table-side or private Reader (who might occasionally address small groups of people; rarely more than a few dozen unless doing a lecture/book tour or classes on said skill). I should probably add that it is this latter side of Cold Reading that most typically gets me into heated trouble on the various Internet Forums simply due

The original draft of this book was shared with friends from my personal address book the night I'd completed it. While I saw a plethora of kudos as well as critique on my horrid spelling (things Spell & Grammar checkers don't catch but retired language teachers do) there was one anecdote shared by Scott Drebus I'd like to reference here;

"You know, I think we're working too hard. We have studied all these great mentalism books videos, learned all of these killer effects and routines, practiced, practiced, and practiced some more, and for what? Those ladies you did your blindfold routine for certainly appreciated it, but will they remember your name tomorrow? I won't be able to make it back here until probably the second Monday in the New Year, but I quarantee our waitress will greet me with an open palm the second she sees me, and be disappointed not just every Monday, but every day, from now until then because I'm not here to tell her about her life. And it's not 'cold reading'.

Thanks Scott, it's nice to know that someone out there "Gets It"

P. Craig Browning December 22, 2010

to the fact that I refuse to play by the recently evangelized rules of what's supposed to be. Allow me to explain...

While most that come into magic learn of the famed adventures of Harry Houdini terrorizing and exposing Spiritualists, they aren't usually made aware of the fact that the whole "Let's pick on psychic's" game went pretty much to the whey-side until James Randi picked up the ball and once again turned it into a high profile media opportunity. As the rumor goes, a certain young Israeli lad that had built an interesting reputation by making things bend, twist and contort (supposedly due his visit with E.T.) whom Randi had an interest in; the tale being that he'd offered to manage the boy and promote him in the U.S. & Canadian markets. After a bit of thought the young man decided to turn him down and contracted with an established agency and thus, launched a rather amazing career, his arrival in North American being met with Randi demonstrating magic tricks that replicated what Uri did on stage and of course, TV. Randi (and other's seeking to steal his thunder, it would seem) stood up and loudly inferred that Mr. Gellar was a fraud, a conman and a long list of other ugly things.

Regardless, it's been a very long and ugly story, but one that both parties saw amazing benefit from, including two very lucrative "non-profit" entities that have allowed either man to live exceptionally well (I'm betting Al Capone is rolling in his grave for not taking this route back in his day; non-profit seems one of the fastest ways of making people millionaires these days).

Why Take the Time to Cover this Chapter in History?

Because it is deliberately omitted from the *approved* reading material of the magic world; while there are books out there that were penned by genuine believers in the occult, psi, ghosts, et al, they are quietly suppressed and deliberately kept scarce, so as to promote a more "rationalist" point of view. The result has been a major decline of membership to such thriving groups (during the 1950's and well into the late 70's) like the Brotherhood of Christian Magicians. If you were/are a person of faith, regardless which flavor of belief, you would be looked down upon and more or less trained to keep you testimony (opinion) to yourself when it came to the magician's world; logic, intellect and scholarship became the primary gospel of the industry, a dogma that was not to be challenged unless you were willing to be shunned, belittled and not taken seriously by your peers.

Admittedly I have a very low tolerance for this very *atheistic* (agnostic) *crusade* even though I detest all modes of organized *religion*; and I'm not necessarily talking about the Holy & Divine sort of faith most association with that term, a word that simply infers to a body of people that share a specific doctrine and/or, who adhere to a specific set of tenets. Or, if we dig a bit deeper, it was once a term used to infer the idea of a "Political Corporation" a.k.a. CULT! Just ask the good people that lived during the time of the Holy Roman Empire if you don't believe me...

Getting Back on Topic... it is important that you know about the more recent histories tide to how "Cold Reading" as you know it today, has come to be and why so many in this present era of pseudo-Mentalism¹ popularity, seek to negate and even suppress the once honored skill of being a table-side Reader. . .

... then again, careful study of some of the older manuscripts on Mentalism and in particular, the skill of being a Reader, will point out the fact that the table-side skill was quite often viewed as the bread & butter side to Mentalism. Even Tony Corinda echoes this very sentiment (along-side his sentiment of discovered understanding & acceptance of said role and why it is important within society) in his famed 13-Steps.

The systems and lessons known to the table-side Reader are the foundations to what we see and do from the stage and, I might add, the keys behind what has become the "scientific" and "rational" explanations & mental health systems used in *legitimized* "counseling" of our current time. The biggest difference being that today's counselors are "trained" and "certified" charlatans grossing six-figures a year, vs. the old lady down the street that does Card Readings on barter.

Sorry, but the criminal aspect imposed upon table-side Readers can exploit <u>any façade</u> it wishes and more than a few times; we can see the same (and worse) abuse perpetuated in the "legitimate" counseling fields & mental health industry as detractors charge the Psychic industry and faith-based Healers with. As someone that's benefitted by the sciences of the mind (Mental Health) I can assure you of the fact that you will find at least as many false, money-grabbing, cavalier jerks prescribing mind-altering chemicals to their patrons, as you will find Readers running a scam on wealthy marks. <u>It has nothing to do with the profession and everything to do with the people doing the deed</u>. So please keep that fact in mind and don't let the naysayer's convince you otherwise (which is part of their evangelic goal it would seem, ²finding the devil under every turned *tarot card*, to coin a phrase).

In knowing all of this one should be pondering the big question, "How Did Students of the Occult (Mysticism) Learn to Do Readings?"

