

CULT LEADER



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Cult Leader

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What This Book Is About

What? A cult? Are you crazy? No, not really. See, building a cult requires a certain set of skills. Cults just don't pop up randomly. Well, in a sense they do. Cult leaders never decide to build a cult as a career option. For example, The Rolling Stones released a movie a few years ago centering around a charity concert they had in San Francisco. Intermixed with the concert footage were interviews of them from way back in the day. In the late sixties, an interviewer asked Mick Jagger how long he thought the Stones might last.

"No idea, couple years I hope," he replied. He had no idea they were going to be a huge as they were. Nobody did. The same goes for any big business. When Bill Gates stood before IBM and tried to sell them an operating system that hadn't even been invented yet, he also had no idea that he would become the richest man on Earth. Similarly, when cult leaders started preaching to or talking to the first couple of members that would give them the time of day, they didn't have any idea how big they would eventually become. Sure, in retrospect, plenty of people say, "Oh sure, we knew we'd be this big all along," but in the beginning, nobody really knows.

Secrets of Any Success

Most successful people follow this same path. They do what comes naturally and they keep learning and growing and changing for as long as they can, to get as much success as they can. If cult leaders actually knew what they were doing, they wouldn't eventually go crazy in the end. Luckily, we don't have to just do what comes naturally and hope it works out. We can leverage the instinctive human trait of modeling. This simply means copying from other people, so we can do what they do. This is how most of us learn. If we are lucky enough to have teachers and adults that are positive models, meaning we want to copy them, and we consciously try our best to copy them, we're lucky. On the other hand, we often end up using these natural modeling capabilities in a negative way. This is when we pick up bad habits from those around us. By consciously choosing to build a cult, we'll be modeling a lot of communication, persuasion, and leadership skills. How you choose to apply these skills is totally and completely up to you. You may find that looking at

your life through the lens of building your own cult may give you much more self-confidence. Keep that in mind when going through this guide. You *can* use these behaviors to build a cult. But if you do, be sure to follow a set of guidelines. Ultimately, this is up to you, but consider these guidelines to keep your cult as healthy and happy for as long as possible.

Allow People to Leave

One of the hallmarks of an evil cult is they make it hard for the members to leave. This means that family members who want their loved ones back will send in anti-cult specialists who will try and deprogram your members. Instead, consider making our cult such a positive experience that nobody *wants* to leave.

Enhance Life - Don't End It

Your cult should be a positive experience for your members. Consider creating a cult with such a positive experience, that even if they do decide to leave, they'll later reflect on their time in your cult as one of the most positive and life enhancing experiences of their lives.

Don't Be Selfish

Many cult leaders don't intend to build cults. They just stand on the street and start preaching, and find that people like listening to them. But once the crowd starts to grow, the budding cult leader starts to wonder how he can use those people's attention for his own purposes. This generally doesn't end well. Consider always keeping the wants and needs of your followers in mind. This will not only keep you honest, but it's a great way to recruit other members. Many cults (and MLM's and even some legitimate businesses and religions) overtly encourage their members to go out to recruit new members. Consider the idea that the cult is where the members feel compelled to bring in new members on their own, without needing to be told to do so.

But Aren't All Cults Bad?

Generally speaking, yes. The word, "cult" does indeed have negative

connotations. But cults, or any other group, are only as bad as the sum total of the members, and the sum total of the behaviors as a group. Make it a personal goal to distinguish your cult from the rest of cults. See it as your personal mission to do good in the world, rather than bilk people out of their life's savings, or convince people that original owners of Earth are coming back and we'd better hurry up and get ready.

Learn from Past Mistakes

It's very hard for us as individuals to learn from our mistakes. One of the hallmarks of successful people is in taking responsibility for their mistakes, so they can learn from them. A very rare, but exceptionally helpful quality is to learn from the mistakes of others, so you can get the benefit of learning the lesson, without having to have made the mistake. Consider this guide in that manner. We will be focusing on the positive qualities of cult building. Remember, just because you have a cult doesn't mean you need to do evil things. You can do plenty good. You can create a wonderful group for people to join and feel a sense of accomplishment and love.

Other Possibilities

Needless to say, you don't actually have to start a real cult. You can simply learn the secrets of building a cult, and apply them in your own life. You can be a better leader in your family. You can be a better salesperson, or a better computer programmer. You can increase your self-confidence and your communication skills. You can develop a charming and magnetic personality, one that will take you far. You can become the star of every party, and an in-demand speaker, capable of charging thousands of dollars per speech. Consider the collection of tools that a successful cult leader has as mere tools, tools you can use as you see fit. Sound good? Great, let's continue!

Overview of What's Ahead

If you wanted to bake a cake, there would be two ways to go about it. You could copy a recipe, not really knowing what you were doing, and then you'd have a cake. But if you ever wanted to bake the same cake, you'd have to follow the same recipe. But since you can use your future cult building skills in many different ways, we are going to avoid the paint by numbers approach. After all, building a cult around an upcoming alien invasion would be much different than building a cult around an MLM business marketing a CIA-created breathing technique. Instead, we'll cover all the basic ideas and understandings you'll need, so you can build your own cult however you like, for whatever purposes you like. Please keep in mind the most basic rules, that a happy cult is one where members do the recruiting for you, and that they feel they can leave at any time, but they don't want to. The following is an overview of the skills, ideas, and understandings you'll need. Each one will get its own chapter.

Basic Cult Leader Skills

To have a cult, you must be a cult leader. And despite the vast differences you'll find from one cult to another, all the leaders have the same general combination of skills.

Communication Skills

Being a cult leader means you'll need to effectively communicate your message and desires to your members, and that you can teach them how to communicate that message to others, so they can recruit new members.

Interpersonal Communication Skills

You'll need to be able to effectively communicate in one on one settings, and since you'll be pulling your cult members from many different areas of society, you'll need to communicate one-on-one with a diverse range of people.

Public Speaking Skills

Being able to stand up in front of a crowd and speak effectively is a great asset to any budding cult leader. Not just to speak, but to inspire your listeners to action.

Motivational Skills

Anybody can give an informative speech, but only a few rare speakers can motivate their listeners to action. Being able to motivate your listeners to a variety of actions (donating money, recruiting new members) will be helpful.

Unstoppable Self Confidence

If you are unsure of yourself, you won't be an effective cult leader. You'll need to have unwavering self-confidence. Megalomaniac levels of self-confidence. Grandiose levels of self-confidence.

Persuasion Skills

Not only will you need to motivate listeners, but you'll need to persuade people, both inside your cult and outside, on a regular basis. You never know when you might get called to a TV interview, and being persuasive to the vast TV (or YouTube) audience will be a valuable asset.

Mesmerizing Skills

You'll need to go far beyond simply communicating and motivating. You'll need to mesmerize your audience. To keep them literally spellbound by your message. To reach deep into their minds and move them on a psychic level.

Storytelling Skills

Of course, being able to spin relatable stories on the spot will go a long way. Personal anecdotes and parables can be very useful in helping your members and the rest of society understand what's at stake.

Understanding Human Nature

Since your cult won't be made up of robots, but real people with real problems and real fears and real desires, you'll need to understand human nature.

Understanding Human Wants

All humans have cravings. The main reason for joining a cult is that they find within the cult what they can't find out in the world. The more things you can provide to people, the bigger and more powerful your cult can become.

Understanding Unlimited Human Desire

Humans just don't have desires, they have unlimited desires. We are all programmed to continue fulfilling these desires as long as we live. Giving an outlet to these is essential in creating an effective cult that people will want to remain a part of.

Understanding Human Aspirations

Most of us strive to be better than we are. When they join your cult, you just give them a place to express and cultivate this desire. You must make it possible for them to realize human potential in a way they cannot find elsewhere.

Understanding the Role of Trade

All human action is based on trade. If you can give people what they want, they will feel unconsciously driven to give you something in return. Most cult leaders fail because they begin to only demand from their cult members, without giving back in return. Continuous membership in your cult must be beneficial to all parties at all times.

Understanding Human Decision-Making Processes

Understanding how humans decide to do certain things, and not others will help you be able to influence these decisions.

Understanding Human Weakness

All humans have weaknesses. If you accept and allow these weaknesses, and make it part of your cult environment, your cult will prosper. If you ignore these weaknesses, they will ultimately destroy you.

Understanding Human Self Deception

Truth is one thing that humans claim they want, but are really terrified of. Humans engage in a lot of self-deception. As a cult leader, you must understand this self-deception and handle it with great care.

Understanding Unconscious Triggers to Human Action

Humans are motivated not by rational thought, as many believe, but by ancient unconscious triggers. If you can understand and leverage these triggers, your cult members will follow you to the ends of the Earth.

Understanding Basic Economics

Grasping common economic systems is essential. Unless you are going to find an undiscovered island and create a new society from scratch, you will need to create your cult within an existing economic system.

Understanding Monetary Systems

Built into every economic system is its monetary system. Understanding this and leveraging it to your advantage can help you and your cult amass a great fortune.

Understanding the Penultimate Concept

One thing that a large portion of every society believes, and has done so since the dawn of time, is that they are on the verge of a great change, or a great

collapse, or a great something. Getting ready for a big change is a key component of many cults and many great religions.

Understanding Time

Understanding the true nature of time is essential. Being able to reference previous events throughout history, and make them relevant to your current cult members will make you a very effective leader.

Understanding Why All Societies Collapse

It's a sad fact that every society since the invention of agriculture has collapsed. Understanding where we are along this common collapse will help you shape the message of your cult.

Understanding the Signs of Collapse

Being able to read signs of any impending collapse, especially if you can relate similar signs from similar societies that have famously collapsed, will help you give immediacy and urgency to the formation and growth of your cult.

Cult Leader Skills

At its very core, a cult is centered around a personality. There are no cults that form around trees or rocks or mountains. The main ingredient of a cult is a charismatic leader. And the main word in that description is "leader." If you are going to build an actual cult, or if you simply want to use cult-like skills to increase your sales or business, you need to lead. It's a well-known fact of basic human nature that whenever people are put together in a strange situation, the very first thing people do is try to figure out who is in charge. If they look around and don't see anybody is in charge, the first instinct is to find help. And that help is from somebody who is not only in charge, but capable of answering their questions, solving their problems, and letting everybody get back to their comfortable and predictable life. The very first skill or ability you'll need to cultivate is to stop looking outside of yourself for *somebody else* that is in charge, or *somebody else* that will tell you what to do. As often as you can, whenever you can, however you can, you must **be** that person that is in charge. This will be a combination of many other skills.

Organizational Skills

You must be able to organize people, organize ideas, and organize threats. You must always be aware of your surroundings. You must always be able to choose the most important tasks at hand, regardless of the situation, and be able to either do them yourself, or choose an appropriate person to do them. One way to practice this skill is through modeling. Modeling is the art of copying the behavior and thinking patterns of other people. It is how humans have learned since the dawn of time, up until organized schools and education was invented. Modeling is very easy, as it is natural. To start to build in your own skills of organization, model others whose job it is to organize and prioritize. Bartenders during busy hours are very skilled at this. They have a lot of customers and a lot of open orders. They need to know who the big tippers likely are, and who the lousy tippers are. They need to keep an eye out for those who need refills. Consider taking a corner spot at your local bar on a busy weekend night and simply watch the bartender in operation. Watch his powers of organization and multi-tasking. Watch how

easily they maintain several conversations at once, with a variety of people in several stages of inebriation.

Flexible Thinking Skills

One core component of a competent leader is flexible thinking. Most people have one or two ways of doing something. The very definition of a problem is an outcome without a means of getting it. If everybody knew how to solve their problems, there would be no need for leadership. Leaders are leaders in part because they can solve problems that others can't. They can think of creative solutions that others cannot think of. They can think of different ways of looking at things. In order to develop flexible thinking, you must put yourself in uncomfortable situations. Comfort breeds comfort, which breeds narrow thinking. By forcing yourself into unfamiliar situations, you will be subsequently forced to think of how you can meet your needs in these uncomfortable situations. Consider putting yourself in uncertain and even uncomfortable situations where you really will need to stretch your imagination to solve a dilemma. Visit an upscale restaurant without money, credit cards, or ID and order an expensive meal. When the bill comes, think flexibly to solve the problem in a mutually acceptable way. Visit a restaurant (if possible in your area) where the menus are not in English, the wait staff does not speak English, yet still be able to eat and pay without worry. Consider applying for a job you are nowhere near qualified for and seeing how close you can get to an interview, or how close you can talk your way into getting hired.

Frame Control Skills

Above all, a cult leader must be a master of frame control at all times. What does this mean? The frame is the meaning of any given event. Since most events have many participants, and each participant will have different backgrounds, intentions and skills, they will all perceive the event, and what it means, differently. The leader of a cult is the person everybody looks to for meaning. This means you must have a solid and defensible meaning for any event that you participate in. At their core, cult leaders have such magnetism because they have such a strong frame. They always know what they are doing, they are always sure of themselves, and they always are certain the

outcome will be beneficial, not just for them, but for everybody. Most people are uncertain and worried, and they turn to cult leaders because of their certainty that everything will turn out OK for everybody.

Cultivating Frame Control Skills

This will likely be the biggest personal asset in your quest to build your own cult. You must be able to maintain the frame of every event and every conversation. Daily practice of frame control is therefore absolutely necessary. Consider that your ability to set and maintain a strong frame is like any other muscle. The more you practice this, the stronger it gets. How do you do this? Here are some exercises.

Pre-Frame and Hold

Prepare to enter a situation, and set the frame before you enter. Set an intention, and no matter what happens, continue your focus on that intention. At first, start easy. Make a decision to walk into a grocery store and buy one item. Do not look at any other time, only the one in question. Walk into a social event with the sole intention of collecting five names. Keep that intention solidly in your mind. Enter, collect five names, and leave. Choose a silly phrase, and leave your house with the sole intention of getting somebody to say that silly phrase before you do. Cult leaders are magnetic because they truly believe in what they preach. People have followed cult leaders with the most asinine of ideas (aliens, etc.) not because the ideas were compelling, but because the strength of the cult leader's beliefs were compelling. Consider daily frame control exercises, and the resulting frame strength they will generate, as your secret weapon in building an enormous cult of vast wealth and power.

Communication Skills

Unless you are going to build your cult around your psychic powers, you will need to communicate effectively. It's one thing to understand what people want, but it's something else entirely to be able to communicate to them in a way that convinces them that you have it. Most of the biggest cults and many of the world's religions centered around individuals who were excellent communicators. Whether you consider yourself a Christian or not, the Letters of St. Paul to the early Christian communities are some of the most elegant examples of persuasive communication ever recorded. St. Paul has often been referred to as the "The Greatest Salesman of All Time." If you separate the "truth" of his message from the message itself, it cannot be denied that it was his skill of communication, above all else, that helped the early Christian Church spread as fast as it did. Whether that skill was divinely inspired or not is up to your own beliefs. But his ability to communicate his ideas in a way that they were heard and acted upon cannot be denied.

What It Means to Communicate

You have ideas in your head, and they have ideas in their heads. Your ability to communicate can be thought of as how effectively you get the ideas out of your head, and into their head. Imagine, for example, that you had some of the greatest ideas ever. Yet whenever you talked, you mumbled, you couldn't make eye contact, and you gave up quickly. Effective communication is a combination of many variables. Self-confidence, verbal flexibility, an expansive range of vocabulary and many other things.

All Communication is Persuasion

Many erroneously believe that the purpose of communications is to transmit data, whether they be simple answers to simple questions, or complicated ideas that take hours to convey. On the surface, this may be true. But we cannot separate the communication itself from the intention of any communication. We communicate for a reason. We communicate because we want to achieve a certain outcome. Even when we are talking to ourselves,

we are doing so because we either want to change our state of mind, or maintain our state of mind in times of uncertainty. When we communicate to others, the surface level intention is to get them to understand the thoughts in your minds. In that regard, communication can be thought of as a thought transmission process. But why do we want them to have a certain thought in their mind? Because we want to them to take certain action, either now, or in the future, based on having that idea in their mind (that used to be in only our mind). If you are a student, and the teacher asks you a question, giving the correct answer will satisfy the intention of getting the teacher to leave you alone. Or it could serve the intention of impressing the cute girl or guy you are sitting next to. When the waitress comes to take your order, your goal is to get her to bring back the food you ordered. Thinking of all communication as persuasion will help you become a successful cult leader. By framing your communication consciously, so achieve a desired outcome, you will have a much better chance of putting the right ideas in the minds of your followers. Many people do this unconsciously. Consider the student who mumbles a quick answer to a teacher's question. He or she doesn't likely think about their goal consciously. Answering a teacher's question is an automatic action for most students. For most people, communication is done mostly on an unconscious level. Very rarely do people think about an outcome and take a few minutes to think of the ideal way to communicate that would make that outcome highly probably. Most people hold an outcome in mind (usually very vaguely) and then spit out a jumble of words and hope for the best. Consider practicing communicating consciously as much as possible. Elevate what is mostly unconscious to the conscious level. As with all the other cult building exercises in this guide, the best process is to start small, and work your way up.

Communication Exercises

Whenever possible, before you communicate, think of your outcome. Say your outcome to yourself in your mind before you put words to it. Restaurants, bars and other retail places are a perfect place for this. For example, you might go to a clothing store. Decide on the specific type of clothing you would like to buy, but don't specify the brand. Say something like:

"I would like a size medium blue shirt with short sleeves, could you show me some of those please?"

You'll find that unless it will cause them financial, emotional, or physical discomfort, most humans will gladly help you fulfill your outcome if you state it clearly and succinctly. Because as a cult leader, you will be frequently communicating in a way that will spur your followers to specific actions, consider simple requests of people that will push them slightly out of their comfort zones. Most people speak to and respond to others as non-thinking robots. You will need your cult followers to make a conscious and strong decision to follow you. You will therefore need to build up the ability and the confidence to entice people slightly out of their comfort zone.

Comfort Zone Expansions

Go into a fast food restaurant, (or any other restaurant) and describe your desires without being specific, and then ask the staff member to make a recommendation.

"I'd like something with meat, something spicy, and I'm really hungry, but I'd like to spend less than fifteen dollars. Could you recommend something for me please?"

Call - Response - Reward

Ideally you want your cult followers to respond eagerly to your message. You want to build in the ability to not only to entice people to slightly leave their comfort zone, but to do so in a way that satisfies your requests. In the above example, always remember to make sure that any excursions outside of their comfort zone, in a response to your requests, are met with genuine and clear appreciation. In the above restaurant example, be sure to thank your waiter for making the suggesting, and complimenting them on how satisfied you are. This will give you two valuable pieces of experience with every instance of this exercise. You will experience expressing a desire and asking another to help you satisfy that desire, and you will experience giving them a reward for helping you. These two skills, in the call-response-reward communication, will help to build you into a powerful and charismatic cult leader.

Interpersonal Communication Skills

You'll need to be able to effectively communicate in one on one settings, and since you'll be pulling your cult members from many different areas of society, you'll need to communicate one on one with a diverse range of people.

It's helpful to think of interpersonal communication skills as separate from all other communication skills. The more people you can connect with, on a personal level, the better cult leader you'll be. It's one thing to understand human nature enough to give motivational speeches to thousands of people, but having the ability to talk directly to, and move people on an individual level is much different skill. The best pastors at the best churches don't only preach effectively to the congregation, but they also visit each member and connect with them on a personal and individual level. The easiest way to do this is to first train to differentiate between people as a group (when you are speaking to your entire cult at once) and people as individuals (when you are speaking individually to each cult member about his or her own specific concerns).

Practicing the Shift

This exercise will prove valuable. Being able to easily shift from "group preaching" to "individual teaching" is a very useful exercise. As a cult leader, you will always be the leader, the teacher, the guider, the helper, the satisfier if needs, the soother of anxieties. Doing this to a large group is much different than doing this to an individual. To practice shifting between these two mindsets, go someplace where there are many people. First look at the group as one whole unit. Think of the two or three most important things that the group needs. The point of this exercise is not to pretend you are psychic or assume you know what is on their collective mind. The point is to train your mind to think in terms of the group needs. How exactly do you do this? Don't expect an easy answer to pop into your head. Just hold the question, "What would be the one or two things that satisfy this group?" as clearly and as strongly as you can. Most people have trouble holding an unanswered

question in mind for long. Most people will grasp at any answer to avoid the terrible feeling of uncertainty. Avoid this common tendency. Hold that question unanswered in your mind as long as you can. *What does this group need?* After you have held that unanswered question in mind, choose one single individual to focus on. Focus on him or her with your mind (don't stare!) and shift the question to, "What does this individual need that is unique?" Again, avoid the temptation to reach for a guess to remove the feeling of uncertainty. Being able to hold the unanswered questions, both for individuals and groups, as long as possible, is a very unique skill. When you are speaking before crowds, keeping that unanswered question (what does this crowd need the most) will keep the flow of insight going, turning into a stream of motivating words. Keeping that unanswered question in your mind when talking to people individually (what does this person need) will create true and honest compassion. Most people don't know what they need, other than they need something. Keeping that question open in mind while talking to individuals (what does this person need) will help you ask the right questions in the right order to get to the truth, which only genuine leaders can provide to their members.