The answer is super-simple; they typically had *on the job training* by way of a relative; the grandmother or an elderly aunt is quite common for many of today's top names in Mentalism. Some of whom learned by watching these relatives do Readings over and over and in time, they would be taken under-arm and given a more specific set of lessons that started with the oracle

¹ **Pseudo-Mentalism** – is a term cultivated by the author in reference to the trend started in the mid/late 1990s by David Blaine & Criss Angel Tv Specials; the discarded wisdom/discipline that kept traditional magic & mentalism segregated and yet, allowed the conventional mage to employ obvious tricky that had the appearance of something psychic or spooky. The "melding" began with Bizarre Magick (started in the 1970's) and has escalated as the result of general commercialism, magic forums and the loss of the brick & mortar magic shops of old that once guarded against such chaos.

² *Finding the Devil...* refers to an old saying about Christian fanatics who, in their paranoia, seem to find evil and demonic forces in everything; how people dress, talk, what they eat, watch on Tv, the music they listen to, which car they drive, political & civic group affiliations... the list seems infinite.

(the tool used in the divination practice such as the Tarot, Playing Cards, Palmistry and so forth), which is exactly what we're going to do right here; I'm going to introduce you one of the most important oracular systems any student of Mentalism needs to know. Ironically, you probably won't find it in most of the books penned on this topic after 1991 or as late as 93; I'm referring to NUMEROLOGY.

But That's Not Cold Reading! I hear countless neophytes screaming.

Hate to disappoint you, <u>but it is</u>; if you start picking up the earlier texts on doing Readings, you will find it repeated over and over again by Robert Nelson, Richard Webster, Gene Nielsen and others. <u>Numerology</u> is simply the most versatile and simple system you can use when it comes to developing TRUE Cold Reading skills (see the Reading & Resource list at the back of book)

All of these books and more introduce the idea of using Numerology as a Cold Reading tool or skill-set. In my experience, when that many proven authorities support the same exact set of standards, there must be a reason behind it; especially when some of those authorities just happen to share things in common with the naysayers.

The Moral of the Story Being that you needn't throw away tons of your hard-to-come-by cash buying over-priced books penned by individuals who've probably never done a Reading in their life-time, let alone their boasted career, when you can frequently find many of these titles for less (and if you can't afford them, look for their names in the New Age shops, many of these authors have and still do write for said market, even selling variations to their popular magic industry titles under altered names). . . but then, you could, if need be, simply buy legit books on Numerology or whichever else Oracle you might wish to learn about... but we'll jump that secondary point shortly, let's keep on point for the moment.

BY THE NUMBERS: A Quick Lesson in Numerology

The "trick" to numerology is reduction by adding; that is to say that you will keep adding any set of number onto one another until you come to a single digit of value set between 1-9 and/or the sums of 11 or 22 (I'll explain those exceptions shortly). Using nothing other than the participant's date of birth, say perhaps March 7, 1998 the equation would look as follows;

$$03^{\text{month}} + 07^{\text{day}} + 1 + 9 + 9 + 6^{\text{year}} = 35 (3 + 5) = 8^{\text{Life Path}}$$

In this instance 8 (eight) is the vibration/harmonic value that is used in your spiel (reading), which brings us to the next step, learning the significance of each number; a little something discovered by our rather antiquated ancestors who resided in Babylon and, if we are to believe the tale, independently cultivated by the Chinese? Fact is, there are several variants as well as "discovery" points when it comes to Numerology.

I call these "Discoveries" based on the fact that the *scientists* of these ancient times (a.k.a. Shaman) would study members of their tribe and neighboring clans based on when they were born and even their names, realizing that those born during a specific cyclic period had certain traits and propensities (Astrology) but some seemed to be a bit different from the majority, wither lacking in or not having as much a pronounced skill in this or that area, which is where

(over the course of many generations) it was seen that the "harmonies" tied to each person was based on the harmonics tied to their name... their math! And so a giant was born... the idea that numbers... this "new" way of adding value to things, was in deed magickle and gave clarity and foundation to primitive man. Fortunately a guy named ³Pythagoras came along sometime around in 570 (ish) b.c.e. (lived to the year 495 c.e according to most sources) and refined the concepts of what is now used by most of the Westernized world as Numerology (there are other versions; Hebrew & Chinese being the better well known). It will be the Pythagorean attributes I'm going to share with you. . .

NUMERIC VALUE	ASSOCIATED	SIGNIFICANCE &
	LETTERS	MEANINGS
1	AJS	Independent * Leadership * Self-
		Starter * Energy * Passion
2	ВКТ	Tact * Diplomacy * Union *
		Couple * Marriage * Team
3	CLU	Originality * Creativity * Artistic
		* Theatre * Creation * Off-Spring
4	DMV	Order * Foundation * Rigidity *
		Conservative * Rule * Dogmatic
5	E N W	Variety * Adventure * Fantasy *
		Youth * Boundlessness
6	FOX	Responsibility * Home * Family *
		Duty * Loyalty
7	GPY	Spirituality * PSI * Enlightenment
		Self-Discovery * Advancement
8	HQZ	Prosperity * Tangible
	,	Obtainments * Material Things
9	I R	Humanitarian * Charity *
		Altruism * Community

As you progress in your studies you will find that each number has many other "meanings" including color assignments⁴, different animals (totems), herbs, bushes, trees and even gemstones but for now our only point of focus is how to use the information we have in doing an *on-the-spot* Reading, be it from the stage or as a *one-on-one* situation. You will likewise discover separate significance between Vowels & Consonants.