Frequent Practice

Whenever you can, shift your thinking from "What does this group need?" to "What does this individual need?" whenever you can. Sit in the corner of a large restaurant or coffee shop and practice. The end goal is to keep this unanswered question strongly in your mind while speaking, both individually and to groups. This can give your listeners, even if they are in a group setting, the wonderful feeling that you saw them, that you genuinely and truly saw them as individual humans with individual human needs.

Meta Model

The Meta Model is a very versatile set of questions that will be helpful in dealing with individuals. The Meta Model simply asks for more specificity when vague information is presented. However, you must be very careful when using the Meta Model. Used incorrectly, the Meta Model will sound like an interrogation that will shut off communication and trust, and destroy any rapport that you have developed. Be very careful and gentle when using

the Meta Model. When your cult members come to you to speak to you, they are hoping to be inspired. They are hoping you will solve their problems. They are hoping for wisdom. But they also be unable to adequately describe their problems in very much detail. Therefore, practicing the Meta Model will be useful. Practice this any time you are talking to another individual. It's best used when talking about things they want. If they are having a problem, don't ask for specifics about the problem. Flip it around get them talking about the opposite of the problem. Here are some examples to get you started:

Problem

I have having issues with my marriage.

Unhelpful Meta Model

What specific problems are you having?

Helpful Meta Model

What would a problem free situation look and feel like? Can you describe that to me? What specifically could you say to your wife in that problem-free situation? How specifically would you interact with her in that problem-free situation? How do you imagine her speaking to you in this problem-free situation? Can you give me some specific examples of some things she might say, in your best-case imagination?

Problem

I'm having problems in my career.

Unhelpful Meta Model Question

What specific problems are you having? Can you spend a few minutes describing them to me in excruciating detail?

Helpful Meta Model Questions

What would an idea career look like, free from any problems? What exactly would you be doing every day? Can you describe that to me? How many things can you find that are similar in your current career situation to the ideal career situation? What would be the first step in turning your current career situation into the ideal? Is that something you could do on your own? What could you do on your own, without needing any approval or training, that might get you closer to your ideal? Are you willing to do that? What specifically would make it seem easy to get started toward your ideal career?

Public Speaking Skills

There is simply no way of getting around this point. Becoming a cult leader will require that you develop some world class public speaking skills. And this means public speaking in every sense of the word. The more venues in which you feel more comfortable, and more you can extend your sphere of influence. There is nothing to be lost from extending your universe of communication skills, and everything to gain. And when we refer to public speaking skills, what we really mean is public persuasion skills. Cult leaders influence and lead people. You need to be able to do this from every platform, every outlet, and through every means of communication. But because speaking in public is one of our common and greatest fears, this is something that will be one of the toughest things to master. If you are genuine in your desire to either create and lead an actual cult, or develop the lucrative charisma and magnetism of a cult-like personality, you will need to become extremely comfortable speaking in front of others. Since this is not a natural skill for most people, it will be something you need to practice.

Toastmasters

If you live near any major city, there is likely a Toastmasters group in your area. The people that go to these meetings are all there for the same reason. They are nervous and clumsy when speaking publicly and they don't want to be. Many will be fresh beginners, and will have zero skills and zero confidence. This means if you also have zero skills and zero confidence, you will be in very good company. Don't express your intentions to become a world-famous cult leader, simply tell them you are working on your public speaking skills. The goal can be to be able to practice giving a speech with the sole intention of moving your listeners on an emotional level. If you are just getting started, your main goal might be to give a three-minute informational speech without passing out. That's perfectly fine. Just see your main goal to be able to stand up in front of others, either in a place where people are expected to speak, like Toastmasters, or in impromptu places like potential situations of civil unrest or other areas filled with strife where you see an opportunity to take lost and frightened people and turn their energy to

better use. But as with any other skill, start wherever you are.

Community Colleges

These are also great places to practice public speaking. They have classes in public speaking, interpersonal communication, and group dynamics. All excellent subjects that will allow you to find out more about any potential cult members while cultivating the necessary personal and interpersonal skills. Colleges and Universities are also fantastic places to find groups that welcome a diversity of ideas as well as present you with plenty of potential speaking opportunities. Just don't get sidetracked, and always remember you are on the path of creating your own cult, it's very tempting to be pulled into another cult on college campuses.

Acting Class

Many community colleges and universities have beginning acting classes. These are great places to explore the boundaries of your own communication comfort zone. It's a safe place to experiment with new communication styles, to pretend to be different people. The more and diverse types of communication styles you try, the more will feel comfortable and flexible.

Street Corners

While this may seem a bit of a stretch if getting up at your local toastmasters seems out of reach, but consider this as a real test of publicly speaking in places where public speaking is not expected. Do not just find a random street corner and start spouting gibberish. Contact your local city office and find out what is required to get a permit to hold a rally. Or join an existing organization just for the experience of participating in any rally that is stationary (marching won't give you any useful experience), and they will have various speakers. Ideally you should find an organization that is close enough to your belief system. It's one thing to give a speech in Toastmasters or a community college where the rules dictate everybody stay silent and listen politely. But in many demonstrations, there is usually a large opposition group. Giving a speech, even for only a few moments, in these situations can give you a lot of confidence. Just be careful of joining any

fringe groups that you later might not want to be associated with. If you are not sure yet the theme of your cult, consider choosing a more mainstream group to join and participate in their rallies. Imagine in ten years that you later have a large and wealthy cult, and TV news reporters do their digging and find an old video of you preaching in favor of the Sons of Satan or some other horrible sounding name. This could destroy your reputation if your new cult is centered around Christianity, for example. While participating in legal street demonstrations and rallies will be helpful for your confidence and your speaking skills, be sure to think of your reputation in five to ten years.

Sales Pitches

Consider applying for a job for anything that involves giving a sales pitch. Many companies sell their wares at home shows and other conventions. You would set up a booth, and repeat a memorized pitch throughout the day to passerby's who are attending the show. While the pitch would be memorized, you would gain a great deal of experience using your non-verbal communication to interact with the people who will be continuously walking by. While selling blenders at your local home show may sound like a goofy and even terrifying thing to do, it will give you an extraordinary amount of confidence.

Call to Action

When you are getting to the point where your speeches are primarily focused on building your cult, you will be speaking to both existing and potential new cult members. When you get to this point in your cult building career, you will need to consider two basic ideas. Where your listeners are, emotionally, and where you would like them to be. While there are many different cults and organizations, people tend to join them for one thing. Something is missing from their life. One of the greatest needs of humans is our need to feel part of a group. To find meaning in our lives. You must always speak to them with this basic message. Whatever you lack in your life, you will find it here.

Motivation

Anybody can give an informative speech, but only a few rare speakers can motivate their listeners to action. Being able to motivate your listeners to a variety of actions (donating money, recruiting new members) will be helpful.

We've talked about this before, but we will repeat it here again. There are some aspects of being a cult leader that are more important than other aspects. And one of those is your ability to persuade your cult members. You need to persuade them from the stage, from the street corner, and when they come to you for help. Most humans are run by two governing principles, fear and laziness. It's been said (by more than one historian) that the history of human achievement is of a scared and lazy people trying to invent easier and safer ways of living. When considering all human inventions, this makes a great deal of sense. Inventions are popular if they make our lives safer or easier. No inventor will ever get rich by making our lives harder or more dangerous. Yet often the solution to our problems is doing what is uncertain, which is terrifying for most of us, and what is difficult, which is the opposite of easy, our preferred method of doing things.

The Reason for Joining Your Cult

People will join your cult because you offer a solution to the unsolvable problems they find in the world. And those problems will be that life is too difficult for them to manage, or life is too frightening for them to manage. However, as a cult leader, you will understand the solution to all our problems is to do what is difficult and frightening. Anybody can do simple and easy stuff. Few people are self-motivated enough to do the frightening and hard things that are required to achieve success in this world. You as a cult leader must embrace the frightening, and you must embrace the difficult. But you must also be able to motivate your followers to do the same. But you must do so in a way that allows them to feel safe and comforted from the other members in your cult. In much later chapters, we'll look at some advanced techniques from psychology that will help you do this, but let's look at a quick example of what is possible when your members are motivated to

do what is frightening and difficult, under the protection of your cult. Keep in mind this is not a recommendation, not even a suggestion. Just an example of what is possible once you can sufficiently motivate your cult members.

Hare Krishna's

You may consider this a cult, you may not, that is unimportant. What is important is that by applying a few simple rules of psychology, they were able to collect millions of dollars in donations. Where did they get these donations? At airports, from strangers. The point here is not that they used a psychological technique to quickly and easily amass a fortune (we will discuss that later, however). The point here is they did what many people would otherwise be terrified to do. They went to the airport, and simply asked people for money. They did so in such great numbers and with such great success, their inevitable downfall was the IRS. They collected so much money, that what got them into trouble (and this a reminder to follow all laws and regulations so this doesn't happen to you) was they collected so much money and didn't pay their taxes, they were noticed by the government. The point is not whether the government is right or wrong, or any popular notions of taxation as theft. The point is that in order to come under the scrutiny of the IRS you've got to be making a lot of money! This is a curious thing. People join a cult to escape the fearful danger of the world. But then these same cult members (or religious members or however you prefer to think of the Hare Krishna's) went out and collected a fortune from strangers. This very same process can be repeated. But before you can leverage the powerful laws of psychology that the Krishna's used, you've got to be able to motivate your followers to leave the safety of your cult headquarters or hideout and get out and ask for money. This is not easy. If it were easy for them to simply walk up to strangers and ask for money, they probably wouldn't have sought refuge in a cult in the first place!

Motivation Requires Many Tools

It's difficult to talk about motivation without talking about the necessary tools. That would be like talking about baking cakes without referring to ingredients, or ovens, or cooking temperatures or times. But for this chapter, the main point is that being able to motivate people will be a necessary and

constantly needed skill.

All Communication is Persuasion

At its heart, all communication is persuasion. If you are simply answering somebody's question, you are also hoping that is all they will need from you, and they will leave you alone after they get what they need. When you tell a joke, you are also hoping they will laugh. When you suggest seeing a romantic comedy instead of an action movie, you are hoping they take your advice. All communication has within it the intention of causing the other party to act in some way. Consider that motivation is when you are the one that comes up with the intention. As a cult leader, your intentions for all your communications should be the further building and enhancement of your cult. This means whenever you speak, you should have a very clear intention of what you'd like the other person to do. Building in this clarity of intention when communication is the baseline skill. Later, when we learn the various psychological techniques to move people to action, having built this skill of holding a clear intention will come in very handy.

How to Practice

Begin today, whenever possible, creating a clear and specific intention in mind before communication with anybody. Sit at the counter of your favorite bar and say to yourself, "My intention is to have a gin and tonic before me," before speaking. It sounds silly, but when you start with simple things, larger and more complicated things will be much easier. When simple intentions with service staff becomes simple, start on larger intentions. Begin a conversation with a loved one with the clear intention of doing something specific later that night. Hold that intention as strongly and as clearly as you can. The further from reality you create this intention, and have it manifest, the stronger your motivational power will be. Give yourself plenty of time and dedicate as much practice as you can to developing this powerful skill.

Unstoppable Self Confidence

Naturally, you need to be confident to be a cult leader. But confidence is one of those things that everybody seems to know about, want more of, but it's not something that's easy to define, despite the ubiquity of the term. Perhaps since we all agree that having more confidence is better than having less confidence, we think we know what it means. But let's break it down, so you can begin building up your own confidence to cult leader levels.

Situational Confidence

Confidence is not something that happens without context. If you have never cooked before, and you try for the first time, you won't be confident in your cooking skills. After you've made a few slices of toast without burning your house down, you'll gain "toast confidence." After you try frying enough eggs to be able to easily cook them so the yolks are perfect, then you'll have "egg making confidence." The more things you cook, the more confidence you'll have making different food. Eventually you will move from specific cooking confidence (making toast, cooking eggs, pasta, etc.) to general cooking confidence. Since you have learned how to cook several specific dishes, you'll develop of a feeling of being able to cook anything after an expected learning curve. This is when you're "cooking confidence" moves from being dependent on the particular dish (e.g. being confident you can make an egg sandwich on toast) to general cooking confidence (feeling confident you can learn to cook anything given enough time).

What would happen if you never made the transition from having confidence in cooking known things to having the confidence you could learn to cook? Every time you even thought about learning to cook something new, you would get nervous. You would imagine trying and failing. You would only learn to cook something new after a lot of thought, and only if you had a reasonable expectation you would succeed. This would mean you would only cook new things if they were only "slightly" different. Maybe you might feel confident making toast in a toaster oven rather than a toaster. But even then, the first time you might stand there watching the toaster oven nervously, not

enjoying the "new" feeling. This sounds like an overly simple and silly example, but it's the same process that holds people back. Many people fear trying new things unless they have a high expectation they will succeed. This keeps us from straying very far from doing what is comfortable and familiar. To become a powerful cult leader capable of inspiring your followers, you will need to develop this "meta confidence" in as many areas of your life as possible. The ability to try feel confident doing something you've never done before. Back in the cooking example, the more things you learn to cook, the quicker you'll develop this "meta confidence" of learning to cook anything. And the thing about going meta is you can always "go up" another meta level.

Learning to Learn

For example, let's say you learn to cook a few different things until you develop meta confidence in your cooking skills. You can cook a few things effectively, but you also feel confident that you can learn to cook anything. So, if somebody asks if you are a good cook, you immediately reply in the affirmative. There is no hesitation in your voice. You don't have to think about it. You answer quickly and automatically. Now consider you learn to play an instrument for the first time. Like everybody else, you will begin clumsily and you won't sound very good. And playing the piano will feel completely different than making a grilled cheese. But if you practice the piano enough, you'll eventually be able to play. Suppose after developing some skill on the piano, you then switch to the guitar. After a similar learning experience on the guitar, you are playing as skillfully as on the piano. Next you try the violin, and then maybe the trombone. After a while you develop your "musical confidence." If somebody asks if you are a musician, you respond as quickly as you did to the cooking question. You have both meta-confidence for cooking as well as playing musical instruments. How many different "meta confidences" will you need before you get to a "meta-meta-confidence," where you feel you can learn anything? That depends on where you place your focus.

Those that tend to do well in life tend to focus on their successes. They focus on their failures, but only long enough to learn what they did wrong, so they can do a better time later. Because they choose to focus on their successes

more than their failures, they tend to feel good about the future. Even if they have no idea what is coming, they have an experience that is made up of successes. Sure, they have their fair share of failures, but when they reference their past (to help predict how they'll do in the future) they only reference their successes. If they do reference their failures, it's only as a reminder to not make the same mistake again, so they move forward with utmost confidence. For them, the tipping point that gives them meta-meta-confidence is based much more on how they think, rather than how they perform. This is good news. This means that even if you fail twice as often as you succeed, by only referencing your successes, you can still move into the future with the self confidence that comes from, and before, success.

How to Build Your Meta-Meta-Confidence

No matter what you have done in your life, you've got plenty of successes. You are reading this, which means you've learned to read. You have gone through school, and you have learned several things. To build in the reality based self-confidence of a cult leader, simply start journaling today. At end of each day, write down things you did well that day. And think of one thing in your past that is similar to that one thing, that you did well. Since you are building a cult leader personality, consider looking for successes in anything related to talking to, persuading, and giving helpful advice to people. Since you will be doing this daily, choose anything at all, no matter how small. Avoid the tendency to look for life changing events. Start small. For example, you may have given somebody directions, or even held the door open for somebody. Anything based on human interactions where people benefited from interacting with you. The more you purposely look for these events, both in your daily history and your past, the more meta-meta-confidence you will build. You'll soon you come to a tipping point, where you really feel you can do anything, or learn anything, regarding leading other people to happiness.

Persuasion skills

General social skills are accessible to most people. Even the shiest among us can feel comfortable around their friends, and can enjoy a meal out in public where they need to interact with strangers effectively. However, a cult leader must stand out. A cult leader must, more often than not, be a cause to the world's effect. A cult leader doesn't interact with people just to pass time, and hope something good comes from it. A cult leader doesn't hang out at the bar and only talk to people if he or she feels like it. A cult leader is outgoing. A cult leader enjoys approaching people. A cult leader enjoys being surrounded by people. And a cult leader is enjoyed by people. One of the reasons people feel comfortable around cult leaders is that cult leaders don't hesitate when it comes to leading people. Most people have problems. And most people don't fully acknowledge or even understand these problems. People are taking medication to suppress these problems more than ever before. A cult leader must be capable of helping people by helping them figure out what to do. And to do this, a cult leader must be persuasive. Most cult leaders didn't become cult leaders because they put an ad on Craigslist and waited for people to show up to their cult clubhouse. Cult leaders actively grew their followings. They did so because they persuaded their followers, through one or several meetings, that belong to the cult was the best way to solve their problems. That it was the best way to ease their pain. In a sense, a worthy cult leader must be an effective salesperson. For all our problems, there are many solutions. Some solve the problem, but most cover up the problems. TV, drugs, alcohol, excessive eating, social media, all these are things that distract us from our problems. They are also things that you, as a cult leader, will need to see as your competition. The person who is considering joining your cult will need to have a good reason why belonging to your cult is a better decision than spending time on social media, or drinking or taking drugs or overeating. You must be able to persuade them why this is so. This is why in order to become an effective cult leader, you must be very persuasive.

All Communication Is Persuasive

Humans didn't develop language so we could merely transmit data. We

developed language to alter the behavior of each other. Every single time you communicate with somebody it is to alter their behavior. Whenever we open up our mouths to speak, or even when we give a non-verbal signal, we have a specific outcome in mind. Maybe that outcome is to just get a smile from somebody. Maybe that outcome is to get a bothersome person to leave us alone. But we always have an outcome. We think about ourselves in relation to the other person, and we imagine the thing we'd like them to do. Then we come up with the words or non-verbal communication we imagine will achieve that desired outcome. So as cult leader, you don't need to "become" persuasive, since it is already part of your nature. You just need to improve what you are already doing, and cannot not do. Just as humans cannot not communicate, we cannot not persuade, since all communication is born from a desired outcome from the receiver of our communication. We can think of all persuasion in two ways.

Outside in Persuasion

This is when you come to the person with an idea in mind of what you'd like them to do, and not much else. This is the stereotypically pushy salesperson. This is the person who tells you a million reasons why their idea is the best, and doesn't ever consider what you want. This persuasion is best used when the person you are talking to isn't very sure of what they want, only that what they have isn't working out. Often, people go into retail outlets only knowing they'd like a new product, but not much else. And many people are perfectly happy with others telling them what to do, so long as the person telling them what to do is genuinely concerned that they will increase their happiness. Paradoxically, they don't know what they want, so they seek somebody to tell them what to do. But they also require that the person telling them what to do has their best interests at heart. Luckily, this is much easier than it sounds. We'll learn in later chapters exactly why most of our basic human needs are just that: Basic. Once you understand that all humans crave the same things (safety, comfort, a feeling of belonging, validation for their efforts and ideas, etc.) doing this is rather simple. It requires three things. One is confidence that your suggestions will help them. Two is a basic understanding of the basic needs and cravings of what people want. And three, the verbal flexibility to describe to them, in a way they can appreciate and understand, why your way is the best way. If you understand the basic needs of humans

(which you will after reading this guide) and you are genuinely concerned with their well-being, this will be easy.

Inside Out Persuasion

This is the opposite. This is for those who have a very good idea of what they want, and why they want it. This is much easier than "Outside In" persuasion. Most people don't really know what they want, other than to move away from bad situations, and into good situations. Beyond that, they can't really describe what specifically is bad about their current situation, or what kind of specific good situation they would like to move into. This is why *Outside In* persuasion works. But with people who know specifically why they want to move away from bad situations, and specifically why they want to move into good situations, persuasion from an "Inside Out" standpoint is very, very simple. Outside-In people are easy in principle, as most humans are fairly simple in our needs. It's just that with these people, it may take a while. You might have to describe the benefits of your cult from various angles before they finally "get it." But the Inside Out people will be easy. All you've got to do is ask them what they want to move away from, and what they want to move toward. Since they know, they will enjoy talking about it. The more they say, the more you can ask. Just imagine you are trying to get them to create as big a verbal picture as they can, both of what they are moving away from, and what they are moving toward. The more they talk about what they want, the easier it will be to connect whatever it is you have, to whatever it is they want.

Knowing When to Switch

Often, you'll have to use a mix of both. You might start talking to somebody who doesn't really know what they want, only that there is emotional pain in their life they'd like to move away from. So, you can start with some "Outside In" persuasion. Knowing the fundamental needs of humans, you can begin describing the benefits of your cult. They'll listen for a while, and then they'll start to get a much clearer idea of what they want. When this happens, you'll need to switch from "Outside In" persuasion to "Inside Out" persuasion. How will you know? They will be more animated. They will shift from passive listening to active speaking. When this happens, simply shift from Outside In

to Inside Out. Similarly, you will encounter the opposite. You may encounter somebody who thinks they know what they want and don't want, but once you ask a few questions, they lose focus. They will move from being an animated speaker to an active listener. When this happens, you simply shift from asking and listening, to speaking and watching.

How to Practice

Begin thinking in these two persuasion mindsets from now on. Any time you talk to somebody, make a decision which mode would be appropriate. Pay attention to the signals they've shifted. When this happens shift as well. When people are animated, ask and listen. When people are more closed off and quiet, speak and observe. When doing both, see them as moving on a continuum, from where they are, to where you want them to be. Always have a consciously chosen outcome in mind, no matter how common the conversation is. Having a consciously chosen outcome, as well as noticing when one type (Outside In or Inside Out) is more appropriate will ensure that you continue to increase your persuasion skills to cult leader levels of influence.

Mesmerism

If you were extremely persuasive, you could make a lot of money as a salesperson. But being a cult leader requires a different type of persuasion. Similar to the idea of "confidence," "meta-confidence," and "meta-meta-confidence," we can think of persuasion as having several meta levels as well. On a basic level, persuasion means to move somebody to take a specific action congruent with the outcome you've chosen. You might want to persuade your date to see an action movie, rather than a romantic comedy, for example. This would require either of the two persuasion techniques we covered in the last chapter (Outside In or Inside Out) or a combination of both. In this simple example, the communication has a specific example. To lead their thinking to a specific conclusion, that of your outcome. Through the basic human communication feedback system, this would be straightforward. You would have a good idea when you'd arrived at your outcome (seeing an action movie in this example) and that particular persuasion-communication would be over. If persuasion is to lead them to a pre-chosen outcome, what would meta-persuasion be?

Lead Their Emotions

To be a cult leader, you must be capable of moving your followers on an emotional level. For most communication, this happens anyway. We are emotional creatures. We cannot not feel emotions, even if the emotions "feel" normal and common. All our logical thinking rides on top of our emotions. Several neurological studies have shown that most, if not all, of our decisions are emotional, but for some reason, we give ourselves a logical reason for making our daily decisions. Scientists are still unclear exactly why we are the way we are, but the general consensus is that we are emotional creatures who like to imagine we are logical creatures. So, when we persuade, we tend to focus on the logical reasons, and simply assume the emotions will come along for the ride. But to be a cult leader, you need to think in terms of pure emotions. People will join your cult because their lives are less than ideal, and they are feeling emotions that they don't like feeling.

Typical Sales Exchange

When somebody comes to a shop to buy a product, their life is also less than ideal. Perhaps their vacuum cleaner isn't picking up as much dirt as it used to. That gives them a bad feeling, which motivates them to purchase a better vacuum cleaner. When they purchase the vacuum cleaner, they need to have a good emotional feeling about the exchange. They want to go home, feel good about their purchase, and then feel good when they vacuum their carpet, and then feel good when they see how clean it is. However, the whole process can be done from a purely logical level. They come to see the salesperson and present the facts and data about their situation. The salesperson presents facts and data about the potential vacuum cleaners. They make a decision they feel is rational. The whole exchange happens without either party ever needing to even think about emotions. Yet emotions have driven the entire process.

Cult Leader Exchange

When people come to see you as their potential cult leader, they will similarly feel their life is missing something. But it won't be something as logical as a vacuum cleaner. They will be feeling emotions that aren't helpful or resourceful. Emotions that they won't know how to express. Your job as a cult leader is to be able to lead them to better emotions without needing to have any data or logical "things" that normally ride on top of our emotions. Instead of speaking about the logical things riding on top of our emotions and ignoring the emotions, you will need to speak specifically *to* their emotions. But since we humans can't change our emotions at will, you will need to *move* their emotions. If you saw your friend was wearing a pair of socks that didn't match, you could tell them they look silly, and that they should change. They would see this, agree with you, and then change. But if you see somebody is feeling unhelpful or un-resourceful emotions, you can't tell them to simply exchange their sadness for happiness as easily as changing socks. Often, you will have to move their emotions without their knowledge. You will have to speak to them in a way that will change their emotions for them. You will have to speak to them in a way that will lead them from feeling "bad" emotions to feeling "better" emotions. This is the prime reason people join cults. From the other members, and more importantly the leader, they feel better emotions than they do out in the world separate from the cult. It is

your primary function to move their emotions, from negative emotions to more positive emotions, without them really needing to participate other than listening.

Common Themes Throughout Society

The structure of this is a common need, and has been for all time and through all societies. This is precisely why humans in every society, and every time, have devoted a large portion of their thinking to the arts. We love poetry, books, movies, plays because they move our emotions. As long as humans have been around, we have been telling stories to each other. Stories do a lot of things. They teach us important lessons, as in many fables and parables. They keep us entertained, but most importantly, they move our emotions in a way that makes us feel good. Think about how metaphysical this is. Most of the time, if we want to feel good emotions, we need to do things. We need to take certain action. We need to move, to eat, to purchase goods, to alter the environmental conditions of our environment. We need to relieve ourselves, to sleep. But if we can have our emotions moved around *for* us, simply by listening, (or watching or reading) that is about as close to magic as we will come. And with the proper words put together in the proper order, you can get your cult members to feel things like love, compassion, enthusiasm, motivation, creativity, bravery or anything else you'd like them to feel. You can get to travel forward and backwards in time. To relive and experience some of the greatest feelings humans can feel. As manipulative as it sounds, you will be able to play them like an instrument, like a virtuoso plays a Stradivarius. To make them resonate with beauty and truth. However, in order to do this, you'll need to have a lot of separate skills. It is these skills that we will be going over in the next several chapters.

Storytelling Skills

One of the most powerful ways to move emotions, inspire your followers and teach them important ideas at the same time is through storytelling. Humans love stories, and we've been telling each other stories long before written language was created. In many tribes that still exist and live based on our common, hunter-gather background, the storytellers are the most respected and revered members of society. Think of what telling a story implies. It implies that you have plenty of experience. It implies that you understand the people you are telling the stories to. It implies you understand their problems, and that you know the best series of story events to lead them to a better emotional place. It implies you have been around for a while, and have made plenty of mistakes. Everything about being in a position to tell stories implies you are a strong and caring leader. In fact, many of your followers will expect you to have anecdotes, stories and parables to help them move along their continued journey of enlightenment and awakening.

The Hero's Journey

Joseph Campbell studied mythology from around the world, and as far back as he could find. And he found that almost all myths from all cultures and all times share the same basic structure, a structure he called the Hero's Journey. This is the very same structure that is in most Hollywood Blockbusters as well as popular fiction. It is the story structure that resonates with us. It is the story structure you must learn, so you can take any anecdote or parable and tell it with the Hero's Journey structure. This way, you'll be able to maximize the impact it has on your followers.

Stages of Hero's Journey

Orphan Stage

Most heroes start out as orphans. They are either literal orphans, and are being raised by aunts and uncles or other distant family members, or sometimes on their own. Or they are metaphorical orphans. However the hero

starts, they must be alone somehow, without any adult or authority figure to rely on.

Called to The Journey

The hero starts out alone, without any authority to guide him or her, and nobody to depend on. However, his or her life is safe, but boring. But then something happens, and they are forced to leave the comfort of whatever home they have. They are usually not given a choice, and must go on a journey of some sort. This can be a physical journey, or an inner journey of spiritual understanding.

The Wandering Phase

This is the first half of their journey, when they aren't sure what's going on. When they are literally or metaphorically wandering. They are clumsily trying to find answers and directions. It is during this period they make friends who will later support them on their journey. It is also during this wandering phase when the bad guy starts to become known somehow.

The Warrior Phase

This is when the hero realizes and accepts his mission. This is when he knows who the bad guy is, and what must be done to defeat him. His friends are all on board, and they are all willing to do whatever it takes to complete their mission. The bad guy also knows about the hero during this phase of the story. At this point, everybody (good guy, bad guy, audience) knows that a big fight is coming.

Final Battle

This is when the hero and his crew finally fight the bad guy. Often, the hero realizes at this point that the bad guy is far more powerful than the hero expected, and he isn't sure if he can win. But he also accepts that he must die trying. This Final Battle phase usually has a martyr element to it, when the hero realizes that doing his best to defeat the bad guy is more important than life itself. Most of the time, the good guy and his team wins, evil loses, and

everybody lives happily ever after.

Who Is Whom?

When people come to you, consider that they are in the wandering phase of their lives. They know something is wrong, but they aren't exactly sure what it is. Deciding to join your cult will be like shifting from the wandering phase to the warrior phase. Depending on your cult and the ideas it's centered around, this could be an ongoing battle against the evil in the world. Or it could be a spiritual mission within each member to eliminate the bad guy within.

Lead Them to The Hero's Journey

One of your primary functions as a cult leader is to get your members to see themselves as the hero of their own lives. To see each other as teammates, just like in typical hero's journey stories. Most Hero's Journey stories have a wise, older figure. As cult leader, and storyteller, that's you. See your main mission is motivating them to see joining your cult as leaving the wandering phase of their lives, and joining the warrior phase. To come together as one and defeat evil within and without.

How to Collect Stories

Begin today collecting as many "Hero's Journey" type stories that you can. It's easy, they are everywhere. All Disney movies follow this template. Most Hollywood blockbusters follow this template. Most mythology follows this template. Even Christianity and the story of Jesus follows this template. Keep a "story journal" and write down as many stories as you can find, whenever you can find them.

How to Tell Stories

Whenever you interact with your members, either as a whole or individually, this is the perfect place to tell a few Hero's Journey stories. If they are coming to you with an individual problem, listen to them describe the problem. The basic formula is to listen until you are reminded of one of your own Hero's

Journey stories in your story journal. You simply tell them you are reminded of a story, and tell them the story. Watch carefully as they follow along. The intention is to get them to see themselves as the hero in your story. And as the hero defeats the bad guy in your story, they will be motivated to defeat their own bad guy (or overcome their problem). Then you can talk to them about how they might relate their issue to the story. Together, you can come up with a solution. When telling stories to a group, take some time beforehand. As with any communication, choose an outcome before you start speaking. Once you have a clear outcome, choose a few stories that will naturally lead to that outcome.

You Are the Caller

In every story, the hero is *called* to his or her journey. When you speak to the members of your cult, see you as the caller. The one who beckons them to the Hero's Path. The one who motivates them to seek to become something greater than themselves. See yourself in this role whenever you speak to people from now on. Every time you speak to somebody for the first time, see them as a Hero in search of a mission. A Hero who needs to be called to their journey. Be the one who calls them to a life of greatness.

Understanding Human Wants

Humans are all different. We all have unique talents, unique fears, hopes and dreams. But underneath all these surface structure elements, our deeper structure is very similar. We all might like different food, for example. Different cultures have enjoyed different dishes for millennia. However, each culture has a type of food. All humans enjoy eating. All humans need the same number of calories per day (per weight and activity). No human can go very long without food or water. We all might have different tastes in romantic partners, but we all have the same desire for emotional and sexual intimacy. We might each have different architectural affinities, but we all crave shelter of some kind. We all have different tastes in clothing, but very few of us would feel comfortable walking around naked. Understanding these basic human desires will help you significantly on your path to cult leader status.

Maslow's Hierarchy

One of the most famous ideas of common human desires comes from Maslow. However, we must be careful to see this as only a guideline, and not a rigorously proven set of laws from human psychology. In reality Maslow devised this hierarchy from asking successful people what was important to them. It wasn't derived from extensive scientific testing and observation. However, it is widely known to most people, even high school students, and it does seem to have a certain ring of truth to it. However, using this as your only roadmap to the human condition may prove to be limiting. That being said, let's discuss it briefly.

It is shown as a pyramid, with the "lower" needs at the bottom and the "higher" needs on top. First are the physiological needs, food, etc. Then there is safety, (shelter, protection from harm, etc.). Following this is the need for "Love and Belonging." For many people, especially those that will be seeking to join your cult, this will be the most lacking. It's no secret that the traditional family and small-town structure of society is breaking down. For very many people, satisfying the lower needs of physiological and personal

safety are easy, but satisfying the need for love and belonging are not. After love and belonging come esteem. A person needs to feel love for oneself. To feel that ones' life is important. That ones' contributions are necessary and vital. That one is recognized as valuable by his or her peers, and in a real way. Above esteem needs are self-actualization. This is a hard to define term. Some believe that only the greatest religious leaders have ever achieved self-actualization. Others believe self-actualization is more a temporary state of being, when one is operating on all cylinders. The state of flow when athletes and musicians are operating purely subconsciously, without any conscious interference. Whether you believe that self-actualization is a state to be achieved, or a temporary situation where our mind-body system is operating at one hundred percent efficiency isn't as important as knowing something far more important.

It's hard to not see the pyramid of Maslow's Needs and be reminded of a social hierarchy. It's also important to note that it's a hierarchy. That some needs are placed higher than other needs. And since the area of *self-actualization* is believed to be rare, and only achieved once the *lower* needs are met, this means that humans can thought to always be striving for something more. When they meet you and your cult members for the first time, they should interpret joining your cult as a step forward, or a step higher on the hierarchy. But just as important is to keep the feeling of *going higher* through various cult activities. There are many ways to do this, but at this point it's vital to understand that humans, whether they belong to your cult or not, always will have this inner need for *something more*. It is your job as a cult leader to provide them this opportunity. (We'll discuss this in much more detail in the next chapter.)

Other Common Needs

Social status is one of those things most of us will say or even consciously think isn't important, but at the time it is something that few of us will not respond to. Napoleon is credited with saying, "Men will die for ribbons." What does this mean? He was referring to motivating his soldiers to extreme bravery and courage by rewarding them publicly. He realized that by giving awards to the bravest soldiers after an important battle, this would motivate all soldiers in subsequent battles. Humans will go to great lengths (including

going into tens of thousands of dollars of credit card debt) if we think it will afford us genuine recognition for our social status. If you can give honest and genuine recognition to your cult members in a socially appropriate and socially recognizable way, it will be a great motivational tool.

Individual Uniqueness

This is something that is very important, yet at the same time it can be difficult. As a leader, you must find out enough about each one of your members. The things you find out about them must be things they are willing to have shared, and things they are proud of. This is tough to do for many people. Most people don't feel there is anything special about them at all. The tendency is to fake it and give them false praise, but please avoid this. Instead, take some time getting to know each of your members, and if need be, help them cultivate a feeling of self-esteem and self-love to the point where they are willing to share something unique about themselves that others can truly appreciate it. Being able to make your members feel special for their unique skills and talents, even if you need to help them cultivate those unique skills and talents, will solidify their connection to other cult members.

Recognition for Contribution

This overlaps with some of Maslow's hierarchies, but it is important enough to talk about specifically. Part of the esteem level is how they are seen by others, and how they see themselves. One way to virtually guarantee they will never leave your cult is they have a genuine appreciation for what they offer, as well as feel a genuine appreciation from others regarding those same contributions. Similarly, if they value the contributions of others, this will create a mutually beneficial feeling of respect and admiration that will strengthen your cult significantly.

Understanding Unlimited Desires

Human desires are something that economists, politicians and religious leaders have been trying to understand since the dawn of time. But the truth is that even inside of our own minds, we have a hard time understanding, let alone controlling, our own desires. At our very core, we all have desires for food, for safety, for self-expression, and for entertainment. Even animals need to play. But how we satisfy those desires is complicated. Especially with a modern economy and money that be used to satisfy all our desires in many ways, healthy or unhealthy, legal and illegal, moral and immoral. And often the lines are significantly blurred on any of those distinctions. Try to understand the specific desires of any individual is an exercise in futility. Even most of us, at any given time, aren't even sure what we want. But understanding the structure of our endless human desires will be very helpful.

We Will Always Have Unfulfilled Desires

On every level, even as basic as breathing, our desires can only be temporarily fulfilled. Try and stop breathing oxygen and see what happens! As soon as you take a lungful of air, you will soon have a bigger desire to get rid of the CO₂. Eating, drinking, relieving, sleeping, waking, all these continually oscillate. We will never reach a stage of having no desires. Even after we pass, the matter in our bodies will continue to change and reform in a molecular level. On a higher level, these desires also are never satisfied. We buy new clothes, and soon we need to buy more new clothes. We need to shop for groceries every few days. Most people aren't satisfied in the same job level for more than a couple of years. Many families move into larger homes once they have children. Most people don't drive their car for more than a few years. And when it comes to hobbies and entertainment, our desires are always in flux. The entertainment industry is one of the largest in the world for this very reason. We also are in continuous need for more information. For this reason, social media eats up a lot of our time. One way to see the human organism is as a desire seeking, and desire fulfilling organism. In a sense, Maslow's Hierarchy is a vast oversimplification. Ostensibly, the higher order needs can't be sought until the lower order

desires are satisfied. But the lower order desires are never satisfied. You will never be fully satisfied for food. No matter who you are, where you live, what your income level is, the need for food, which will take over every other need if it is left alone long enough, will pop up every single day of your existence. Your need for safety is never guaranteed. You may live in a gated community, but one Earthquake will destroy the illusion that your lower order needs are taken care of. Consider that all humans at all times have unfulfilled needs of some type. And these needs will usually be on all levels of Maslow's Hierarchy. Those rare moments in life where everything clicks and everything is perfect, are precious and extremely fleeting. See your cult members as always having unmet needs on every level of the hierarchy.

Desires are Ordinal

We cannot measure how much we want something. This is impossible. Measurement is only possible if we have an agreed upon scale against which to compare something. Since desires are vague feelings within us, knowing how much we want something is silly to even think about. But we do know how much we want one desire compared to another desire. Inside of us is, and always will be, an infinite amount of desire. But outside of us is a world of limited resources. Even the oxygen in our atmosphere isn't infinite. There will always be a finite number of components in the world around us to satisfy the infinite desires within us. This forces us to choose. In that regard, we only know that we want to satisfy some desires more than others. We want chicken more than we want steak. We'd like to see an action movie more than a romance movie. Consider seeing people as having unlimited desires which cannot be measured, only ranked in order according to size.

Desires are Subjective

We want what we want for reasons only known to ourselves. Telling others what they should want for our reasons will only cause frustration. But asking what others want, based on their reasons, without judgement, will open the doors to easy persuasion. Most people will readily do anything so long as it gets them what they want. This is the foundational principle behind economic exchange. People make things and sell them for money. Then they take that money and trade it for what they want. This allows people to separate their

skills for what they want. If all somebody knows how to do is program computers, he or she can turn those skills into an income stream, and then turn that income stream into a flow of goods and services that same programmer would never be able to create on their own.

People Will Naturally Help Each Other

This is why people from around the world build things for people they will never meet on the other side of the world. This is the natural state of man. To create and trade. The more you can foster this common and genetic trait among your cult members, the more they will feel connected. Avoid the tendency to only preach to your cult, and see them as a sea of humanity with you at the head. Create as many opportunities you can for this idea of trade between your cult members. Encourage them to share their desires with one another so they may find common wants and needs. Some of your cult members may have wonderful ideas and stories and experiences that others would love to hear. Create as many sharing and exchange opportunities within your cult as you can. Make your cult a place where your members can get their subjective desires met, as well as help others meet theirs. Doing so will create an enormous amount of strength and solidarity between your members.