While I've already pointed out how to use the birth date, there is another *quick* way of using the numeric meanings that will allow you to start the experience well before asking someone

³ **Pythagoras** is heralded as the "father of higher mathematics" and was likewise a renowned spiritual advisor, soothsayer, philosopher & scientist (supposedly a student of Hermes Trismegistus/the Hermetic "cult" tradition). Sadly, much about him is either lost or confounded by time and the effects of legend & lore.

⁴ **Color Assignments of Numbers** can be found in Richard Webster's YOU'RE A RAINBOW, the KEN System of Ron Martin and the authors own EASY READING system.

for their birth-date details, for which there is a bit of a psychological bluff that helps hide your tracks from those that may know a little something about Numerology.

The center column of our chart shows letters; the 2 or 3 letters that would typically fall under each of the primary numbers in our list 1-9 if we were using the traditional chart employed by Numerologists. This is what we are going to exploit as we start into our Reading. For example, you just met *Janet*; look at her name when spelled in numbers $-1^{J}1^{A}5^{N}5^{E}2^{T}$.

You can use this information alone, offering the first phase of your Reading;

Janet, nice to meet you... you certainly seem the confident¹ sort, someone that's self-reliant¹; a natural leader¹ and at the same time, a free spirit⁵ who enjoys a good adventure⁵ I'd have to say that youthful⁵ energy¹ is on your side. But that's part of what makes you an attractive catch when it comes to someone that can play well⁵ with others² and lead¹ at the same time – you're a team player², aren't you Janet? You're the one that kicks everyone else in the backside¹ and encourages them to move forward and not give up... it wouldn't surprise me if you weren't a coach for your child's soccer team¹...

The numbers in superscript text in this paragraph show you where I inserted buzz words that correlated to those one word meanings in the previous chart. As you can see I was able to render a decent paragraph on Janet, based on her first name only and using the single letter associations, the next step is to add up those values and reduce that down; the total is 14 and as you know already, you must reduce that two-digit sum to a single digit -1 + 4 = 5 which is the sum you use for your next paragraph.

I'm not going to give you a full paragraph example however. It is more important that we cover something else at this point – number repetition.

In Janet's name you have two One's and at this stage 3 Five's and a single Two. The rule of Numerology is, the more a certain number is repeated in a subject's "chart" the more important and applicable the details are for them, in conjunction to that sum. In this case, Janet may be needing to discover her own power and ability to lead vs. what was said above (you will have to access the patron and their reactions... more on that shortly); she might be suppressing her inner-child due to outside pressure (typically, family issues) rather than embracing her *Peter Pan* side and enjoying life... given the number of times 5 shows up in this name there's a huge chance you are dealing with someone that refuses to grow-up (but then, that's why we have middle, last names and birth dates; so as to put such extremes into check and create a sense of balance... hopefully).

So there you have it, a quick and simple method of doing a spot-on on-the-spot Reading for ANYONE you meet!

And yes, there is more to it!

The Schpiel!

Knowing the meanings and knowing what to say are two completely different things; it's what will make you an o.k. Reader or someone that's seen as an awesome Psychic! (so to speak). It is for this reason that I not only tell all of my students to watch the TV psychics like John Edward, but I also take my own advice; especially if I'm not been on stage or doing Readings for a while. Watching John, in particular, helps me get the cadence back down and likewise shows me how to structure the things I'm saying to people.

Take a look at that Reading example from above... notice how I imply the gist of certain things associated with each numeric value without being item specific?

This is part of the "secret" of being a good Reader and as you both, learn the meanings of "things" as well as "people" the better your ability at presenting material in this manner; which brings us to a more mystical aspect on things; learning the basics of Astrology and the Tarot.

Learning the basics of any alternative oracle is a must for anyone seeking to become a solid Reader but <u>Astrology needs to be a #1 priority</u>. That doesn't mean that you must invest countless hours learning the math & geometry associated with it, just the associations behind each of the 12 signs and when they start & end. Similarly, you may wish to be familiar with how the "cusps" dates can affect this kind of Reading in that it is a very subtle way of adjusting your feedback when the client raises that disagreeing eyebrow.

The Tarot is something I recommend partly out of personal bias, in that it is one of the main systems I use in my work. But too, the Tarot is rife with symbolism and while certain authors will tell you that either, you "don't need to know it" or that the symbols are "worthless" I've found things much to the contrary. In fact, I rely heavily on the symbols in each card, so much so that I call them "Cue Cards" most of the time; the symbols serving as a kind of mnemonic cue that jogs my brain into remember the information but too, knowing what each symbol means as well as how its position affects that meaning, allows me to adjust my Readings any number of ways... even when I don't have the deck!

"Invisible Readings" is a term adopted by Mentalists/Counselor Enrique Enriquez and I'd encourage every person reading this treatise to purchase both, this title and his Invisible Tarot books in that they take the concept I'm about to share with you, a method I've used for decades, and deliver the sort of power few Readers ever get to know. You see, those symbols all the magic authors tell you to ignore and not worry about, can be summoned or manifested in a number of ways; the sort of creature someone reminds you of, the plants in the background as you speak with a client, or the aroma of their perfume may remind you of a certain flower or even place... all of these things can be used in your Readings and in being able to tie them to specific cards in your deck you instantly have instant meanings or significance that can be manipulated within your spiel.

Wow! In less than 10 pages I've managed to give you enough foundation material on "Cold Reading" to easily do a full-hour private Reading, giving totally different Readings to each client that comes to visit you... and for FREE!?! What kind of fool am I?

I should have charged you a fortune for this information but I realized that those that honestly want to learn how to do this work, will be far more appreciative when it comes to learning the true basics for nothing vs. the theories and formulas that sell for anywhere from \$15.00 to well over \$150.00.