Understanding Human Aspirations

In the last chapter, we talked about how human desires are infinite. We will always have unfulfilled desires as long as we live. And all our desires can be thought of as existing inside of us, lined in a hierarchical order. We satisfy our most pressing needs first, then the next, then the next, etc. But as we continue to grow and gain experience, we want to do more than *just* get our desires fulfilled. Every time we get a desire fulfilled, it takes a certain amount of skills. Even ancient hunter gathers increased their hunting skill with every kill. Soon, we start to build *desire getting skills*. We realize that our skills determine how well we get our desires fulfilled, and this becomes a desire unto itself. A kind of "meta desire." When you got your first job, it may have been fun to go shopping. But once you "figured out" how to "shop" with your own money, shopping itself became a skill. Pretty soon, you enjoyed the shopping process. The first time you bought something with your own money, it was enough to know that you were buying something with money that you earned. But soon, when the simple process of buying something became simple, you wanted to expand your shopping skills. And you then got to the point where you might enjoy shopping without buying anything. You'll find that *going meta* is something we humans do in all areas of our lives. And what is the most *meta* of all?

Basic Skills

When we are very young, we don't know how to do anything. Then as we grow and mature, we learn skills. We can walk, talk, tie our shoes. Soon we are old enough to earn money and buy things for ourselves. Then we start to think in terms of maximizing our skills so that we can enjoy an interesting and rewarding life. For some, this is enough. The idea of not paying the bills isn't always far behind, so having a decent job that's not totally boring, that is enough to pay the bills have enjoy some free time on the weekend is enough. But for many of us, once the daily pressure of paying the rent, and paying the bills, and keeping enough food in the fridge, we start to crave more. Our desire to learn specific skills to earn more money slowly changes into a general desire to *be more*.

Human Aspirations

All of us humans come pre-programmed with this very basic desire to *be something*. When many of us our children, we express this through the familiar, "What do you want to be when you grow up?" For many of us, those dreams quickly fade once the harsh truth of reality sets in. We realize that we aren't going to be astronauts, or famous movie stars or singers. We must slog it out in factories, sales jobs, and other jobs that don't get us nearly the respect or the money we want. But those deep aspirations don't go away. If you are lucky, you may find yourself in a career path that has enough upward mobility to keep that *be something* desire going. But for many that find themselves in dead end jobs, or careers that have fizzled, there is no natural outlet for that "what do you want to be when you grow up" desire. And that raw desire simply cannot be ignored. Some people satisfy that endless craving with hobbies that allow for continuous learning and personal development. Others try to mute that endless desire with drugs, alcohol or emotionally shallow sexual encounters. But no matter how much we try and satisfy this desire, it will always remain unfulfilled.

Food Metaphor

We can think of this aspiration-desire as hunger. We will always have hunger, and how we choose to satisfy our hungry will have a direct impact on our health. You can satisfy your hunger by eating bowls of sugar. This is more or less what most people do, as most processed food has so much added sugar (usually in the form of high fructose corn syrup) that it's not much different than eating a bowl of pure sugar. Or you can choose to eat a healthy diet. It might not taste as good in the moment, but it will add up to a much healthier body in the long run, which will in turn make it easier to live a satisfying life. Satisfying that never-ending aspiration with sex, drugs or alcohol is like satisfying your hunger with sugar. It tastes great in the moment, but it doesn't add up to a healthy life.

Why They Join Your Cult

One of the main reasons people will join your cult, whether they know it or

not, as that they recognize this aspiration, but haven't yet found a way to fulfill it in a way that is both continuous and satisfying. If you can provide your cult members with a healthy expression of this human aspiration, a way they can continue to grow and learn and improve themselves, they will never leave. Many "bad" cults started off with great promise, but failed to follow through. Many "death cults" that ended in suicide or murder did so because this common aspiration wasn't addressed. It was unconsciously fulfilled in the formation of the cult. It felt as if joining the cult satisfied this aspiration. But once the formation period of the cult was finished, those aspirations were still there. Those deeper desires were still there. And this is a very dangerous combination. By their very nature, cults are organizations that are purposely not mainstream. And when you get a group of people together for a common cause, and that common cause can't, by definition, be something mainstream, there must be somewhere to "point" those never-ending aspirations. Cults without a clear purpose that is consciously chosen to fulfill this aspiration can easily slide into "death cult" mentality. So, it is necessary to understand that your members will **always** have a longing to be more. That longing will **never** be satisfied for any human as long as we are alive. Be sure you have healthy ways to satisfy this aspiration that doesn't involve suicide or murder, one that will make your cult members feel on purpose, alive and moving forward toward a higher good. Ideally, this purpose should be clear to all your potential cult members at the beginning. What should you choose for the main purpose of your cult? It must be something that any group of like-minded people can continue to strive for as long as they members, and as long as your cult is functioning. One that demonstrates growth and advancement. One where each individual member can see evidence of not only their progress, but the infinite progress that lays ahead.

Understanding Human Trade

All humans are hard wired to trade. We are not programmed to constantly give to others, nor are we programmed to constantly receive from others. We aren't even programmed to go long periods without trading. This means no adult human will feel at peace if they only receive for long periods of time, nor will any adult human feel at peace if they only give for a long period of time. Every time we give something, we expect something back. This is not a conscious thought, or even a learned expectation. This is an unconscious instinct. When we receive something unexpectedly, the idea that we'll need to *give something back* is also instinctive and not learned.

Primitive Societies

Scientists believe that in ancient societies, there were four basic instinctive trade agreements. And it is upon these four basic and instinctive trade agreements that we base all economic activity today. They are described briefly below.

Present Goods for Present Goods

This is when we trade anything in the current moment. A sack of potatoes for a pair of shoes. A bear skin for a bucket of fish. Anything that both parties agree to trade. And because all our desires are subjective and ordinal, we can say that each person wants what they are receiving slightly more than what they are giving. The person giving the bear skin in exchange for the bucket of fish wants the fish slightly more than the bear skin, and vice versa.

Present Goods for Future Goods

This is when somebody gives something, and it's understood that the other person "owes" the first person. This behavior exists in lower mammals as well as humans. Several groups of social mammals have been observed to "keep score" somehow when giving and receiving. If somebody receives something and doesn't give back that individual's reputation suffers and they

will no longer be "given credit." Our current system of debt and credit is based on this same system, which exists not only in humans but in lower animals as well.

Goods Shared Within Family Members

With blood relatives, the idea of *keeping score* is much more flexible. All family members are expected to share freely with blood relatives. What's mine is yours and what's yours mine.

Give to The Ruler

The last of these is when the leader of any group simply takes what he or she wants. However, this also has limits. This also seems to fall under a *fair-trade* philosophy, at least theoretically. The understanding (even if it's instinctive) is that the tribal leader provides certain things to tribal members, and what he receives in exchange is power. Because this tribal *social order* exists in many mammals as well as humans, we can say it is instinctive in humans rather than a *social contract* as it is commonly referred to. What happens when the tribal leader oversteps the limits of his or her authority? He or she is overthrown. This happens in primate societies as well as human societies.

All Trade Is Balance

You can think of *fair-trade* among all four areas as being within a certain set of balances. If it goes too far out of balance, the collective instincts of all the members will eventually return it to balance. In the case of present goods for present goods, this will only happen if fraud is involved, otherwise the trade will never occur in the first place. If this happens with present goods for future goods, the person who owes the future goods will lose his ability to trade until he settles his bill. In the case of the family members, it can clearly be much more complicated, as each family is different. Even in primitive societies, one can imagine that different families handled the *freeloader* problem differently. In the case of the leader overstepping his or her boundaries, alpha males in groups of chimps are overthrown, kings are assassinated, and larger countries have secessions and revolutions.

Applied to Cults

Since you will be the leader of your cult, always be aware that this instinct will be operating at all times within your cult members. If you take more than you give, they will eventually want either change in leadership, or they will leave your cult for another that may seem to operate more fairly. The need for trade will always be present, between your cult members, and between the cult members and you. Also, be wary of imposing the *family trade rules* on your cult. This is something that is much better if it happens spontaneously. Otherwise the cult will attract members whose main purpose is to freeload off others. Everybody will want to both give and receive their fair share, both between the members and between the group, as a collective, and you, as the leader. If any *family trade* is spontaneously generated, let it grow and evolve naturally. Avoid imposing the family trade rules on your cult.

What You Must Provide

You must continuously provide proper leadership. Either in continuously giving them guidance, or physically leading them somewhere. As the center of your cult, you must always be sensitive to this ever-present need for trade balance between you and your cult members. To be a truly respected and admired cult leader, you must truly have a desire to serve your members. Indeed, the greatest and most respected leaders in human history, whether they be heads of families, heads of companies or heads of countries felt an obligation to continually serve. To keep the *trade balance* (sometimes referred to as the *social contract*) in honest equilibrium. Cults and countries erupt into violence when this trade balance falls too far out of equilibrium. Always keep this in mind when forming and growing your cult.

What Do They Want

This is a good point to reflect on the phrase, "Power corrupts, absolute power corrupts absolutely." Many cult and political leaders started off with good intentions, but were corrupted by power. Once power becomes the goal, and not the necessary equilibrium between leader and members, the end is baked into the cake. To keep this from happening, always keep this questions in the

forefront of your mind:

What do they want?

How can I help them?

How can I serve them?

How can I guide them?

How can I lead them?

And always remind yourself that their desires are subjective, and can only be defined by them, not by you.

Understanding Human Decision-Making Processes

Knowing how people make decisions is essential to being a cult leader. It will help you be more persuasive on both an individual and group level. It will also help you guide them to better decision-making abilities. Most of us don't choose wisely all the time. If it were easy to make the right decisions, we'd all be healthy and wealthy. Sadly, that's not the case.

All Decisions Are Trade

When we decide to do something, we are essentially trading our current state for a hopefully better future state. Even shifting or moving slightly, we are hopefully changing our balance to a more comfortable position. From the simplest decisions to the most complicated, we are changing our present state to a more desirable future state. That future state may be a few minutes or a few years into the future.

Two Halves of Each State

When we evaluate our present state, there are two parts. All the good stuff, and all the bad stuff. Some of this is known, some of it is unknown. Some of this is acknowledged, some of isn't. Sometimes we don't know how good we have it until we've lost it. The future is equally broken into good parts and bad parts.

Ideal State Change

When we move from our present state into a future state, we want to keep maximize the good, and minimize the bad. This means we'd like to keep all the good things of our present state, and leave behind all the bad things. And when we enter our future state (either a minute or a decade in the future) we want to equally maximize the good things and minimize the bad things. The more we anticipate this, the more likely we'll make a change of state.

Goal Setting

Whenever we set goals, we are intending to take this natural process and make it as conscious as possible. We want to create a specific future state, and make sure it has the highest probability of coming true. Let's consider a typical weight loss goal, as they are very common. In doing so, we'll also see why most goals fail.

Present Negatives

Most people are motivated to lose weight because of the present negatives. They get a glimpse of themselves in the mirror without their shirt off, or perhaps they don't like how tight their pants or belt feels every morning. So, they create a goal of losing ten pounds.

Present Positives

To successfully move forward into the future, all four areas (present and future goods, present and future negatives) must be considered. But with weight loss, the present positives aren't usually given much thought. For example, eating is a great way to relieve stress. It's also a good way to keep from getting bored. Watching a so-so movie, for example, is made a little bit more interesting with a big bowl of popcorn.

Future Positives

Along with the present negatives, the futures positives are also the main thrust of any goal. We imagine what it would be like to be slim. To take off our shirt of and have everybody stare at us with lust. We also like to imagine lower blood pressure and cholesterol.

Future Negatives

These are not considered, and sometimes it's hard to even anticipate what these might be. For example, we might imagine we'd like the social attention that comes with losing weight, but it might not be quite what we'd expected. When we imagine getting desirable social attention, it's usually from the best people imaginable and in the best way. The reality is usually a little different.

Goal Setting Problems

We won't continue any goal getting path if it looks like the future state (positives minus negatives) is *worse* than the present (positives minus negatives). This nearly always happens because we *underestimate* our present positives, and we *underestimate* the future negatives. This means we end up underestimating the "positive-ness" of our present state and we vastly overestimate the "positive-ness" of our future state. Most goals are started with plenty of enthusiasm but they quickly die once they are barely out of the gate. When it comes to weight loss, the further away we get from our initial state, the more difficult it seems.

Understanding Human Meaning

Most of the meaning we give to things is not true. The meaning we give to any event is very flexible. For example, if you ate a bowl of ice cream, devoid of any meaning other than the taste, it would be hard to think negatively about eating ice cream. But what if you learned that with every bite of ice cream, a hundred people somewhere on Earth would suffer a long and agonizing death? Most people would never go near ice cream! This is the secret to making good decisions. To take your time thinking about all your actions.

Weight Loss Example

This is an extreme example, but it will give you an idea of the process. Imagine that every time you took a bite of ice cream, you put the spoon down and spent a minute imagining your future state (say a year from now) if all you ate was ice cream. You imagined being a hundred pounds heavier. You imagined your doctor telling you that you needed expensive surgery. You imagined dropping something at work, leaning over to pick it up, and then splitting your pants open at the seams. If you did this diligently with every single bite, before long you would not get nearly as much pleasure from eating ice cream. Similarly, imagine if you did the same thing when you ate something healthy, like a bowl of broccoli. Each time you took a bite, you imagined something fantastic. Taking off your shirt at the beach and seeing

all the gorgeous people staring at you with lust. Your doctor asking you to give a lecture to all her other patients about healthy living. Your boss giving you a raise because of your motivation skills. Or anything else you'd like as a positive result.

Your Role as Cult Leader

Knowing how to do this for your members will help them make better choices, and live better lives. It will help them eat better and deal with stress better. It will help them interact with each other and the community more positively.

Ideal Situation

A great way to do this is to always talk to your members, both individually and in a group setting, about their ideal future. Help them build it as big and bright as you can, so making the decisions to make it happen will be easy and straightforward. And if you can connect the ideal future for each of your individual members with the ideal future as it pertains to your cult, then you will do very well.

Understanding Human Weakness

We humans are a weak bunch. Some historians have described the whole history of the human race as a group of "scared, lazy people inventing things to keep them safer and make things easier." It's not a stretch to frame all human inventions and discoveries through this idea. Farming is safer than hunting. All medical advancements have been made to keep us safer. All travel advancements have been developed to allow us to travel further, with less effort. The main driving force behind the explosion in human population after the Industrial Revolution was the discovery of fossil fuels. Fossil fuels provided much more energy, which allowed us to do more work that was powered by engines, rather than ourselves and our animals. So, while we have the potential for greatness, we also are often too scared to move outside of our comfort zone to achieve that greatness. Indeed, when we spoke of the Hero's Journey a few chapters ago, the ideal story is when the hero is *forced* outside of his or her comfort zone. Since we like to imagine ourselves in the role of the hero, we like to imagine somebody or some force taking us outside of our comfort zone. We don't like stories where the main character just decides to make a drastic change. Most of us yearn for greatness, but this usually comes in the form of *being discovered* rather than *making ourselves known*. Even the idea of "create a better mousetrap and the world will beat a path to your door," creates the idea of not needing to get out and shout your invention from the rooftops. When you build your cult, you must see your cult members not only as individuals seeking greatness, but as individuals who are terrified of seizing greatness, and when the opportunity for greatness arrives, they will only seize it if it's easy. Let's look at each of these common shortcomings.

We Are All Scared

This isn't a defect. This is a benefit. A feature. Our descendants were hunter-gatherers. The mathematics of being a hunter-gatherer isn't intuitive, so let's take a look at a few examples. Let's say you were out strolling through your local hunter-gatherer jungle, and you saw a yellow and black shape moving off in the distance. What should you do? Or a better question, what would be

the best instinct to have under this scenario? Let's imagine you had an instinct that when you see something that might be a tiger, or it might be a tiger-flower, it's better to go and check. Let's also assume that for every tiger a hunter-gatherer would run across, he or she would see twenty tiger flowers. So, the chance of it being an actual tiger was one out of twenty, or about 5%. If you decided to investigate fifty percent of the time, that means that ten times you'd go and check, and ten times you'd run away. And one out of those ten times you would investigate, it would actually be a tiger. Let's say you see this yellow and black shape on average, four times a year. This means that somebody with the instinct that says, "investigate for more information" fifty percent of the time, you would investigate twice a year, and run away twice a year. But if you saw an actual tiger every ten times you investigated, this means you'd see a tiger, up close, once every five years. This means you wouldn't likely survive past the first tiger encounter. So, an instinct that is fifty percent curious, fifty percent scared of the unknown would be one that would get you killed *before* you had a chance to pass on your "fifty percent scared, fifty percent curious" genes. The people that would be *most likely* to pass on their genes would be the ones that were *most scared*. So here we are today, with an instinct that says, "When in doubt, run away!" So, when you encounter human fear in your followers, do you judge them. Being afraid was helpful in the past, as was being hungry all the time. However, understanding that our hunger instinct isn't needed as much is easy. But we don't tend to think of being afraid as an instinct. It is just part of our human make up that needs to be addressed.

We Are All Lazy

Similarly, consider our ancestors that felt like giving their best efforts every time there was even a possibility of getting something to eat. It's easy to compare this to somebody who didn't put in an effort unless there was a high probability of success. Imagine somebody who chased after something to eat until they were so tired they couldn't move. Back in the days when hunter-gatherers sometimes went many days without eating, the cave people that gave every single potential hunt their all didn't tend to last long. While the cavemen who only put in an effort when they were absolutely certain they would be successful tended to survive, since they always had a reserve of energy.

Modern Implications

Imagine the ancient hunter. If he saw a herd of animals a couple miles away, he wouldn't likely give chase. But if he crept up to a herd of animals within spear throwing distance, that would make him eager. He was close enough to do something. This translates today into us being eager to take action when we think things are going to be easy. When we think things are right in front of us. There are two main areas of self-improvement where this idea is used. Both in finance and in health. Get rich quick, and lose weight without effort are always the best-selling diet plans and money-making plans. Because humans are instinctively lazy and afraid, we don't like risk, and we don't like work. Yet our experience tells us that we have to work hard to make money, and we have to work hard to stay physically healthy. So, when somebody comes along and promises us great results without work, and without risk, we are eager to buy it and hope it works.

Self-Deception

Along with our common fear and laziness, we are also very good at deceiving ourselves. Clever marketers, religious leaders and politicians that have discovered this secret have been pushing our buttons in order to manipulate us since the beginning of modern society. Let's look at those buttons in detail in the following chapter.

Understanding Human Self Deception

At the same time, we humans are lazy and scared, but we do everything we can to convince ourselves, and each other, that the opposite is true. In fact, if you have any political aspirations, you can get elected every single time if you base your political campaign slogan around the following idea:

Your problems are not your fault. They are somebody else's fault. Vote for me and I'll fix it. I'll punish those other people who caused your problems and make them go away.

Who are *those* people? All of us, and none of us. Every group that has a grievance (and all of us have grievances) have a group of *those people* who we really think are the bad guys. This is true in every society, and in every time. It will also be true for every member of your cult. The tendency to blame others can be a very unifying principle. Even politicians have said that if Earth was invaded by aliens, all our "earthly problems" would vanish if we only had some extraterrestrial forces to focus on, instead of each other. How you handle this idea within your own cult is up to you and your own philosophy. Just understand that this tendency to blame others is very strong, and it exists in every single human. What are some other common tools of self-deception?

Biases

We all have biases. Biases are really just tools that help us save energy when thinking. If you lost your keys and you thought they may have been tossed into your dirty clothes hamper, you would rummage through and you would have a *feeling bias* for heavy metal objects, which is easy to differentiate from soft clothing. If you were searching inside your refrigerator for mustard, you would have a plastic yellow bias when scanning all other things in your fridge. Both are examples of consciously chosen biases, which help us narrow our focus. We also have several unconscious biases that if left unchecked, can keep trapped inside a world where we literally cannot see all the possibilities around us. For example, when you open the fridge to

specifically look for mustard, you are purposely ignoring everything that is not mustard. Our unconscious biases work the same way. But because they are unconscious, we don't know they are operating. So, we are in the peculiar situation of not knowing about what we don't know about.