Before we move on to the *intermediary* materials there are a few other baby-step type things that you will want to take on, all of it coming from out of the magician's world; starting with Brad Henderson's "THE DANCE".

THE DANCE⁵ is one of the more important publications you can pick-up AFTER you've invested time into learning and DOING all of the techniques that have lead you to this point in the book. It is a somewhat "advanced" bit of detail that will allow you to refine the skills you are in the process of developing. More importantly, it will teach you the art of rapport and how to almost literally "dance" with your partner (client).

Few people know of Fred Crouter a retired psychologist who has dabbled in magic & mentalism for much of his life and penned one of the better kept secrets associated with table-side Reading work. The irony being that it was composed for the working Mentalist and has been used for decades by Fred, for doing Mail Order Readings, it's so good. The material being known as **THE INNER SECRETS OF COLD READING** (Series) and it's available almost exclusively by way of Loren Tindall's mevproshop.com

Admittedly, this is a very advanced bit of business. At the same time, it involves one of the more important foundation points when it comes to learning how to "size-up" and read others. It is especially important to those of you interested in playing around with the idea of Body Language and FACs type techniques when working from the stage.

HAND MUCKS & OTHER STUFF was penned by my friend Dale Hildebrand and oddly, it won't be on the market until the spring of 2011. Nonetheless, I've included it here in hope that you will find it and work with its content.

Why?

What's the most polite thing most all of us do upon meeting someone new (especially in business)?

We reach out and shake their hand!

Hand Muck's is about this innocent gesture and all the information it gives the astute student of the human primate and because of this, it is a very valuable tool for showman & shaman alike.

There, that pretty much completes the important part of this list, now for a couple of segue titles that are, in my opinion, MUSTS!

Lee Earle's THE GENTLE ART OF COLD READING

⁵ **THE DANCE by Brad Henderson** – The unfortunate reality is that there are only 1,000 legal copies of this book in print.

Bob Cassidy's THE REAL WORK OF COLD READING

... and for those that believe they must have a "trick" to it all, might I suggest;

THE LEATH TECHNIQUE by David Leeds

And any one of a dozen "Let Me Name Your Zodiac" type effects out there, starting with the original Grissmer "What's My Sign?" and it's evil twins buy T.A. Waters in Mind, Myth & Magic and Daniel Love's "Dream Sign" variation (which is killer).

That should keep you busy and out of trouble for at least a year or three...

Doing it From the Stage!

STAGE-BASED COLD READING is the area 90% of those reading this treatise, are interested in; they want to be another Dunninger/Kreskin/Banachek (or Brown & Rowland... depending on which side of the pond you're on) and too, few of them have any interest in actually learning how to "do Readings"... so let me whet your appetite...

TOTALLY IMPROMPTU READINGS:

- NO PREPARATION REQUIRED
- NOTHING WRITTEN DOWN
- AND NOTHING COLLECTED!

The real kicker that most recovering magicians who believe they are Mentalists will love about this system, is that it not only employs the idea of Playing Cards as part of its philosophy, but encourages you (and shows how) to move from a series of Mental Card Tricks into a short Q&A styled feature... but then, there are several other presentation-based variations as well.

The "secret" is quite easily found by those not wishing to apply from what was shared in the previous section; just go to mevproshop.com and look up COOL READINGS by Gene Nielsen and you'll be well on your way.

. . . sort of!

If you are a student of people; that is to say, a "People Watcher" then you probably already have a knack at "reading" folks that's never been awaken and put to theatrical use; you're just looking for guidance. If however, you are like most, you are looking for the "trick" to doing Readings from the stage that are simple, direct and above all SAFE!

"Safe" is a key term here in that very few recovering magic-buffs trust "iffy" methods like psychological forces and the kindred control methods (a.k.a. *fly by the seat of your pants Mentalism*), they want tricks that work and as such, they are not going to be too amicable to proven (but gutsy) standards like George Anderson's DYNAMITE MENTALISM one of the more bold and diabolical Cold Reading systems devised for the stage that leaves you completely free or, as they say, *just add showmanship*, a bit of savvy and apply liberally...

Stage Schpiel is a lot different from what we spoke of in the previous section, and even if you are working with Billets the bit remains the same; you are answering (apparently) unseen messages or thoughts or, in certain settings, "Reading" an article (Psychometry). In fact, there are two primary areas in which Cold Reading is used from the stage; as part of a Q&A (Question & Answer) act or in demonstrations of Psychometry and you'd best know the difference (I can assure you of one major fact in life; there will be people in your audience that know their hind-side from a hole in the ground and to them, whatever you claim to be doing/using damn well better meet to spec or they are quite likely to get up and leave... the last thing any performer

wants in that it can create a dangerous domino effect... which can include negative word of mouth chatter about you and your act).

Understand, my point here has nothing to do with belief or disbelief over Psychic type stuff and everything to do with KNOWING YOUR JOB and BEING WHAT YOU CLAIM if only ⁶ on-stage and while in character. But this means that you must also know what the difference is, for example, between Psychometry vs. Clairvoyance vs. Telepathy. Contrary to the assumptions of some, they are not all the same and know the difference is what will allow you to create the better, more surreal illusion of legitimacy.