Cognitive Dissonance

This is a general term that is used to describe not being able to see things or events that may cause us emotional pain. This can be situational, or they can be permanent. There are many ways these pop up, but most of the time, our brains don't allow us to see things that it thinks will harm us. This is very easy to see in other people, and nearly impossible to see ourselves, especially solely on our own. The classic example is the friend or relative who is in a bad relationship with the wrong person. Everybody outside of the situation can see that the person is abusive, and self-destructive. But because the person in the relationships is more terrified of being alone, they refuse to see the bad elements. From their perspective, those problems aren't really problems. He only hits me when he gets angry. He really cares about me in his own way. He's just doing drugs to deal with stress, he knows it's a problem and he's promised me he's going to stop.

Confirmation Bias

This is when we only see things that verify what we already know. The classic example is where we get our news from. We tend to watch news channels and read news blogs that verify our beliefs. But this goes much deeper. If you have a belief that the world doesn't value you, you will only see evidence that verifies this. You may encounter hundreds of people very day, but the only people you will remember are the ones who verify your own version of your self-worth. On the other hand, if you feel the world thinks you are a super hero, you will ignore all the people that don't smile at you. This tends to lead to self-reinforcing behavior. If you believe the world hates you, you will act that way, which will increase the possibility of negative responses from people. Conversely, if you believe the world loves you, you will behave in a way that will encourage positive responses from people.

Normalcy Bias

This causes us to ignore anything that is going wrong. Remember, we are scared and lazy, so when something is happening that might make us take risks or do things we don't normally do, we'll purposely ignore it. In public shootings, it's common for people to hear gunshots, but unconsciously assume that somebody dropped a book, or a something fell of a table. Even though there is real danger, we will try very hard to pretend it's not there, so we can continue to believe we aren't in danger. This can happen in short term situations, like shootings, or it can happen in slower evolving situations. The frog who doesn't notice the water is slowly getting warmer until it's boiling is a metaphor describing normalcy bias.

Fear of Missing Out

This does the opposite of Normalcy Bias. This is when we are forced to take action if we think we are going to be left behind. Being left behind is a terrible feeling. Whenever something is happening, and other people are taking advantage of something, or benefiting from something but we are not, we will feel very compelled to jump on whatever bandwagon is popular. This is how clever marketers can get us to buy things we don't really need. They make it sound easy, they make it sound risk free, they imply social proof (more on that later) and then they imply that the deal won't be around for long. If they can do all four of these, it's hard not to purchase this. Since we are scared and lazy, we love something that is easy and risk free. And since it's popular and won't be around for long (allegedly) that also triggers the fear of missing out.

How to Use These Biases

As a cult leader, understanding these common human biases is the first step. Understand that any new members may be timid to join, due to common human fears. However you frame your message, whether it's to an individual or to a group, keep all of these biases in mind. Whatever action you are asking your members to take, make sure it sound safe and easy. Reassure them they are not going to be in any danger. Take every idea you have, and think about it in terms of these biases. Doing so will help you be much more persuasive.

Unconscious Triggers

Biases are like blinders. They keep us from seeing things. If you only know about our biases, that would help you phrase your message to get through (or around) those blinders, but if you really want to create a compelling message that will be acted upon, you've got to understand our triggers. Not the triggers that have recently become popular, but the ancient triggers that cause us to take immediate and unconscious action. Fear of Missing Out is a trigger, but it is complex and needs to have a lot of other things happening. The triggers in this chapter are much simpler. The easiest of these triggers to understand is our hunger. We've all had the experience of not being hungry, not thinking of food at all, and we walk past a bakery or a hamburger shop. All it takes is one whiff and all we can now think of is eating. Or you may have the experience of thinking of something simple and perhaps boring. Maybe a meeting you are having later that afternoon with some coworkers. But then you pass an attractive person on the street who smiles at you seductively. Now sex is all you can think about! These are examples of unconscious triggers. Hunger (the desire to eat, or take action to get food inside our body and energy to our cells) and Sex (the desire to procreate and create more copies of ourselves) are two of the most powerful and familiar. However, there are a few more to know about.

Remember, most of our decisions are emotional and instinctive, and then we later come up with rational sounding reasons for our actions. But several studies have shown that this is not the case. In many studies, when researchers are looking at various areas of the brain, the part that represents rational, conscious thinking is often the last to know what's really happening.

Pre-Conscious Processor

This is a fun experiment to do, especially if you film this. Using the camera on your phone is sufficient. Have a friend sit and stare straight ahead. Then toss a ping pong ball (or other small object like a wadded-up piece of paper) so it crosses closely across their face. Have your friend track it with their eyes as soon as they see it. Once you toss a few of them, ask your friend how long

they think it took them to notice and track the ball. Chances are they will say immediately. But when you watch the video in slow motion, you'll see there is a lag of about half a second. It is not instant like it feels. What is happening is that we have this "pre-conscious processor" which has the unforgiving job of continually scanning *all* the data that is continually hitting our five senses. The amount of this data is enormous. Far too much for our conscious brains to process. So, the pre-conscious processor has the task of deciding what to hand over to our conscious, and what to ignore. This is what is happening in quarter or half-second when there is a lag between the presence of the ball, and the eyes.

Economic Brain

Being able to handle all the data that is constantly hitting our senses is a huge task. To help with this, the brain, over the hundreds of thousands of years, has developed a lot of shortcuts to help us make decisions faster. The fear example (tigers vs. flowers) is an example of this. The environment under which our mind body systems were developed in were much more dangerous than today. Expanding on the tiger vs. flowers idea, we can think in terms of "thinking slowly and rationally" vs. "thinking quickly and instinctively." As it turns out, those that thought quickly and instinctively tended to do better than those who took their time and rationalized everything out.

Impulse Shopping

How many times have you gone out without intending to buy anything, and have come home with something unexpected? This is a very common human experience, both outside the home and online. Most grocery stores are set up for this very reason. If everybody had the capacity to make a list, and then stick to that list when they went shopping, grocery stores would be set up completely differently. In fact, next time you go to the grocery store, do that experiment. Make a list of things you need. To even magnify the effect, make sure the list is only of healthy items. Then see how far you have to walk around the grocery store to find all those healthy items. See how many non-healthy items (with brightly colored packaging) you must pass in order to get to those healthy items. This is not an accident. Study after study shows that product placement, rather than product quality or health has much more of an

impact on buying decisions.

Impulse to Act

All these triggers cause us to act without thinking. Back in our hunter-gatherer days, this was helpful. But today, it's much better to think rationally, but few of us are capable of doing this. One only needs to see how much obesity there is in western society. We know that adult humans only need 2500 or so calories per day, yet we can't seem to help ourselves. Most people who are overweight know why they are overweight. (But even then, we tend to deceive ourselves - It's not my fault, it's my overactive thyroid gland). The various triggers that spur us to action are just as powerful as our hunger and our sex triggers, but since they don't involve food or sex, it is very easy to not even be aware that these triggers exist. As a cult leader, knowing what these triggers are will be of great use in being able to motivate your followers. However, we must, at this point, be aware of ethics of using these triggers. They are very effective, and used dangerously, can move people to horrible things, as they have done in the past. They have been used in experiments to get people to take action they believed was deadly. They have been used effectively by evil leaders to drive entire countries to the brink of insanity. They have been used by clever marketers to make easy billions by manipulating these triggers in the consumer. And in our next few chapters, we will understand exactly what these triggers are, and how you can use them to build your cult.

Authority and Social Proof

Professor Cialdini did the research that uncovered these triggers. These terms are nearly mainstream, at least the two we will discuss in this chapter. Anybody who knows anything about sales, marketing or dating has heard of these. Cialdini was unique in that he was a true scientist. He did actual experiments, repeatedly, to verify his findings. Many studies are "goal seeking" studies, which means they have an idea of what they want to discover before they do the study. For this reason, they are often biased and many "truths" that we think we know from many psychological studies are not repeatable. Also, it's not uncommon for medical studies to be "not repeatable." They are biased due to goal seeking because they are either in support of pharmaceutical companies eager to start selling their drugs, or they are done by scientists eager to prove something "shocking" so they can get more grant money to continue their research. These triggers, however, are not theoretical. They have been used effectively by marketers and advertisers repeatedly to significantly increase their profits. We can also have a much keener understanding and appreciation of history in light of these ideas. If you build your cult around an appreciation and respect for these triggers, you will be far more successful.

Why Do We Have These Triggers?

Think of these like you would hunger. We get a feeling that makes us eat before we can even think of doing something else. Perhaps there was an ancient tribe of humans that never felt hunger, and had to consciously remember to eat a certain number of calories per day, but they died off. All that's left is us, the descendants of those who had an irresistible "hunger trigger" when we got low on energy. Our hunger trigger compels us to eat. We don't have to think about it. All these triggers are like this. We have them simply because our ancestors who had them were much more likely to survive than those who didn't have them. Also keep in mind these always operate unconsciously. We don't think about them at all. We are just compelled to act. We also like to believe our *after the fact* logical reason for acting, but it is these triggers which drive us to act.

Authority

The most important is authority. When somebody who has recognized authority tells us to do something, we will be much more likely to comply. If somebody who has recognized authority tells us any information, we will be much more likely to believe it. Consider this mind experiment. Imagine two scenarios. In each scenario, you are in a restaurant having dinner. In each scenario, somebody stands up and calls everybody's attention. In each scenario, the person says, "I smell something very dangerous, if we don't get out of here, we will die!" Here's the experimental part. In the first scenario, the person who stands up is wearing an expensive suit, and identifies himself as the chief surgeon of a local hospital. In the second scenario, the person who stands up is wearing an old pair of jeans and a faded T-shirt, and identifies himself as a philosophy student. The question is which person will compel you to action the most? In both cases, people would certainly not ignore the person's statement. But most people would respond with much more urgency and immediacy to the doctor than the student. In fact, most people would want some of verification from a higher authority, such as the restaurant manager or even another patron in the case of the student. But in the case of the surgeon, most people would respond immediately and urgently. The famous Milgram experiment demonstrated with this shocking clarity. A person only dressed like a doctor was able to command people to carry out what they believed were deadly electric shocks. In fact, the shocks weren't real at all, and the experiment was set up just to see how far people would go when directed by a recognized authority figure. In many cases, the people gave shocks strong enough (had they been real) to kill a person. All because an authoritative person told them so. Needless to say, the more authority you can generate for yourself as cult leader, the better. How do you do this? Any way you can. Write books. Become a recognized public speaker. Get any degrees or titles that you can. Become extremely knowledgeable in any area.

Social Proof

This is often the powerful twin of authority. We humans will do nearly anything if many other people are doing the same thing. Remember, humans

are naturally timid. One thing that will obliterate any idea of risk is seeing plenty of other people doing the same thing. There literally *is* safety in numbers. If you do something alone, and something goes wrong, you could be in big trouble. But if you do the same thing that hundreds of others are doing, and something goes wrong, it's a lot easier to bear, and it's a lot easier to recover. Imagine this scenario. You are walking down to your favorite restaurant. For the sake of argument, let's imagine your favorite restaurant serves pizza. You go to get some of this delicious pizza, but when you turn the corner, you see something unexpected. Your favorite pizza shop, which is usually full, is absolutely empty. And across the street is a brand-new restaurant that is very busy. People are waiting to get in. People are waiting to be seated. How likely are you to still go to your pizza place? Even if you do, at the very least you will be interested in this new restaurant. Most people would at least walk over and take a look. One thing that will make social proof much more powerful is if the group is close to your own demographics. If you are a member of your local chess club, for example, and you see plenty of your chess club friends at the new restaurant, you'd be even more compelled to check it out. The more we relate to a group, the more we'll be compelled to do whatever that group is doing.

How to Leverage Social Proof

Knowing the makeup of your existing cult members will help you recruit new members. If you know a certain percentage of your current members are computer programmers, for example, you can mention that to any prospective new members. Saying this:

"We're growing really fast, I think you'll find a lot of like-minded people here," would be effective, since you imply that there are people similar to your target. But this would be much better:

"We're growing really fast. We've got a few computer programmers just like you who can relate to your particular experiences, let me introduce you to them." Find out anything you can about your prospective and current cult members so make it much easier for them to join. People will join a cult if they know the members are very like them, and have similar experiences.

Reciprocity; Commitment and Consistency

If Authority and Social Proof are easy to understand, these next two are not. They are just a powerful, but they involve a little bit more. It's easy to understand following a crowd or believing in an expert, but these next two, while just as effective, need to be engineered a bit more. Social Proof and Authority happen automatically, without any effort. If a person hears a voice and turns around and sees an authority figure, they don't need to interact with the authority figure. All they need to do is let the "authority figure feeling" wash over them and command their actions. Similar with Social Proof. When we see a crowd of people, we don't need to interact with the crowd. However, the two triggers we will learn in this chapter involve human interaction and are generally much more personal. These are things you'll need to create on a person level with your cult members.

Reciprocity

This is sometimes referred to as the "Godfather Principle," from the movie of the same name. When we do favors for people, they will feel compelled to return the favor. Often this happens without conscious awareness. In Cialdini's Book, "Influence, Science and Practice," he described the situation where this was shown experimentally. There were two researchers and one unwitting experimental subject. The subject thought there was one researcher and two experimental subjects. The real subject thought the experiment was to look at various pieces of artwork and then fill out a questionnaire. But the real study was what happened during this alleged "cover story study." In half of the tests (they repeated it several times with several test subjects) the researcher (posing as a subject) left and came back with two sodas from the vending machine. He gave one to the other subject (the real subject). Then a few minutes later, he mentioned that his daughter was selling raffle tickets for a school project, and asked if the other subject would mind buying one. With half of the subjects, the researcher (posing as a subject) would leave and return with a soda. With all the subjects, the researcher (posing as a subject) would try and sell a raffle ticket. In the cases where the researcher (posing as a subject) came back with a soda, the other subject bought a raffle ticket in

most of cases. In the cases where the researcher (posing as a subject) only tried to sell a raffle ticket, the other subject rarely bought one. It's important to note that when selling a raffle ticket after giving a soda, the researcher specifically *didn't* mention the soda. The way to use reciprocity effectively is to not make a conscious connection between the given favor and the asked-for favor. To do so would set up a feeling of "obligation," and this can have a negative effect. When people do us favors, but we suspect they are doing them *only* so they can ask a favor of us later, we will resist the favor. So, it's important to do favors for people *without* giving off any "vibe" of later expecting a favor from them. A fantastic movie named, "Charlie Wilson's War," demonstrates this beautifully, especially since it was based on a true story. A little known, five-term congressman (Charlie Wilson) suddenly found himself with a big project. But he was very effective because he had a surplus of "favors" to call on from other congress members. He was just in the habit of helping other congress members without having any idea when he would ask for a return favor. For this reason, he was a very effective politician. It's also why many historians see a huge difference between Presidents Jimmy Carter and Franklin D. Roosevelt. Both had nearly identical political ideologies, but Carter came in from the outside. He met plenty of resistance since nobody owed him any favors. But Roosevelt was a career politician, and had many favors in the "favor bank," so his policies were passed much easier. Carter lasted only one term, while Roosevelt was elected an unheard of four terms.

How to Use

As a cult leader, be sure to be generous with the favors you do for your members, and for any others in the community. You'll never know when you'll need to call on local politicians for support. As a general rule, do favors that aren't costly, but will remain in the minds of your members. The more favors you build up in the "favor bank," the more you'll be able to call upon them later, like Charlie Wilson or Franklin Roosevelt.

Commitment and Consistency

This means that we tend to do what we tend to do. Most of us use the same brands, eat at the same restaurants, and even eat the same dishes in those

same restaurants. The older we get, the more we tend to do the same things, and the more resistant we get to change. To use this as a motivating tool, you'll need to be creative. Here's how Cialdini and his team verified it. They took a large neighborhood and separated it into two sections. In one section, they went to each house and asked to put a large sign on their lawn. Nearly everybody said, "No!" However, in the second section, they did it a little differently. They first went through and asked to put a small, politically neutral sign in their window. Many said, "yes." Then they came back a week later, and asked only those with the window signs to put up the big lawn sign (the same one that was rejected outright in the other section). Many of these homeowners agreed. This shows that by "warming them up" with the small sign, they were much more likely to accept the big sign. The takeaway? Whatever you would like your subjects to do, figure out a way to make a much simpler "first step" for them. For example, get them to read some literature about your cult before coming to a meeting. Get them to come to a few meetings before coming to a weekend retreat. Get them to come to a few weekend retreats before becoming a full-fledged member. People will do nearly anything, so long as you take it and break it down into simple, easy to accept steps. Of course, combining these triggers will significantly increase their power. For example, if you ask any potential members to take a small first step (like reading a pamphlet, for example) use any kind of applicable social proof that you can. For example, if you listed on the pamphlet how many members there already were from that community, they would be much more likely to read it than if they thought they were the very first person you gave the pamphlet to. By combining social proof with any tiny first step, you will be much more likely to leverage the powerful law of Commitment and Consistency. Within your cult, be sure that any sequence of events your cult members go through makes sense, and each next step is a logical direction forward from the previous step. This requires a lot of planning, and a solid idea of where your cult is going, metaphorically, spiritually and even physically, but taking the time to plan will make it much easier to create plenty of easy-to-take steps to get there.

Scarcity; Comparison and Contrast

We humans to want what we can't get. However, that commonly repeated phrase doesn't tell the entire story. A more accurate description of the rule of scarcity is that if we know we want something, we'll tend to want it more as it becomes less available. There are many ways to apply this. But before we do, let's understand what it really means. On a purely economic level, as supply decreases, while demand stays the same, the price will increase. For example, if there are two burger shops in a medium sized city, and each shop sells an average of 500 burgers a day (1000 total), we can say the demand for burgers is 1000 a day. But if one of the shops goes out of business completely (maybe the owners shuts down to retire, for example) the demand will be the same (1000 burgers a day), but the number of available burgers will be cut in half (500 burgers a day). What tends to happen is the person running the remaining burger shop will see his customer size double. If he's a shrewd business person, he'll slowly raise his prices until he reaches a new level of equilibrium. In this example, scarcity is a slow moving, economic response, where a decrease in availability leads to an increase in desire. This also happens unconsciously and instinctively. In one study, they had a jar of cookies, and they would give somebody a cookie if they agreed to fill out a questionnaire regarding the overall "quality" of the cookies. They found that the cookies were perceived as "higher quality" when the jar was nearly empty compared to when the jar was nearly full. The subjects saw the cookie, they had an expectation that it was going to be good (they likely had eaten plenty of cookies before they encountered the study), but when they saw the cookies were nearly gone, they somehow thought they tasted better, on average, than when the cookie jar was full.

Combination with Social Proof and FOMO

The implications of a nearly empty cookie jar are twofold. One is that the cookies are almost gone, so if they don't act (decide to participate in the study) they might miss out. This also implied quite a bit of social proof. A nearly empty cookie jar implies that plenty of other people have already eaten the cookies.

Time Sensitive Offers

Many marketers have learned they can increase sales by implying the "deal" won't last long. Even on web pages, where the "end date" is continuously updated, sales pages that are ending (allegedly) in few hours tend to convert at a much higher rate than sales pages without any specified endpoint.

Scarce Information

If you relay information to somebody and you imply the information is secret, and only few people know about it, then the information will seem more valuable, due to its implied scarcity. This is used by waiters and waitresses, and combines scarcity with reciprocity. A waiter shares a secret with his customers. Perhaps the fresh fish isn't as fresh, and he mentions he doesn't tell this to anybody. Since he has shared with them "secret" information, the information, due to its scarcity, is more valuable. And because he has given them valuable information, they feel unconsciously compelled to return the favor, which they do when it's time to calculate the tip. Because wait staff get paid quickly and in cash if they correctly use these techniques, they tend to learn them very well, sometimes too well. Recently a local waiter was fired for giving free drinks to his customers. He would tell them he wasn't putting the drinks (which came from a soda fountain) on their bill, and they reciprocated by giving him a healthy tip, much more than the price of the drinks. Unfortunately, he did this for several years, and when the owner found out, they fired him.

Cult Use

As a cult leader, make sure any information you share with your followers is labeled, however, you can, as scarce. For example, share information with full-fledged members that isn't shared with the general public. Or make more information available to more *inner-circle* members.