PSYCHOMETRY is the ability to discern information from an item. The most typical stage show routines involving Psychometry are based on Annemanns's famed "Pseudo-Psychometry" when in fact, there are literally, dozens of other options to play with, let me give you a few;

- Graphic Images everything from Tree Drawings to Doodles, even Handwriting... my "Tree Drawing Parties" during the 90's to present, have had a Psychometric side to them for quite some time. Not knowing who drew which of the several collected tree drawings, (yea right!) I convey the personality reading and of course, return the image to its rightful owner. It is a ploy that can be used with Cicardi's famed PSIGRAPHICO routine (Handwriting analysis) or Mr. Knepper's S.A.R. formula.
- **Chosen Objects** everything from playing/tarot or business cards to gemstones, seashells, even children's toy's (use your imagination).
- Photographs should be self-explanatory but briefly, photos can be brought in of people known to a patron or else chosen by participants for whatever reason. Regardless, you invoke the idea of "emotional attachment" as being how you can pick-up on who selects what and the relationship they share (however applicable).

QUESTIONS & ANSWERS is by far, the epitome of Mentalism, if you doubt me just go watch John Edward work his magic in a live show, or better yet, take a look at all of the heralded and most successful Mentalists from Victorian times to present, and list the number of them that didn't feature some version of the Q&A as a primary part of their program night after night, year after year. I can assure you, well over 85% of them will fall into this niche and the reason is quite simple; the public wants to hear about themselves, they only tolerate all the other masturbative things we do (though they may

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⁶ **Being On-Stage** – few new to theater/show biz realize that even though you have left the stage, so long as you are on the premises of an event, you are "still on" and thus, you MUST hold to character which means you must know enough about whatever you claim to do, to speak authoritatively and confidently on the topic; it's what your employers/patrons are going to expect and it's what will distinguish you from all the other wannabes in the "I'm a Mentalist" dream-world.

enjoy it). Most of them come to the show for the chance of getting a Reading; call it the proverbial Cherry on top of the dessert.

While there are numerous manuscripts on this particular act in circulation the two key resources you want to pay attention to are John Riggs & Jerome Finley, both heralded as the foremost experts on the Q&A, Finley's GUILLERA Q&A being one of the more awesome treatise going.

Few of us will ever take on the challenge of doing a full 45-120 minute show composed of little other than the Q&A, but it is possible and more to the point, it's commercially viable IF you choose the appropriate markets & venues. And finally, yes, you can have a very full and rewarding career doing little other. BUT, the majority of us will only work shows part-time at best and for the most part, it's not even the money into our own pocket that's at issue, but rather the opportunity to show off and shine! We're talking Show Biz, after all!

The List

What follows is, for as best that can be discerned, the most "complete" list on the topic of Cold Reading to be found or referenced within the pro magic/mentalism world. While I admittedly borrowed the list from Doug Dyment's www.deceptionary.com/ (also where you will be able to find most all of Richard Webster's publications) I have likewise added to, twisted, tossed in a few unsolicited comments (and rude remarks, of course) so as to assist you in your journey.

THE LEARNING LEVEL LEGEND

N = Novice/Beginner Level ♥ I = Intermediate
A = Advance Study ♥ R = General Research ♥ ? = Uncertain

TITLE	AUTHOR	PUBLISHER	LEVEL	COMMENTS
Forbidden Wisdom	H. Albright	ABBOTTS MAGIC 1948	R	Excellent Reference on Traditional Oracles & Quick LearningDyment
It Must Be Mindreading	G. Anderson	Ireland Magic 1949	R	Primarily Mentalism but Offers Quality Q&A perspectives as well -Dyment
Dynamite Mentalism	G. Anderson	Magic Inc 1979	N	The Premier "no gimmicks" Q&A System Heralded by Most All Working Pros
TRADECRAFT	Anonymous	Trickshop.com 2003	R	I can only recommend this book as a reference tool for Intermediary students
The Elucidator	P. Arcane (T. McCombie)	Arcane Magick 2005	I	A "doodling" form of Cold Reading technique akin to Knepper & Tank's S.A.R. system
Mainly Mental Vol. 1-Billets	C.L. Boarde (W. Schoonmaker)	Private Publish 1947	R	A "dated" commentary on the Q&A found on pgs 39-50 entitled "The Spiel"
The Secret to Reading Cards & Clients	R. Cain	Flora & Co 1991	N	A sound treatise on blending traditional oracles with Cold Reading Technique. Highly Recommended for the beginner.
13-Steps to Mentalism Step 11 – Q&A	T. Corinda	Tannen Magic 1968	N	A sound foundation piece for those aspiring to be stage workers.
Inner Secrets of Cold Reading Experts	F. Crouter	Self-Published Mevproshop.com	N	A chief tool used in physically Reading the Patron

TITLE	AUTHOR	PUBLISHER	LEVEL	COMMENTS
The Systematic Seer: A Simplified System of Fortune Telling	K. de Courcy	Supreme Magic 1976	А	Possibly one of the more rare/ coveted guides on the subject of Cold Reading but notably advanced.
Simple Numerology	K. de Courcy	Supreme Magic Unknown	N	An excellent primer on developing basic skills in Numerology
Red Hot Cold Readings	H. Dewey & T.K. Saville	In Visible Print 1984	I	One of the "Must Have" study guides for both, stage & private Readers – One of the better "profile" resources of the late 20 th century
King of the Cold Readers	B. Jones (H. Dewey)	Bascom Jones 1989	R	The big Must Have for the working Charlatan doing tableside Readings (and not bad for getting an edge on things for the honest Reader, either).
Psycho-Babble	H. Dewey	Self-Published 1996 Edited by R. Miller	ı	If you need "One Liners" for your stage work or to sew into your private sessions, this is one of the best resources to have on the shelf for casual study
Mind Blowing Psychic Readings	H. Dewey	Self-Published 1997	I	Same as the above
Cold Front	D. Dyment	Edited by M. Sky Deceptionary.com 2004	N	A great resource for those seeking to learn Palmistry based on techniques shared by Richard Webster.
The Gentle Art of Cold Reading	L. Earle	Self-Published 2003	N	One of the few "segue" pieces this author endorses for first years students that have a solid oracle base & experience and seeking to move into theory as well as stage work
Dance Away Love	D. Goldstine	Rinehart & Co. 1997	R	Unlike most books on this list, this is a non-magic resource similar to the famed books of Gail Sheehy; MUST books for all students specializing in table- side/private readings.
Monster Midway	W. Gresham	Rinehart & Co. 1953	R	Focuses on Carnival Life with a fair look at the "Mitt-Joint" venues (chpt. 7 "The Romany Trade")