Comparison and Contrast

This is another curious concept that takes some thinking to apply. We tend to

judge things differently on their own, than when comparing them to similar objects. Subjects put their hands in a bucket of water, and guessed the temperature. When their other hand is in a warm bucket of water, they underestimate the temperature of the test bucket. It seems cooler by comparison. But when their other hand is in a bucket of ice water, they overestimate the temperature of the test bucket. It seems warmer by comparison.

Marketing Applications

Many retailers want to sell more of a product. So, they put it next to a much more expensive product that has only slightly more features. For example, an espresso machine that sells for \$150 is placed next to a \$500 espresso machine that only has a couple more features. The \$150 machine looks like a bargain by comparison. Similarly, restaurants who wish to sell a \$50 bottle of wine will place it second on their wine list, with the first bottle being \$300. The \$50 bottle looks like a bargain by comparison. When setting appointments, salespeople can give the customer two options. A three-hour sales call on a Thursday night, or a twenty-minute sales call on Tuesday afternoon. The twenty-minute sales call sounds much easier by comparison. This also applies a "double bind" or a "false choice." The customer feels as though they are making a choice, but either one leads to a sales meeting.

Cult Applications

An easy way to apply this is always make available comparisons between belonging to your cult, and not belonging to your cult. Or belonging to your cult or organization vs. another organization. It will help when you realize that all your potential members will have a choice of some kind, even if that choice is as simple as joining or not joining. You can make your cult be the better option so long as you take whatever "other choice" that is going to be on your potential members' minds, and make sure it seems much costlier, either in time, or emotional commitment, than joining your cult.

Liking

As a cult leader, the most important of all these Cialdini triggers is one he calls *Liking*. This means that if somebody "likes" a person, whatever that person says will be judged as much more important, or much more truthful. This seemingly self-evident truth can be found in many ways. Regardless what you think about it, the more your cult followers "like" you, the more they will believe you and follow you. In this chapter, we'll talk about the many ways we humans instinctively choose to like other humans, some of which will be in your control, while others will not.

Rapport

The most important thing to have in any persuasive communication is rapport. This is a widely understood concept. We usually think of *building rapport*. We know what rapport is, but there is rarely much information how exactly how to create it. Simply stated, rapport is a feeling of openness and trust. A feeling of connection. When our shields have been lowered. Certainly, there are many different levels of rapport. A young child feels more rapport with her mother than with anybody else. If a therapist isn't capable of developing rapport with her patients, the best she'll be able to do is offer pharmaceutical solutions. The more rapport you have, the more your followers will "like" you, value you and believe what you say.

Ways to Create Rapport

One way to create rapport is to have massive authority and social proof. If you were at a social venue, and a famous movie star walked in, most people would voluntarily go into a rapport with that person. Since people unconsciously value famous and powerful people, the rapport that is created is a one-way rapport. If that metaphorical movie star decided to approach any group of nervous fans, they wouldn't be thinking, "Oh jeez, what does this guy want?" They would be thinking exactly the opposite.

But since you likely don't yet have massive authority and social proof, you

will have to build rapport slowly. The best way to do this is to match their model of the world as much as you can. Individually, this means mirroring and matching their body language. When speaking, it means saying things that you are reasonably sure they will agree with. The more things you say that already exist inside their mind, the more the, "this-guy-is-just-like-me" feeling you'll create. Conversely, if you say things that are shocking to them and contradict a lot of their existing beliefs, that will create the, "wow, this-guy-is nuts" feeling, which is the opposite of rapport. When speaking to large groups, the same principle applies. You can't do much with your body language, other than maintain an open posture. But when speaking, be sure to use as much "pacing language" as you can. Pacing language means saying things they will naturally agree with. When you say anything that they agree with, they will slowly fall into rapport. Even if you are going to recommend some ideas that you fear may encounter resistance, creating plenty of rapport through pacing statements will make anything you say or suggest much more reasonable. What are some pacing examples to speak to a large group? Anything that reflects their recent experience. Anything that reflects ongoing troubles in the world outside. Anything that accurately reflects their hopes for the future. Consider making several statements in each category, before leading in to any recommendations.

Recent Physical Behavior (e.g. coming to the meeting, going to work, etc.)

Current World Problems (economy, labor market, any physical danger, war, etc.)

Current Hopes (what they want, peace, jobs, economic security, sense of stability, family, human connection)

Stories to Tell Rapport

If you tell any story that matches their experiences and hopes, they will fall into a very deep rapport. This is one of the reasons why stories are a favorite teaching tool of religious leaders and politicians. We already know the story structure that humans tend to respond to best (Anything resembling a Hero's Journey Story). When your listeners hear you go into "story mode," they will almost immediately fall into deep rapport, as one of the functions of stories of

any type (books, movies, plays, etc.) is to get us to switch off our conscious resistance. If you can tell a story to pace their problems and offer them hope as a solution, they will subconsciously associate the hero of the story with you.

Combination Techniques

Combining the two rapport generating techniques can be very powerful. Pace a few things in the real world (their daily struggles, problems in the world) and intermix them with stories of characters who are going through similar fate. When the story ends with the hero beating the bad guy, that is the perfect time to deliver your suggestion, recommendation, or advice. They'll subconsciously associate you with the hero in the story, giving you rapport. You'll have effectively paced the troubles of the world and their own struggles, giving you more rapport. And the whole time, you are talking, and they are listening, which will leverage both social proof (everybody is listening) and authority (you are the one they are listening to) which will further add to your rapport. To make any suggestions even more powerful, weave in any of the other triggers that you can into your speech. Fill your speech with plenty of "scarcity-reciprocity" combinations. Build in ideas of "comparison and contrast" by suggesting that while your suggestion may seem a bit risky, compared to any outside of your cult, it's the much better alternative. And of course, any time sensitive ideas can come in handy as well. It's no secret that many successful cults incorporated "end of the world" ideas into their teaching and philosophy. (Much more in this idea later).

Physical Liking

While it is a sensitive issue, our physical appearance does have an impact on how much people like us. This was shown in a study on job interviews. Two groups of people went on various job interviews. These groups were separated out into, "attractive people" and "normal people." The attractive people were purposely friendly and outgoing, but when it came to specific questions during the interview, they purposely gave incorrect answers whenever possible. The "normal people" gave the best answers possible. Despite their better answers, the normal people were not offered jobs or followup interviews nearly as much as the "attractive" people. Studies have

also been done with Venture Capitalists and businesses that seek funding. Despite the belief that business is purely logical and finances are made by emotionless decision-making processes, the more attractive people got much more funding than the regular people, despite their business ideas. The clear takeaway is that if you are going to be a successful cult leader, being more attractive will generally lead to more success than being less attractive. This may sound very shallow and unauthentic, but the results can't be ignored. Do anything you can to make yourself more attractive. Speak clearly, walk with confident posture, and consider being in top physical shape. Luckily, there is one thing that plenty of studies have shown time and time again that will have an instant and significant impact on your attractiveness: Smile! Simply smiling and being genuinely friendly will go a long way, especially when combined with the other techniques presented here.

Understanding Basic Economics

Everybody must eat. And the general rule of the jungle is, "if you don't kill, you don't eat." This is just as true today as it was tens of thousands of years ago. Today we live in a global economy that is connected on nearly every level. Several decades ago, Leonard Read wrote the now famous essay, "I, Pencil." In it he talked about how something as simple as a pencil is the net result of different processes from different countries. Wood, graphite, metal, rubber, paint (and all the things in paint). To make a simple pencil, the amount of global cooperation is baffling. And this was in the 1950's! Without an understanding of basic economics and how our monetary systems work, your cult might end before it starts. Your cult as an entity will need a source of funding. Even if you are going to be a hobby group, rather than a fully-fledged cult, you'll still need to understand some basic business principles. Unless you will be hosting meetings at your house (in which case your cult won't be able to grow very large), you'll need to think about things like rent, electricity, and food if you are going to be creating an "off the grid" cult.

Basic Business Premise

Any business strives to solve two problems. The first is to spend a certain amount of money and time transforming lower order goods into higher order goods. Then selling those higher order goods at a profit. The term "profit" has many different meanings but here we just mean the positive difference between the amount of money (including everything, especially labor) to create a product, and the price for which this product is sold. For example, let's say you spent fifty dollars buying bread and peanut butter. Then you sold twenty-five peanut butter sandwiches for three dollars each, over the course of five hours (including buying and prep time). Your purchase price was fifty dollars, and the labor spent was five hours. The total selling price was seventy-five dollars, for a profit of twenty-five dollars. Since you worked for five hours, this breaks down to five dollars an hour. Not very good, but still profitable. Let's suppose you try again, but in a much busier area of town. Now you sell twenty-five sandwiches in an hour. Once you've got something that you can sell for more than it takes to make, the next thing is to scale it

up. If you can sell a hundred sandwiches a day for a profit of \$100 a day, why not sell a thousand sandwiches a day? How about ten thousand? What about a million? This is the essence of all businesses. To first find a product they can make and sell at a profit, and then be able scale it up as much as possible. Businesses that lose money don't last very long.

But I'm Not Starting a Business!

You may not think you are going to be making and selling things, but you may find you need to. Or at the very least, you'll have to learn some basic accounting. For example, if you have a group of a hundred members, you'll need a place to meet. You'll have expenses, like the meeting space, the electricity, the refreshments, the equipment (podium microphone, cameras, etc.). At the very least, you'll need to spend less than you take in. So even if you aren't running a business, you will need to balance your incoming money and your outgoing money. And cults can only grow if they can survive financially. Churches pass the collection plate at every service for this very reason. Churches have expenses and operating budgets just like everybody else. (In fact, the Catholic Church, one of the oldest religious organizations on Earth, is also one of the wealthiest organizations on Earth). And as an organization with financial obligations, you will need to do what every other business and organization does, when it comes to handling money.

Reduce Costs and Increase Income

Whatever method you use to collect money, collecting more money is usually better. Why usually? Because each and every member is going to be thinking like a business themselves. They will need to know, or feel, that what they get in return is worth what they are giving. If you ask for a hundred dollars per member at each meeting, and all they do is listen to you speak (and then drive away in your Rolls Royce) you might not last very long. Remember the rule of reciprocity. If you keep asking your members for money, you're going to need to keep giving them something in return.

Larger Economic Issues

Your cult will exist in a larger economy, with rules, regulations and taxes.

The biggest mistake you can make is ignoring these rules and regulations, even if they are the main reason you are starting your cult in the first place. Once you get large enough, consider hiring an attorney (or several attorneys) to make sure government agents don't show up unannounced and take everybody away in handcuffs!

Understanding Economic Issues

When the economy is running smoothly and everybody is making plenty of money, there is little reason for anybody to join any organization, other than mainstream types like gyms or sports groups. It's when the economy starts to do poorly that people start to look elsewhere for our natural human needs. Understanding as much about the economy as you can will help a lot when discussing these issues with your members. Consider reading a few books on economics, and being sure you are fully up to speed on current economic data (e.g. job reports, inflation rates, employment rates, interest rates, etc.). Further, be able to speak fluently on any economic issues your members may be facing (e.g. health care costs, credit card bills, taxes, etc.) In most instances of large societal disruptions, bad economic times are nearly always the cause. Understanding basic principles of economics in general, and the specific details of your local and national economy will help a great deal in making financial decisions for your organizations, as well as being an understanding and knowledgeable cult leader for your followers.

Monetary Systems

Understanding how money works will be of significant help for many reasons. Money is always one of our greatest concerns, yet few people understand how it works, or where money even comes from. Many people erroneously believe that money comes from the government, and when they need more, they can just print more. This is unhelpful for many reasons. By the end of this chapter, you will know why.

Ancient Developments

Humans started out as hunter-gatherers. They lived in small groups, where everybody knew everybody else. We've already discussed this basic form of trade. Because everybody knew everybody, they didn't need a monetary system to keep track of who owed what to whom. This was done on an individual level. When tribes got together to trade, they traded on a large scale. Perhaps a few hundred fish for a half a dozen bear skins, for example. Then each tribe would take its traded goods home, and distribute them according to whatever tribal hierarchy existed. But once agriculture was invented, a problem arose.

Coincidence of Wants

Hunter gatherers have simple lives. But once agriculture was invented, many more people were capable of living in a much smaller physical space, where before a tribe needed to wander the landscape continuously, as the food was always moving. As population sizes grew, so did the things humans were capable of producing. Permanent locations meant houses, and all the things associated with houses. Simply being a good hunter was no longer enough. One needed a variety of skills. Pretty soon, it was possible to trade skills. Perhaps an individual was a poor farmer but a very good home builder. They might build a home for somebody in exchange for a percentage of their crop. This works well when there is a small enough group of people. But what happens if somebody needs your skills, but you don't need theirs? Suppose you were an early homebuilder, and somebody needed some repairs done.

But they made shoes for a living, and you really didn't have a need for shoes. What then? This is what economists call the "coincidence of wants" problem. People can only use barter (trading one good for another) if each party wants what the other has. The solution to this problem was something called "Commodity Money."

Rise of Commodity Money

This is when somebody trades something for something else. But that "something else" isn't something they really want, but they know they can trade that "something else" for something they *do* want in the future. Every primitive society has created this "something else," which economists called "commodity money." Some used salt. Some used cattle. Some used silver and gold. In prison camps during WWII, (and in U.S. prisons before smoking was made illegal) they used boxes of cigarettes, or even single cigarettes. Most societies used either silver or gold. Until recently, most modern societies used silver or gold as the "backing" for their money.

Hard Money Systems

Because it's inconvenient to carry around silver or gold (it can get heavy) banks began to hold it for people, and in exchange they would give them paper receipts. Because these paper receipts could be turned into the bank (or commodity money warehouse) for the actual commodity money (usually gold or silver), the receipts themselves (paper) were used as money. This paper was a representation of a certain amount of money that was currently being held at the bank.

Government Backed Hard Money Systems

This is essentially the money systems that existed before World War I. Governments (or the banks they controlled) kept large amounts of this commodity money (either silver or gold) in "reserves." And the government guaranteed a certain ratio of paper money to commodity money. For example, leading up until World War I, the price of gold was held fairly constant. In fact, from 1793 to 1932, gold was held constant between \$19 and \$29 dollars. If you ignore the time of the Civil War, gold rarely fluctuated

more than a dollar either way.

Problems with Fixed Money Supplies

One thing must be understood when talking about money. All of us, whether we are scavengers living out in the wild, or government employees, will want more money at any given time. Money represents what can be purchased for that money. With twenty dollars, you can have anything you can exchange that twenty dollars for. But if you have forty dollars, you can get twice as much stuff. And since humans will always require food, shelter (and entertainment when those lower needs are satisfied), having more money simply means we'll be able to more easily satisfy those needs. But when governments oversee the money supply, historically they have tended to try and find ways to expand the money supply.

Government Budgets

Governments don't make or sell anything. The only money they can get is in the form of taxes. They can either tax their citizens directly, or they can "tax" imports from other countries. These are called "tariffs." However, when governments are operating under a fixed money system (e.g. there is no way they can increase the amount of money in circulation) they can only spend what they collect in taxes. For governments, this is very limiting. This would be like an individual, or family only being able to use their debit card. Since the Roman Empire, governments have found clever ways to increase the money supply. In Roman times, they used silver coins. However, the percentage silver in those coins consistently went down over time. This happened because the Roman government would collect all the coins, melt them down, and then reissue them. Because the amount of silver in the reissued coins was slightly lower, they could produce more coins. In effect, they would collect (for example) a million coins, melt them down, and then use the same silver to make 1.2 million coins. They would reissue the million coins, and keep the extra 200,000 coins. To them, this must have seemed like "free money."

Fiat Currency

The Holy Grail for any government is to be able to issue "fiat currency." Fiat simply means "by decree." For example, in the Latin version of Book of Genesis, the Latin phrase for *Let there be light*, is *Fiat Lux*. So, Fiat Money, is essentially when the government says, "Let there be money!" And pushes the "print" button on their money printing machine.

Effect on Prices

If you have a stable money supply, and a stable supply of goods, the cost per good will be the same. This is basic mathematics. To make this silly in the extreme, imagined if you lived on an island with a hundred dollars and a hundred coconuts, each coconut would sell for a dollar. If the supply of goods slightly increases, and the money stays the same, the price of goods will slowly go down. This is exactly what happened during those long periods where the price of gold was close to \$20. Average prices slowly decreased over a nearly two-hundred-year period.

But if the supply of money increases faster than the supply of goods, then the average price of goods will slowly increase. This is commonly called "inflation," but few people know the real reason. Now the reason is clear. Since the price of gold was no longer stable, (one of the things that government tried to do to "fix" the depression), prices have been going up. The amount of money in circulation in not only the U.S. economy but in all global economies, has been steadily increasing over the past hundred years. This is precisely why the prices of everything have been going up. Understanding this will help you explain this to your cult members. Being in a situation where an individual's salary is not going up, yet the prices of everything else is, is financially and emotionally painful. To be an effective cult leader, you must understand this, and be able to explain the reasons why to your cult members. While being able to solve this problem is beyond any of us (even government economists don't really have any idea how to fix this problem), understanding why it exists will give comfort to your cult members. But there is one more terrifying piece of the puzzle you must understand and be able to explain to potential cult members. Remember, this information isn't widely known, so being able to calmly and rationally explain the specific economic reasons that your cult members are suffering financially will give you a great deal of authority.

Petrodollar Reserve Currency

Several countries have attempted to create fiat, or paper based currencies. Remember, that even in prisons they tend to find some kind of "commodity money" to use to keep track of who owes what to whom. So, in the past, when governments attempted to issue paper money, it never really worked. Imagine if you were a shop keeper, who sold real goods to people. And the government gave everybody paper money and said to use it. Chances are, you would feel a bit uncomfortable accepting this "paper money" for real goods, especially if you knew the government could make more any time they wanted. For this reason, paper money (unless it was backed by specific real things like gold or silver) never really caught on. Remember, these were attempts to create paper money that wasn't backed by anything. This type of "fiat money" is different than receipts that can be exchanged for real things in real "commodity money warehouses." For example, if you had a choice to take a paper receipt (that was inscribed with exactly what it could be traded for in what specific money warehouse) or a government printed piece of paper (that wasn't backed by anything other than government promises) which would you take? This is why fiat money never worked for very long. They never worked because nobody wanted to accept unbacked paper when there was an alternative. To make this simple, imagine trading something for something real, vs. trading that same thing for an IOU. But we currently have a fiat currency system. How did this come to be?

Bretton Woods

This was the monetary system that was created after the end of World War II. The agreement was simple. United States citizens had to use U.S. Dollars, because that's the currency that taxes had to be paid in. But the U.S. government told other countries that U.S. dollars would be backed by Gold. At the time, the U.S. government had quite a bit of gold, enough for all the countries to agree. U.S. Citizens would use dollars in their daily transactions. The citizens of other countries would use whatever currency their country used. But internationally, the U.S. dollar would be the standard. This is what's known as a "reserve currency." It's simpler to use one currency, rather than

worrying about exchanging Yen for Dollars (for example) and then Dollars for Pounds, etc. Each country would keep a *reserve* of dollars in their banks. This means that if any manufacturers in Italy wanted to sell goods to Japan, for example, they could trade in dollars. Within each country, they would use Yen or Lira. This system worked until the mid-seventies.

Guns and Butter

In the sixties, the U.S. government embarked on a very expensive campaign called "guns and butter." The "guns" referred to military spending, and the "butter" referred to spending on domestic programs. This was very expensive, and it meant the U.S. government kept deficit spending (spending more than they collected in taxes) more and more. Pretty soon, other countries, who continued keeping dollars in reserve per the Bretton Woods agreement, started to worry. What if there wasn't enough gold for all the dollars that were being held in foreign banks? France even threatened to send warships to the United States to collect their gold! After all, that was the promise. Other countries supposedly had the "right" to exchange their dollars for gold at any time. But they no longer believed it.

Ending the Gold Standard

In 1971, Nixon surprised the world by ending the Bretton Woods gold standard. This would later be referred to as the Nixon shock. This presented a huge problem. If the other countries could no longer exchange dollars for gold, there was no reason to keep them. In fact, the opposite would happen. Since dollars were not backed by anything, one would expect that people would stop using them. And that is precisely what happened. The value of the dollar dropped considerably. The consequence of a falling currency is increasing prices. A strong dollar can buy many things. A weak dollar can buy few things. In the seventies and early eighties, there was a lot of inflation in the U.S. This was mainly because all the dollars held by foreign banks slowly started making their way back to the U.S. It was a bit more complicated than this (interest rates, or the cost of borrowing money, and the price of Treasury Notes played a big role), but essential once the world realized that they could no longer exchange dollars for gold, the dollar became *worth less* (not worthless, but worth less). This meant things priced

in dollars cost more. This presented a huge problem for the U.S. government. If nobody in the world wanted dollars, the economy would be in big trouble.

Enter the Petrodollar

Lucky for the U.S., they had a very strong military at the time. And Saudi Arabia was one of the largest producers of crude oil. Also, the Royal Saudi family was in a vulnerable position. They were sitting on top one of the biggest oil reserves in the world, but they were easy to attack, since they were militarily very weak. So, the U.S. government and the House of Saud (the Saudi Royal family) made an agreement. The government of Saudi Arabia would *only* accept dollars in exchange for oil, and the U.S. would, in exchange protect them and keep their country safe from invaders. Because oil is a vital component of any country, this gave them the reason to keep dollars in reserve. But it also allowed the U.S. government to spend much more than they collected in taxes, since they knew that the world would always need to hold U.S. dollars as reserves. Even today, more than half of U.S. dollars are held outside of the United States.

Unlimited Credit Card

For the U.S. government, this was the equivalent of a credit card without a limit. In a closed system, if a country creates too much money, it will create a lot of inflation very rapidly. This is called "hyperinflation." This has happened several times during the twentieth century. A government gets into trouble, and they figure they'll print more money and buy their way out of it. This works in the short term, but in the long term it only makes matters worse. Eventually they need to print even more money, and the cycle repeats until the cost of a loaf of bread is millions in the local currency. However, the U.S. is in a unique position. Since the dollar is the world's reserve currency, meaning that other governments must hold dollars if they want to purchase oil (which they do), then the U.S. government can print a LOT more money before hyperinflation sets in, if ever.

What Will Happen?

The truth is that nobody really knows. This is the first time in the history of

planet Earth where the reserve currency has also been a fiat currency. Reserve currencies (a situation when different countries trade with a common currency) goes back to the 1300's. But they have always been a hard money system, meaning silver or gold, which means that the reserve currency was always a *fixed* amount. An amount that couldn't easily be increased. But now, the world is on a reserve currency which is also a fiat currency which means that the U.S. government can (and has) create as much money as they want. Theoretically, if this continues unabated, there eventually will be a hyperinflation. Many things can happen before that, and most of them are bad. But the truth is, nobody really knows. As a cult leader, you must understand not only money in general, how it works, where it comes from, but the current money system being used, and its inherent problems. In the next chapter, we'll talk about the reasons why.

The Penultimate Concept

No matter how far back you go in time, there has always been the idea that society is about to end. If you were magically transported into any time in the history of the world, you wouldn't have any trouble finding people that were convinced that the world is about to end. Yet here we are. Even after understanding our current monetary predicament, you may be certain the end is near. However, everybody that believed the end was near (hundreds or even thousands of years ago) also had similar reasons for believing that, "This time it really *is* about to end!" Perhaps it's a curious quirk of human nature to always believe we are just at the cusp of extinction.

Thomas Malthus

Malthus was a cleric and a scholar. He also believed he had good reason to believe that humans were doomed. He explained in scientific detail why population tends to increase exponentially, while the amount of food that can be extracted from the ground can only increase arithmetically. For example, if each family has four children that live long enough to have their own kids, the population will eventually get very large, very fast. Think of this from one single family. (Temporarily forget about genetic problems). Two people becomes six people. Two parents and four children. Four children have eight children. Those eight children will have sixteen children. Those sixteen children will have thirty-two children, and on and on. But the surface from which they get food is fixed. Malthus' theory was that eventually the Earth would get to its "carrying capacity" and that there wouldn't be enough food to feed everybody. After all, this is what happens to every other animal. Rabbits, for example, will only expand as their food supply allowed. Then the population stabilizes. For rabbits, we don't think of this as being a big deal. They have a very fast reproductive cycle. But humans have very long generations. And the idea of reaching a point where there is not enough food for everybody in any given lifetime is a very scary thought. Rabbits, for example, are generally thought as "evil animals." But rats will eat even each other if the regular supply of food runs out. So, Malthus believed that when humans reach this "carrying capacity" it would be very much like hell on

earth. He was certain of this, and so was everybody else.

Industrial Revolution

But then the industrial revolution happened, and the population has been exploding ever since. Today there are more than seven billion (there were only one billion when he made his prediction). Just as many people are sure today that the "end is near" due to our chaotic monetary system as they were back in Malthus' time. Yet here we are!

The Future Is Always Unknown

Nobody knows the future. And there is always plenty of reason to think the end is just around the corner. How you handle this individually is up to you. Generally, a good plan is to "hope for the best, but plan for the worst." However, as a cult leader, understand that this fear, of the world ending, is always on peoples' minds. It will likely be on people's minds a hundred thousand years from now (if there are people here that long from now!). The point is the concept of "we are the last" or the "next to last" generation is a very powerful motivating factor.

Built in Scarcity

This can give you a built in feeling of scarcity, namely of time. Even in the time of Jesus, He preached, "The Kingdom of Heaven is at hand!" He could have meant that metaphorically, but it's not a stretch to believe that many people believed in literally. And it is a fact of history that all societies collapse. The survival rate of any society after the agricultural revolution is precisely zero. Whether you want to leverage this fact to build up your cult, and find a piece of land to live completely off the grid in self-sustained (and legal) way, or if you just like to have the ability to create a sense of urgency in your members is up to you. The important thing is to be aware of these ideas, and the built in time scarcity that exists. Let's review them briefly.

End of The World

People of all times have believed the end of the world has collapsed.

Whatever ideas you center your cult around, at the very least, acknowledge that they've already heard this idea from other sources.

All Societies Collapse

No society has lasted more than a few hundred years. If your members haven't thought about this idea explicitly, they have implicitly. They know about the collapse of the Roman Empire. They have likely heard about the various revolutions in China. They have heard about or have studied the French Revolution. They have heard about or have studied the many Native American (North and South) societies that exist no more. The idea of a society lasting forever is not one anybody will believe.

Current Monetary System

Most people generally accept that our current monetary system is unsustainable. Either the borrowing costs will get too large (e.g. the amount of money collected in taxes will not be enough to pay interest in the debt, like having a minimum balance on your credit card larger than your monthly income) or some other global shift will cause an end to the petrodollar fiat reserve system. Either way, this will be catastrophic to the U.S. economy.

General Economic Discomfort

More people are being squeezed out of the economy every year. This means people are spending less money on things they enjoy and more money on things they must. This means they generally enjoy life less, and have more stress.

How to Leverage

This gives you, a cult leader, a great deal of leverage. Most people don't really understand why the system is the way it is. They only have a vague sensation that it's worse than it's ever been. As a cult leader, your job is to provide them the comfort and strength, both emotionally and spiritually, that they cannot get elsewhere. Even if it's to get together once a week and discuss the "state of the world" in way that everybody can understand will be of great

benefit. Often, building strong community relationships is the best response to a corrupt and bankrupt government. Let your cult be the place where your members can come together in mutual support, both emotionally and spiritually. And if it's possible to create a financial synergy that generates sufficient means to support all your members, then so much the better. Giving otherwise hopeless people a place to come and share their common grief can be a great benefit, and this may be a start of something spectacular. The early days of Christianity were people secretly getting together in neighborhood homes to share the "Good News."

Understanding Time Preference

One of the deeper issues that can make or break a society is the general idea of time preference. This is a squishy concept, but it is worth knowing about, and knowing how to estimate not only the time preference of society in general, but in your cult members and in yourself as well.

Time Preference Defined

First, we'll define what this is exactly, and then we'll talk about the various implications. Which would you rather have, a million dollars today or two million dollars a year from now? Unless you were struggling and were in real danger of becoming homeless, you would probably take the two million a year from now. How about one today vs. one and a half a year from now? If we keep decreasing the difference between the money you would get now, vs. the money you would get a year from now, we would get to a point where you feel the two are equivalent. Let's say for you, that it is one million today vs. 1.1 million a year from now. If both of those (1 today or 1.1 a year from now) hold the same value in your mind, then the difference, in this case ten percent, is your time preference. The lower your time preference, the more comfortable and confident you feel about your present, *and* the better you can visualize your future in real terms.

Low Time Preference Implications

If you have a very low time preference, this means you are not only very confident about your abilities in the present, but you also have a strong idea of what the future will be. With low time preference, you have a strong ability to delay gratification. Imagine eating a bowl of ice cream, vs. a bowl of broccoli. The ice cream isn't healthy, but it tastes good. The broccoli doesn't taste very good (at least to most people) but it's healthy. However, with a strong ability to delay gratification, and the very low time preference this is associated with, it's much easier to eat the broccoli. When you look out into your future, (in both cases) it seems much more real. You can feel the strain of your belt when you imagine eating the ice cream. You can get a full

and real picture of yourself in front of the mirror seeing yourself with a six pack when considering eating the broccoli. In other areas, it's much easier to think about your future when making decisions today. You'll be less likely to make poor financial choices, or other choices that might negatively impact your life. It will be easier to go to sleep at a reasonable time, because the later you stay up, the more you'll feel (as you imagine it) the struggle of getting out of bed in time for work.

High Time Preference Implications

With a higher time preference, you would need a *lot* of money in the future to put off receiving it today. This means you'd have a much harder time delaying gratification. You would tend to have the idea of "who knows what the future may bring," since you literally can't imagine it further than a few weeks out. Eating bowl of ice cream would be the sensible choice, since imagining what your body would look like as a result would be difficult. It would be much harder to imagine anything other than what is happening in the present. Making healthy choices would be difficult. Saving money would be next to impossible, since you have a pressing need for the money right now, but trying to imagine having money in the future would be difficult. You would tend to have less healthy habits. Even going to sleep and waking up at a reasonable time would be difficult, since you would be always "in the moment." While living "in the moment" is nice in theory, we also need to make sure that those "in the moment" experiences we are going to be having in the future are going to include shelter and healthy bodies. Living in the moment is much easier when the rent is paid and the electricity is working. Being able to pay the rent and the electricity requires we have enough money on a regular basis to pay the bill when it is due.

Society Wide Time Preference

It's theorized that the average time preference of society would be the free market interest rate. If your personal time preference was ten percent, and you were considering loaning somebody some money, you wouldn't loan them the money unless you earned slightly *more* than ten percent interest. If you loaned money and earned only nine percent interest, it wouldn't make sense if your time preference was ten percent. Per your own preferences, you

would rather keep your money than get your money plus nine percent back a year from now. This is seemingly a moot issue, since free market interest rates don't really exist. They are set by banks, and not really allowed to fluctuate like other prices. However, this doesn't mean that we can't estimate what the time preference is, in general of society.

Signs of Low Time Preference

Since people with low time preference tend to make decisions with the future in mind, they would tend to have more savings. They would tend to be healthier, and they would tend to have better and more stable relationships. They would tend to have less credit card debt, as credit card spending is generally done without much thought for how exactly they'll pay for the item in the future. It's not a stretch to consider a rough relationship between one's amount of credit card debt to their time preference. People with very low time preference, and a very strong ability to delay gratification, would tend to think carefully about any credit card purchases. They would tend to therefore have higher credit scores. While this is a touchy subject, people with low time preference and a strong ability to delay gratification would also be healthier, as they plan their meals and what they eat not only by present gratification, but also by how it will affect their health in the future.

Signs of High Time Preference

Consider the opposite. Those with a high time preference and an inability to delay gratification would likely have more credit card debt, poorer credit scores and not be overly concerned with their health, at least not in a self-responsible, proactive way. We need to be very careful, as it's very easy to slip into "blame the victim" mentality. That is not what we are doing. Often, people are put in situations beyond their control where it is next to impossible to do anything about their time preference. One of most insidious things about falling into financial despair is it often becomes a self-sustaining, or negative cycle. The worst possible situation is to *have to* spend your credit cards just to stay afloat. But understand the underlying principle is time preference.

How to Alter Time Preference

Purposely taking control of your own time preference could be the singular most important thing you do in your life. Anything that you can do to increase your ability to delay gratification will serve you in the long run. This is true for yourself as an individual, and as a cult leader who will hopefully help your members lower their own time preferences however they can. The easiest way to do this is to eat healthier food. Taking time to choose foods that are healthier will force you to think about your future. One way to do this is to avoid eating fast food altogether. Avoid eating too many processed foods. Another thing that anybody can do is go to bed earlier, and wake up earlier. This won't cost any money, and won't require any significant lifestyle changes. Saving any amount of money every month will also lower one's time preference, even if it's a few dollars a month that wasn't spent on junk food. All else considered, having a lower personal time preference, and helping your cult members lower their time preferences will make for a much healthier cult.

Flow of Time

Mark Twain famously said, that "history doesn't repeat, but it rhymes." This is because despite our advances in technology, human nature is still the same as it was thousands of years ago. Human nature changes very, very slowly. Sure, we may behave differently in different situations, but our basic desires, and our basic skills that we use to fulfil those desires are the same today as they were before the agricultural revolution. We all get hungry, and must find food to eat. We all crave companionship, and try to find suitable partners and friends. We all need income, and we would like to find a job that maximizes our skills and feelings of accomplishment while maximizing our income. We are all afraid of risk, we would like the same thing with less effort and sooner, rather than with more effort and later.

Cycles of History

There are two competing ideas of how history unfolds. However, there is evidence that one theory is more "correct" than the other theory. The first theory is that history is a linear progression. Certainly, it's easy to see this when we look at technology, science and medicine. Medicine today is far more advanced than a hundred years ago. Technology, travel and communication even more so. But when you consider that these are tools, and look at how our societies are organized, it doesn't seem they are much different than they've ever been. And certain things keep happening over and over again. From a technological and tool-use frame of mind, it would appear history is linear. But from a human behavior, human relationship, and human society based frame of mind, it appears that the same things keep happening over and over again.

Length of Societies

While certain countries (China, for example) have been around for over a thousand years, meaning the same people have been living in the same area and speaking the same language, the organizational structure of the societies have always been in flux. Consider most countries that exist today. Most

aren't more than a hundred years old. And going back through time, most societies don't last more than a few hundred years. While there are plenty of competing theories as to *why* a society collapses, nobody can say that societies won't collapse. You would think that having tried to build societies for the past couple thousand years we might have figured it out by now. After all, medicine continues to improve. Travel and communication tend to improve, but we keep making societies that can't last more than a couple hundred years before collapsing. At least when it comes to the frame of building societies, it seems that Twain's quote is very accurate.

Generational Cycle Theory of History

An interesting idea was postulated in the book, "The Fourth Turning," by Strauss and Howe. In that book, the authors theorized that each generation (of about twenty years) has a unique set of characteristics. The first generation is the "Hero Generation." The second generation is the "Artist." The third is the "Prophet," and the fourth is the "Nomad." They refer to a "First Turning" when the first-generation transitions to the second turning. Second and Third Turnings, are when those respective generations cycle into the next. But what is most notable are the "Fourth Turnings." According to their theory, during the third generation, a crisis emerges, and comes to a climax during the fourth generation. These "Fourth Turnings" are often marked by economic catastrophes and world wars. They trace these Fourth Turnings all the way back to Roman Times. They measure the length of societies of how many of these four generational cycles, 80 years, any society goes through. In American History, the last "Fourth Turning" was the culmination of the Great Depression which ended with World War II. Before that it was the crisis that led to the Civil War. Before that, the crisis that sparked the American Revolution. According to the theory, at the time of this writing we are about halfway through the Fourth Cycle. And if their theory is correct, it will culminate in with a large financial crisis, a potential world war, and hopefully a resolution led by the new "Hero Generation."

Who Are Today's Heroes?

The Heroes of the last Fourth Turning (Great Depression and World War II), with the respect to Western Society were the soldiers. They were all in their

late teens or early twenties. The world fell into war, and they "rose to the occasion." They very much fulfilled the "Hero's" role from the Hero's Journey story that has been ubiquitous in human stories dating back before recorded history. In every way, the young soldiers that responded to the call fulfilled their historical and metaphorical roles as heroes. They are often referred to as the "Greatest Generation." They were normal kids, living normal lives, who had to go fight. When they returned, they rebuilt Western Society into a much stronger one that existed during the great depression. Similarly, the heroes of the Civil War responded to the call. The nation was divided, and nearly broke apart. Who will today's heroes be? Who will call them? How will they be called? The world is in sorry shape, and the youth of today no doubt understand it.

How to Leverage

As a cult leader, it will help you to be aware of these generational differences. The archetype of each generation is a product of their upbringing. Hero's rise to the occasion. Artists (who come after hero's) are lucky and live in the fully recovered society. They don't need to worry about fighting or struggle. The next generation, Prophets, are in the middle. Coming after the Artists, they feel that something isn't quite right, but they aren't exactly sure what that is. By the time Nomads (the fourth generation) come, society is already beginning to enter the next crisis. Nomads are wanderers, they know something is wrong, but they aren't sure which direction to go, as things are in flux. Today's Nomads are Generation X, the Hero's (according to the theory) are today's Millennials (they were the GI's, the soldiers, of the previous cycle). The fading Baby Boomers are the Prophets, and the much older, sometimes called "Silent Generation" are the lucky inheritors of the world created by the previous hero's. Understand that each generation has different characteristics, different needs. Depending on your own generation, and the generation of your cult, you will need to apply your leading style appropriately. Familiarizing yourself with these archetypes will help you in that regard.

Why Societies Collapse

We can understand how societies collapse by looking at them from a very large, "meta" framework. Individuals need to produce at least as much as they consume. Even animals must follow this basic rule of society. Any biological organism that expends more calories in energy than that same organism takes in as fuel (or food) won't last very long. Families that consume more than they produce, or overall, spend more than they earn, will eventually run into trouble. Cities, states and huge countries all are constrained by the same laws of energy and economics. In this chapter, we will strictly be describing processes, not making any comments regarding which is right or wrong. It may be wrong that a person should starve to death, but in this chapter, we are only focusing on the mathematical, biological and physical circumstances of why that happens. It is beyond the scope of this guide to prevent societies from collapsing or making any policy recommendations. It is only our purpose to try and get idea why it happens, so we can look for the signs if it does.

Origins of Cities

People come to together for a reason, especially in such close proximity of a large city. The main reason is that more opportunities for making money are in the centers of large populations. Henry Ford was from a farm, and reported that life on the farm was too boring, so he set out to the "big city" for more opportunities, and more excitement. If people keep coming to cities for opportunities, and bigger cities mean more opportunities, one would think they would grow indefinitely. But through a brief study of history, there are two major reasons why they stop growing, and start shrinking.

Resources Are Finite

Many primitive societies collapse simply because they ran out of resources. Essentially, all business consists to converting raw materials (lower order goods) into finished products (higher order goods) and selling them. But if all the raw materials start to vanish, then so will the finished products, and

eventually the businesses that depend on these finished products. In primitive societies, these raw materials were often the food that was grown. Any piece of Earth can only produce so many healthy plants before the minerals in the soils are depleted to a level that won't support continued farming. Very primitive societies practiced a "slash and burn" strategy, where they would farm a place until the soil would produce no more, than they would simply move on to another plot of land, cutting or burning down trees to make way for new fields. Many animals and plants have become extinct because of this primitive technology. On a very basic level, this model shows that a society must follow the same rules of an individual. If there is sufficient energy, the society can grow. But when the raw materials (or in many cases, the value of the soil) is depleted, then the society vanishes as well. On a purely biological level, it's the same structure as a large population of rabbits suddenly running out of food. When the food is gone, so are the rabbits.

Burdensome Governments

There's an idea in economics of a "diversity of skills." That the bigger an economy is, the more likely one can find a niche for his or her unique skills. This is true in an economic sense, but this is also true in a political sense as well. For some, their unique skill can be used make products that can be sold at a profit. Most of us think in terms of this when we think of skills. Building something, helping to create something, or even selling something. But there is one class of people whose skill is in convincing us to give them a small portion of our salary.