TITLE	AUTHOR	PUBLISHER	LEVEL	COMMENTS
The Dance	B. Henderson	Henderson Productions 2003	N	Sadly only 1,000 legal copies of this manuscript exists and yet, it is one of the most important foundation tools every Reader doing interactive styled Readings, must have and work with in earnest!
Psychic Character Analysis: The Technique of Cold Reading	R. Hester & W. Hudson	Magic Media, LTD 1977	R	One of the earlier treatise on the Forer & Barnum principles that are so tightly associated with Cold Reading technique
Gemstone Reading for Profit	Hobrin (B Howard)	Brookfield Press 1988	R	A fun way of both, learning the significance of gemstones and how to incorporate them in your Readings.
Money-Making Cold Reading	Hobrin (B. Howard)	Magick Enterprises 1987	R	Another treatise on the Forer- Barnum theories and their correlation to Cold Reading
Tales from the Tarot	Hobrin (B. Howard	Magick Enterprises 1990	N	A decent primer for learning the Tarot (Rider-Waite Deck) in conjunction to classic Cold Reading psychology
The Owner's Manual for the Brain	P. J. Howard	Bard Press 1999	I	Mandatory for all Readers and would be counselors. There's nothing more to be said.
101 Cold Reading Lines You Can Use to Make Money Now!	R.T. Hunter	Martini Magic Co. 1997	N	Not my cup of tea for reasons previously noted, but an awesome resource for the stage working needing material for short, fast responses
Mind & Money	R.T. Hunter	Martini Magic 1996	R	Workbook for a 1-day lecture on the Private Reader side of Mentalism with strong focus about the business side of things
Cold Reading: How to Convince Strangers That You Know All About Them	R. Hyman	Zetetic (Skeptical Inquirer)	R	An extremely biased and heavily reprinted treatise by one of the "Skeptic" world's most renowned egos an "expert" that discourages the student from learning about the meanings and "science" tied to any traditional oracle or method, promoting the misconception of "emptiness" & psychological gymnastics

TITLE	AUTHOR	PUBLISHER	LEVEL	COMMENTS
How to Do Cold Reading	R. Hyman	Workshop Syllabus Euroskeptics Conference 1994	R	Seen by most as an addendum to the highly well received "Wonder Readings" by Kenton & Rex Sykes very NLP oriented
Readings for the Magician	K. Knepper	Wonder Wizards 2002	R	Primarily Mentalism but Offers Quality Q&A perspectives as well -Dyment
Completely Cold	K. Knepper & J. Tank	Wonder Wizards 1998	R	A "controversial" and according to some "Questionable" approach to Cold Reading.
S.A.R.	K. Knepper & J. Tank	Wonder Wizards 2001	I	NLP Based and strongly recommended by this writer; especially for those that like the idea of doing private Readings but are put off by Tarot & other such systems.
Wonder Readings	K. Knepper & R. Sykes	Wonder Wizards 2002	I	Heavy on the NLP but quite effective for those willing to invest the time & effort into learning it.
Powers: Testing the Psychic & Paranatural	D. Korem	Inter Varsity Press 1988	R	An interesting look at the Psi world through the eyes of an amateur magician/investigative journalist/believer
Out of the Deep Freeze	F. Kross	Self-Published 1978	I	Ford Kross is at least as controversial as I am and is one of those "old school" nuts willing to share some gemstones with the serious minded students of Cold Reading. This and the subsequent From Back of the Deep Freeze heralded as "must have" material for all private workers.
Kross on Cold Reading	F. Kross	P.E.A. Psychic Entertainer's Association 1981	R	Audio Cassett Tape #4 of the PEA's Restricted Tape Release series. A great listen if ever allowed access. You'll learn a lot!
The Mental Mysteries & Other Writings of William W. Larsen, Sr.	W. Larsen (Sr)	Genii Publishing 1977	R	Probably one of the most important and least mentioned books on Mentalism as a whole at least for me; this is the book that put me on the path and it is rife with amazing insights used by the old-school masters of Mentalism

TITLE	AUTHOR	PUBLISHER	LEVEL	COMMENTS
The Leath Technique	D. Lees	Self-Published 2001	N	One of my favorite "cheat" systems for doing private readings. There are similar systems on the market but I do believe this is one of the easier to learn and work with.
Psychic Readings for Groups	M. Longman	Self-Published 2000	R	Admittedly I'm biased in that Millard taught me a great deal in my early years of doing Mentalism and so I can't really recommend his stuff enough try it, you'll like it!
Gypsies Go Roving: Walk- Around Palmistry & Fortune Telling for Groups	M. Sherman & S. Lyon	Self-Published	N	An excellent treatise for the novice that's ready to get their feet wet doing corporate dates as a roaming Reader. Also see "The Book of Roving" by these authors — a sequel
20 th Century Mindreading Act/ Modern Spiritualist Medium Act	W. G. Magnuson & A. Albino {Del Ardo & Nelmar}	Jeff Busby Magic 1988	R	This is a must have for all Mentalism/Bizarre Magick history buffs but especially the Reader thinking about moving into the Séance side of things. Originally marketed to the Spiritualist Market in 1935
Al Mann on Mentalism	A. Mann	Martin Breese Unknown	R	A two-tape (cassette) package with the master discussing different Reading techniques
High Domain: A Method of the Private Reader	A. Mann	Self-Published 1985	R	A companion to the above audio collection and one of the earliest references on "Tree Reading" in print. A very popular essay every good Reader would want on the shelf and in the mind.
The Tarot Reader's Notebook	R. Martin	Flora & Co. 1990 Mevproshop.com	N	EVERYTHING by Ron Martin and his partner Larry Baukin are MUSTS for every single student of Cold Reading, but especially those doing Table-side/Private Work
Reading the Runes	R. Martin	Flora & Co. 1992	N	DITTO

TITLE	AUTHOR	PUBLISHER	LEVEL	COMMENTS
The Palm Reader's Notebook	R. Martin	mevproshop.com 2009 {revised}	N	New eBook Version Required Reading!
The KEN System	R. Martin	See deCourcy system 1992	N	Now featured as a bonus to the Palm Reader's Notebook eBook release
Swamp Cards	R. Martin	Mevproshop.com	R	A more entertaining form of Card Reading that could be staged in some out-back muskfilled swamp.
				A unique system with ENTERTAINMENT in mind.
By the Eye of Our Spirit/Crossroads	Martin-Baukin	Mevproshop.com 2010	R	One of several "systems" compiled by Ron Martin & Larry Baukin this one is literally about Casting the Bones and then a bit more on Playing Card readings.
Casual Little Miracles	Martin-Baukin	Mevproshop.com 2009	R	Another awesome resource by Ron & Larry. This time on the art of Tea Leaf divination (which I strongly encourage all second year students of Cold Reading, to learn it's a tremendous tool on the private party agenda
Quick Commercial Card Reading	Martin-Baukin	Mevproshop.com 2009	R	A great treatise on doing Playing Card Readings at the commercial level.
Invisible Readings	E. Enriquez	Mevproshop.com 2008	N/I	While I encourage this and Enrique's other system to the novice I likewise encourage restraint, in that it could be viewed as an intermediary system. Nonetheless, it is an important resource that should be taken seriously.
Invisible Gem Stones	E. Enriquez	Mevproshop.com	N/I	DITTO
Invisible Tarot	E. Enriquez	Mevproshop.com	N/I	DITTO

TITLE	AUTHOR	PUBLISHER	LEVE L	COMMENTS
Cool Readings	G. Nielsen	Mevproshop.com	N	One of the best tools for any novice to get vested in. Cool Readings will allow you to work from the stage as well as one-on-one. A great starting point!
Counseling Techniques for the Private Reader	G. Nielsen	Mevproshop.com	R	An important study for those that are ready to take what they've learned about Cold Reading & private work, and use it professionally.
The Doodle Dictionary	G. Nielsen	Mevproshop.com	R	Another "Doodle Reading" discussion
The James Bond Classic Reading	J. Moore	thecoldreading company.co.uk	R	Julian Moore has a growing series of Reading Systems based in part on Flash Card study techniques. The James Bond system has been given a good number of kudos in how it expedites the learning curve on Conventional Cold Reading formulas.
Speed Learning - Palm Reading In Your Own Words	J. Moore	thecoldreading company.co.uk	R	Teaching Palmistry with the Flash Card system. This is a very rare style of perspective in that Julian teaches actual Palmistry vs. the more common "stock line" phraseology found in the majority of magic-oriented systems.
The Private Medium's Secret Guide	R. Nelson	Nelson Enterprises 1942	R	Robert Nelson was one of the most prolific writers on Mentalism in general, and a major advocate for the Private Reader and Reading methods. All of his treatise have value even though the material is dated and requires some revision.
The Art of Cold Reading	R. Nelson	Nelson Enterprises 1968 (1951)	R	One of the earlier studies on language and speech observation for the Reader. A great bit of historic perspective.

TITLE	AUTHOR	PUBLISHER	LEVE L	COMMENTS
Sequel to the Art of Cold Reading	R. Nelson	Hades Enterprises 1971	R	Just More Research
The Tarot Made Easy	J. Riding	Self-Published	N	A very sound starting point on the Tarot as seen through the eyes of a magician, though I cannot personally agree with some of what is explained.
How to Give Fun & Amazing Psychic Readings	Blair Robertson {S. Cumberland}	Self-Published 2004	R	DVD outlines the use of Numerology for doing short readings (based on the works of Richard Webster) NOTE: do not expect high studio quality recordings or tight scripting.
Full Facts Book of Cold Readings	I. Rowland	Self-Published 2002	R	I do not recommend this as a 1 st year study for people new to Cold Reading but it is a solid 2 nd /3 rd year guide. I must warn of the fact that this, like many bits penned since the mid-80's, offers a very biased perspective that is "anti-Reader" and could be seen as encouraged "terrorism" in some cases.
Cashing in on the Psychic	M. Ruthchild	Lee Jacobs Publishing 1978	R	Myriam Ruthchild & Lee Jacob were an amazing team on and off stage. While their material is a bit dated, much of it is still very much applicable and worth the investment.
Cyclescope Instruction Manual	M. Ruthchild	Lee Jacobs Publishing 1979	Tool	A "Tick-Sheet" Reading System such as you can now purchase through mevproshop.com
Psychotechnics: Advanced Psychic Methods	M. Ruthchild	Lee Jacobs Publishing 1981	Tool	Penned for the Layman but filled with insights for those "in the know" willing to look between the lines.
Psychotechnics Meditation Tape	M. Ruthchild	Lee Jacobs Publishing 1981	Tool	Companion "Product" to the above.
Crystal Gazing Now & Then	M. Ruthchild & C. Musson	Lee Jacobs Publishing 1982	R	A great lesson in working with a Crystal Ball or Scrying Mirror.

TITLE	AUTHOR	PUBLISHER	LEVEL	COMMENTS
The Tarot as a Counseling Tool	H. Dewey & T. Saville	Self-Published 1994	R	A great resource for the student preparing to move into the role of a Private Reader on a professional basis.
Passages	G. Sheehy	E.P. Dutton 1976	N/R	One of the most important foundation tools from outside the magic community when it comes to Cold Reading. Also Recommended as research & resource are her other titles; Pathfinders, the silent passage, New Passages, and Understanding Men's Passages.
Something from Nothing	A. Stagnaro	Zauberhandlung Manipulix 2004	Х	I cannot, in right mind, recommend ANYTHING by this author. Most of what I've seen of his work, while packaged nicely, is rife with misinformation and dated perspectives.
Initiations: A Viewpoint on the Art of Cold Reading	A. Thomas	Flora & Co. 1989	R	Book & Cassette kit featuring actual Readings by a professional private counselor.
The Collected OORT	P. Vanderbeck	Self-Published 2002	R	OORT was one of the first "Cold Reader" oriented newsletters. This book is a collection of all materials contributed by some of the biggest names in Mentalism/Reading. I'd "highly recommend it" but I'm biased I have a few articles in it.
The Supplemental OORT	P. Vanderbeck	Self-Published 2004	R	DITTO
Quick & Effective Cold Reading	R. Webster	Brookfield Press 1985	N	One of the first books penned by Mr. Webster on the subject. Short Story get <u>all</u> of his books and STUDY THEM!
Commercial Cold Reading	R. Webster	Martin Breese 1986	N	Audio lessons in Numerology

TITLE	AUTHOR	PUBLISHER	LEVEL	COMMENTS
How to Build Up a Psychic Practice with Full Length Cold Readings	R. Webster	Brookfield Press 1986	R	Shows the business side to it all which is why most of us are learning how to Cold Read, right?
Psychometry from A-Z	R. Webster	Brookfield Press 1987	N	The #1 MJUST HAVE Source for all neophytes, bar none!
Quick Readings with Numerology	R. Webster	Brookfield Press 1987	N	A great companion to the above
Aura Reading for Fun & Profit	R. Webster	Brookfield Press 1988	N	Another excellent companion to the above that gives you a bit "more" to do in your Readings
Techniques for Psychics	R. Webster	Flora & Co. 1988	R	A <u>Video</u> of Richard demonstrating several types of Readings
The Mail Order Psychic	R. Webster	Brookfield Press 1990	R	This is a BUSINESS after all.
Cold Reading for the Magician	R. Webster	Brookfield Press 1991	R	Solid research material
Further Commercial Cold Readings	R. Webster	Martin Breese 2001	N	The sequel to the aforementioned audio lessons in using Numerology in Readings.
Mastering Cold Reading	R. Webster	Martin Breese 2004	N	#3 CD in Series
Cold Reading for Profit	R. Webster	Martin Breese 2005	N	#4 CD in Series
Easy Reading	P. C. Browning	Self-Published 2005	R	Association/Mnemonic & Telepathy Code System
I _t Ching Palm	P. C. Browning	Self-Published	R	A fun way of looking at Palmistry based on the classic mystery of having an Itching Palm
The Reading	P. C. Browning	Self-Published	R	Part Cold Reading + Pendulum & Billet (Acidus Novus) work as used in a private <i>one-on-one</i> Reading
Far Reaching Predictions	P. C. Browning	Mevproshop.com 2007	R	A unique application of Numerology & Creating a 5-year forecast for clients (based on the works of R. Webster)

TITLE	AUTHOR	PUBLISHER	LEVEL	COMMENTS
Dante's System of Life Span Reading	R. Nelson	Nelson Enterprises {unknown}	R	Yes, THAT Dante! Seems he was a fan of mentalism and things paranormal. This treatise offering a rare look at the master and his penchant for prognosticating.
Psychological Readings	R. Nelson	Nelson Enterprises	R	An early year look at a now popular trend
Pages from a Mediums' Notebook	R. Nelson	Hades Enterprises 1971	R	Important study for those planning Séance type services.

Enjoy the Journey!

Seems that this line has been used continuously by me for well over a decade if not longer, the sentiment being that life is far too short to let all the crap you get fed, get you down. You must therefore "enjoy the journey" rather than succumb to the illusion of darkness, created by ignorance.

The materials shared along with the resources listed above are tools by which you will be able to navigate your way during the course of this particular adventure. I hope and pray they are sufficient and will get you to that destination you currently seek to know. But until we are at that place together, it will remain my wish for you that the journey is one filled with intrigue, challenge and success; what other reason is there for taking a journey if not for such things and the lessons each leg lends to us.

You Will Notice That I Highlighted Certain Titles in the list; titles that I hope you will obtain immediately, so as to expedite your discoveries in Cold Reading/Divination. This is most true with the 4 audio CD's featuring Richard Webster; I believe them to be some of the most powerful material in the entire list and requisite to your ability to understand, absorb and apply the formulas associated with Cold Reading/Numerology, the building blocks for both, career and personal progression.

Be blessed and above it all. . .

. . . enjoy the journey!