The Social Safety Net

All of us fear not having enough money to pay for what we need. All of us fear not having enough food to eat, or enough to pay the rent or utility bill. For this reason, the idea of a social safety net is very compelling. So, it's something we all agree should be part of our "social contract." This requires that certain people be put in charge of this social safety net, and determine how much each person should contribute, and how to determine when any one of us is in need of this social safety net. This is all a perfectly good idea. We all know people, and we all have had experiences of needing help from others. And it certainly feels good to help people in need. However, the

bigger a society gets, the harder it is to manage this system efficiently. For example, if your job is to be in charge of the "social safety net fund," who decides what your salary is? Who decides how many people work in your department? In a small town where everybody knows everybody, this is not a problem. But the larger a society gets, the more opportunity there is for those who seek to take advantage of others. One of the ways the social safety net is dealt with is a pension system. A fund set up to pay into as you work, and that pays out retirement benefits to those as they retire from the work force. There are public and private pensions. But managing so much money is very tempting. Too tempting to many people. This doesn't mean they are stealing from the pension fund. But those who are in charge of the pension fund tend to do very well, as do those that they are politically connected to. And one of the biggest crises in the United States today is that the pension fund is vastly underfunded. While the technical details of this problem are far beyond the scope of this guide, it does represent a common reason for societal decay. As societies get larger and larger, there is much more opportunity for corruption.

Combinations

Of all the societies that have collapsed, two themes are very common. Dwindling resources, and over burdensome and increasingly corrupt government systems. A small town next to a vast amount of renewable resources could continue indefinitely. But a large system with both diminishing non-renewable resources as well as a burdensome and corrupt government is unsustainable. And anything that is unsustainable will end. In the next chapter, we'll talk about some of the signs to look out for and point out to your potential cult members.

Signs of Collapse

We've talked about the idea that all societies collapse. Revolutions, upheavals, collapsing economic systems seem to be as integral to societies as illness and eventual death are inherent to individual human life. We also have briefly covered the common tendency for each society to believe, on some level, they are on the verge of something catastrophic. During the crusades, many non-participating members truly believed they were living in the "end times" that were prophesied in the Bible. It's helpful to be able to notice these common signs of collapse both for yourself, and as a way to motivate your own cult members. Of course, being able to predict that actual moment of collapse would be impossible. If any individual had the capacity to predict the fall of any society with any amount of accuracy (say within a few months) that individual would be worth quite a lot of money to hedge fund managers! The point is to not actually predict when any potential collapse of society, but to be able to recognize the signs. This can give you motivation on an individual level, as well as motivate your cult members. Consider it much like an individual who notices the signs of aging. They can take this in a negative way and get depressed, or they can take this as motivation to make the best of whatever time they've got left, or even to get in good shape to stay healthy as long as possible.

Signs of Collapsing Societies

One useful theory was postulated by Hans Hermann Hoppe, and Austrian Economist, in his book, "Democracy, The God That Failed." He explained that one of the unexpected side effects of democracy, as society gets older, is increasing time preference, and a growing inability to delay gratification, in the population. It's straightforward to see how this works. To get elected, politicians must promise things to citizens. As the decades go by, citizens are conditioned to hear better and better promises from politicians. At first, these promises might sound reasonable. Everybody gets a fair chance, for example. But because political power often leads to material wealth, over the years politicians compete to promise better and better things to the citizens. After several decades (especially when everything can be recorded and played back

through various media) the citizens begin to believe in more and more things that they are "entitled to." Consider a population with zero form of government, and zero safety net. This is not ideal or recommended, this is just for illustration. Everybody in that society would be very careful about how they lived. They would be reminded daily that if they do not produce, they cannot consume. In fact, in many early societies, this was a problem that economists call the "Freeloader Problem." In ancient hunter gatherer societies, everybody knew everybody, so nobody who could hunt could get away without hunting. But as societies became bigger and bigger, this turned into a problem. Different societies treated this in different ways, but the problem was ubiquitous. In modern times, when politicians continually promise anything they can in exchange for political power, the average citizen starts to feel less and less self-responsibility, and more entitlement. Instead of figuring out how to solve problems in our own, we tend to start to look for our government for solutions to our problems in more areas. If you look at statistics in the United States, this is evident in the amount of credit card debt. Before World War II, most American Citizens only borrowed to buy a house, or maybe a car. Few people even had the idea to borrow money on a credit card to buy a meal or a pair of shoes. But slowly, more and more people started living on more and more of their credit cards. Of course, there are many variables involved, but this is one piece of irrefutable data, that more and more people are consuming less than they produce. In a society with a very low average time preference (and a very high average capability of delaying gratification) we would expect the opposite. More and more people would have large personal savings. But as society grows older, politicians promise more, and individuals are less and less capable of delaying gratification.

Advertising

This is much worsened by the idea of TV advertisements. In some markets, up to 70% percent of TV advertisements are paid for by pharmaceutical corporations. Imagine what this does to the average citizen. They work hard in jobs they don't really enjoy, yet still can't get enough to pay the bills. They have large credit card debt. They are told over and over by politicians at every level that their problems are not their (the citizens) fault. Just keep voting for the right politicians and they'll fix everything. But to make matters

worse, when they are sitting in front of the TV, finally starting to relax, they are bombarded with advertisements from pharmaceutical companies. What is the message there? If you have any problems, talk to your doctor and they'll give you a pill. This further makes each individual feel less responsible, less capable of delaying gratification, and more likely to look for somebody else to "fix" their problems.

Monetary Policy

Few people aren't aware that the national debt (of any country) is a problem. Few people are not also angry that as individuals, we are held accountable for our spending. If we don't pay our bills every month, bad things will happen. But when governments can't pay their bills, they simply print more money, and expect future generations to pay for it. Continually worsening economic problems are also common signs that our society is nearing a breaking point.

Wars

Yet another sign of "end times," both today and a thousand years ago is the constant threat of war. There has rarely been a time in human history when one group of people weren't fighting another group of people. The results of war are numerous. Torn countries, destroyed economies, unending and forced migration, all symptoms of a broken system.

Trust

It's also no secret that public faith in our institutions are lower than they've ever been. Politicians, News Media, and other once stable and trustworthy institutions are now thought to be the enemy by many people.

End Times Not Necessary

However, you don't need to believe, nor do your members, that the end is just around the corner. The world has always been a chaotic place. Wars have always happened. Economies tend to rise and fall like the tide. Mass migrations are part of human history. It's very likely that plenty of humans will still be on Earth a thousand years from now and looking back on the fall

of "Western Civilization" as just one in another long series of rises and falls. We will always go through tough times, and whether you want to believe the end *really is* just around the corner, or these ideas are simply part of human society doesn't really matter. What does matter is that you recognize and acknowledge these, and be able to speak authoritatively about them with your cult members, and be able to leverage these events in your favor. We'll talk about how to do that in the next chapter.

How to Leverage the Ills of Society

Whatever the reason will be (or is) for starting your cult, using these common ills of society will be a great motivator. Credit card debt, over dependence on political promises, discarded social contracts, over-dependence on pharmaceutical solutions, are all things that most of us know are "wrong" with society. However, most people aren't sure of the reasons, or even the implications. Only that "things are bad," but paradoxically, most of us tend to look to those who got us into this situation in the first place. It is your job as a leader to slowly guide your members to look within themselves for the solution to their problems, not politicians, not more credit card debt, and not any mind-numbing chemicals, medically prescribed or not. Your job as a cult leader is to bring your members together to slowly break away from the systems that are slowly eroding the fabric of modern society.

Starting from Scratch

Simply being able to speak about these things authoritatively will help you build an aura of relief. One thing that all mammals (including us humans) do not like is uncertainty. Even mice prefer known electric shocks, which come at certain times, to a lower amount of randomly delivered shocks. Knowing there are plenty of problems in society but not being sure of the cause or the source is troubling. If you can get an understanding of these issues and explain them to your members, just knowing the source will give them a sense of relief. And it will also give you a sense of authority and purpose.

The Magic of Pacing

Politicians have known since the dawn of time that one the secrets of getting elected is simply being able to accurately describe the problems of the voters. When regular people, who work regular jobs, and have regular problems hear those very same problems adequately described by a politician, they pay attention. They hear the politicians describing their problems accurately, and they feel noticed. One of the most horrible things that can happen to any person is to feel forgotten. So, when a politician looks at the camera, and

accurately describes the problems being faced by the common people, the common people feel seen. They feel heard. To understand what happens next, we need to understand a bit about hypnosis.

Cause-Effect Pattern

Humans seem to have a built in "cause-effect" generator in our brains. We tend to think things cause one another if they appear close together in time. Even in very young children, studies have shown that two events will assume to be linked, when they really aren't. And very powerful cause effect-pattern we tend to see, even when it's not there, is "problem-solution." When we hear somebody describing our problem with great detail and accuracy, we start to assume they have the solution. In reality, this doesn't really make any scientific sense. But we assume it does. Expert salespeople know that being able to accurately elicit the problems, or reasons they are shopping for a new product, is a very easy way to get the customer to assume that the new product (being expertly demonstrated by the salesperson) is the solution to their problems. This is very subtle and this is very powerful. The reason it is both is that the customer assumes the product is the solution to their problems. But this hasn't been explicitly stated by either customer or salesperson, it's only been covertly and expertly suggested by the salesperson, and assumed by the customer. This results in the customer buying the product, and being able to later discover precisely why the product is the solution to their problems.

Example

This is very subtle, so let's look at a very specific example to see how this works. Let's assume John and Jill. John is the salesperson, Jill is the customer. John sells motorcycles. Jill is in the market for a new motorcycle. John carefully and patiently asks Jill about all the problems she's having with her current motorcycle. John understands and explains in detail how he knows all the details of those problems. To Jill this is a welcome relief. Most of her friends don't ride motorcycles, and can't begin to understand the problems that come with it. But John knows the very specific details of all the problems, not only her specific case, but all the problems and difficulties associated with motorcycle riding in general. Even though John never

explicitly says that if Jill buys a new motorcycle from him, her problems will be solved. This is the feeling that is generated within Jill after recognizing that John understands all the problems. So, when she decides to buy a motorcycle, and takes it home, anything about the new motorcycle that is better than her old motorcycle will validate this feeling. The feeling can be presented by a simple idea, and that idea is:

Understanding My Problems Means Having a Solution To At Least Some of Them

This doesn't need to be true in all situations. If you are sitting next to a random stranger in the park, and he or she happens to be a very good listener, they may be able to listen to and get a really good idea of your problems. In this case, you won't assume he's got the solutions, because he doesn't have any authority of any kind. But salespeople who are presumed experts will be assumed to have the solutions. So will politicians. And this might make us humans look pretty silly and gullible, but anybody who appears on TV will be *assumed* to have some kind of authority of some kind. Or if they or their message is coming to us through social media, so long as they have plenty of social proof (remember Cialdini's Laws) through the sheer number of followers, we will also assume they have authority.

Authority Plus Detailed Problem Understanding

This is your goal as a cult leader. If you can demonstrate a thorough understanding of their problems, but in an authoritative way, they will start to subconsciously assume you've got the solutions. How do you present yourself as an authority? By demonstrating your understandings of economic systems, how the monetary system works, and how calmly you demonstrate this. What is your proposed solution? The answer is obvious. You understand their problems, and by knowing their explicit details, causes and implications, (potential collapse of society, etc.) explained in a rational conscious way, you will be understood as an authority, and therefore it will be presumed you have the solution, or part of a solution. What is the solution? Join your cult! Of course, you should be very subtle. If you give a speech at your local toastmasters and end with a call to join your cult, they make think you are joking. But the real solution will be to continue to listen to you talk about the

problem in an authoritative way.

Solution Is Description

Simply by talking to them about their problems, you will be providing them a certain measure of relief. This is how all cults and other organizations begin. A few people gather around an expert and listen to him or her speak about the ills of the world. The bigger your group gets, the more authority you will have. The more authority you have, the bigger actions and commitments you can persuade your members to take. It will be a slow, organic process. It will grow naturally. You may not ever need to go beyond having a weekend social club to meet to talk about the common problems of society. Or you may decide to grow your cult into the largest and most powerful the world has ever seen. Once you are able to start your cult, you'll need to have a reason for starting it. The worst thing to do is to start a cult without any idea of how it will grow or what it will become. Letting the hive mind take over your cult is a recipe for disaster. So, before your cult gets too large and too powerful, consider laying down some ground rules for its purpose. We'll go over those in the next chapter.

Understanding Cult Intentions

Once you start speaking to the same people about the same issues (world problems, personal problems) and you feel that your group, however you define it, is a place of refuge for them, and they recognize you as the leader, (or one of the leaders) it's time to start to define your purpose.

Power Corrupts - Absolute Power Corrupts Absolutely

Most "traditional" cults (and by that we mean the commonly evil cults that end in murder or suicide or trouble with government agencies) started by accident, and evolved on their own. This is very dangerous. All humans crave power, even if we don't know it. Once we start to feel power, we'll do *anything* to keep it or get more of it. This is when your organization, however small and however benign, can potentially morph from a weekend group of hobbyists talking about world problems to mushroom eating lunatics in the middle of the desert waiting for aliens to come and rescue them. In order to keep this from happening, you've got to create a very specific set of principles around which to build your organization.

What Is Your Purpose?

Individual people don't feel motivated, really motivated, until they discover their life's purpose. Mark Twain said that we have two important days in our life. The first is the day we are born. The second is when we discover (or define) the reason for the first. When we realize the reason we, as individuals, are here. Even scientists have recently discovered the easiest way to ensure a solid night's rest is to have a worthy reason for getting in the morning. Companies don't do well unless they have a carefully and specifically chosen mission statement that describes exactly why they are doing what they are doing. Consider creating a very specific reason for building your cult. If you were at a party, and you mentioned that you were a cult leader, what would the reason be? If people asked, "Cult leader, seriously? What do you do?" What kind of answer would you give? (You can substitute the word "cult" for "religious organization" or anything similar). You need to have positive

reason as well as a negative reason. The negative reason would be to escape the evils of the world. But what is the positive reason? Consider this the main reason for the existence of your cult. Be careful about vague descriptions like *spiritual growth* or *better understanding of the human condition*. Think of something specific, so you know when you are acting congruently with that chosen purpose. For example, it's easy to define waiting for aliens in the desert as being congruent with *spiritual growth*. Spiritual growth can mean anything you want! Consider choosing a purpose that is very specific. Give it the *follow up question* test. For example, if you told somebody at a party that your group's intention was to *discover the human spirit*, they would probably need to ask a few more questions to find out exactly what that meant. But if you said something along the lines of, "we make clothing out of cactus skin and use the proceeds to support ourselves. We are completely off the grid and self-sufficient," they would have a very clear idea of what you are about.

Why Should People Join?

Consider the average person with average problems. Too much credit card debt, too much reliance on medications, not very rewarding personal relationships, not very many personal accomplishments to brag about. What would they benefit from joining your cult? Remember, all humans rely on trade, even if it's trading one state for another. They won't join your organization unless they feel they'll be better off after joining. So, what's the reason to give them? Why should the average person join your organization? What do they get in exchange for the time or financial commitment? Can you describe this to them specifically? If you were to create flyers and post them around town, what would be the one or two things you could offer them in exchange for their time?

What Do You Get?

It would be easy to build a cult if you were already a millionaire. You could buy lavish gifts and pay them with food and drink to listen to you preach about the world's problems. But you might run out of money. What is your main reason for starting an organization? What do you hope to get in return? If the things you are expecting in return are non-tangible (respect, admiration, etc.) then be clear that this is going to cost you (or somebody) something.

Unless you are willing to preach to people in city parks, and they are willing to listen, there are going to be some financial considerations.

Who Is Paying?

Assuming you've got enough people to listen to you speak every week. Eventually there will be physical needs. Food, water, restroom facilities. What are the financial requirements for your organization? How will these financial requirements be met? Where will the funding come from? While you may not like to think in these terms, are you willing to welcome the financially destitute? If so, who will be paying for them?

Organizational Structure

Is your organization going to be a one-man show? Or will you eventually need assistants? If so, will you recruit them from outside, or promote from within? What qualifications do you expect your assistants to have?

Spend Time on Details

While this may not be the most exciting part of growing an organization, taking the time to plan may make the difference between having a robust self-sustaining farming community, and a chaotic hive-mind run cult that self-destructs. As soon as possible, take some time to outline the specifics of your organization. Doing so may give you plenty of ideas on recruitment and growth, as well as financing.

Long Range Planning

Imagine the best-case scenario for your organization. Imagine that you have several hundred, or even several thousand members. You are doing something that everybody enjoys and feels good about. You are careful not to violate any government regulations, and you are even respected among the mainstream community. Everybody looks up to you as a genuine leader who cares about his or her flock. Because of you, they have found a genuine respite in a world filled with anger, chaos, and deception. You have provided them a life they could not have otherwise obtained. The time you spend

building the foundation will make this goal a reality.

Advanced Organizational Systems

Most human systems evolve organically. Few are set up and built according to the original specifications of their designers. Most systems start around a simple idea, and as they get bigger and bigger, these driving ideas are often overtaken by other, more powerful ideas. Societies that start out as Republics turn into Empires and then dictatorships. Entrepreneurial enterprises that start out as ideas in the garage of a couple of science geeks turn into billion-dollar global companies. Even sports leagues, which are closely regulated and whose games are played according to strict rules, grow and change over time. The very rules themselves can change over time as well, to make the game more fair or interesting. However narrowly you define your organization at the start, understand that the larger it grows, the more it will change. Many company founders were forced out by hostile shareholders in many tech companies. Leaders are overthrown, companies are merged with others. All human groups can and should be considered as organic systems on their own. The direction can be managed, but cannot be fully controlled any more than a parent can fully control a child or a teacher can fully control a classroom.

Overlapping Systems

Systems that maintain stability over a long period of time tend to have a unique equilibrium structure. The larger a system grows, the more requirements it will take. Recall our discussion on trade. Consider a simple animal. It expends a certain amount of energy, and it consumes a certain amount of energy. The amount of energy it consumes must be equal to or greater than the energy it expends, on average, or else the animal will die. The animal is made up of several different systems, each of which are responsible for doing its job of keeping the animal alive. If any one of the systems breaks down, the entire animal will soon die. The same can be said for groups, companies and even countries. The entire system, seen as an organism, can only consume as much as it produces. It can only survive if all the individual parts that make up the whole are functioning properly. We'll look at some systems, and see how the individual parts of the system keep the system in equilibrium. This will seem strange, as we'll look at some familiar

systems, but we'll be looking at them from various uncommon viewpoints.

The Purpose of a Chicken

What purpose does a chicken serve? If you like chicken sandwiches, then chickens are animals that are specifically grown to serve humans in the form of food. Or if you like omelets. What is the purpose of a chicken from the chicken's point of view? A silly question? From the eggs point of view, the purpose of a chicken is a vehicle to make another egg. This is the model that was used when scientists started to see humans not as ends in and of ourselves, but vehicles that helps our DNA replicate. Once upon a time, there were only small organisms on Earth. These organisms had DNA, which drove them to reproduce. They competed with one another for resources. These "replicators" built build bigger and more creative vehicles, which helped to get resources from the environment. The bigger and more complex these vehicles became, the more energy they needed. From one perspective, all of humanity is an extension of this replication contest started millions of years ago. But because the reason for existing can make sense from many different viewpoints, the system (any life form) continues.

The Purpose of Education

Few would argue that public education isn't in a terrible state. Yet it continues, without much change. Whenever we have a complex system that *seems* broken but continues to persist, we can ask, *qui bono?* Latin for “who benefits?” Let's assume that no system can survive unless it is serving some benefit to some groups, otherwise it would cease to exist. Who benefits from our current educational system?

Businesses

Businesses can hire students who graduate in the top five or ten percent. For them, the public school and university system serves as a sorting system from which they can scoop up the best talent. Since most large corporations pay very little taxes, this is like having a completely free farm system to partially train and sort their future workers.

Textbook Companies

Schools represent what economists call a “captured market.” They must buy certain supplies from certain companies. And once the companies have the contracts set up, they have a guaranteed future stream of customers. This applies not only to textbook companies, but computer companies, school lunch companies, and all other companies who no longer need to compete for business. They have a steady stream of customers who don’t have a choice but to buy their product.

Teachers

Most teachers will admit that teachers are underpaid and overworked. Yet they continue to teach. But here's the brutal question: If they really disliked teaching, why don't they work elsewhere, where their skills are paid what they are worth? The harsh truth is that most teachers, if they quit teaching and had to find work elsewhere, wouldn't get nearly as much money. The truth is that despite how hard of a job it is, it's always in abundance. There is never a shortage of teaching jobs. Few people ever decided they wanted to be a teacher, but found that they could find any work. If you have a college degree, the option of being a teacher is always available. This is simply not true in many other areas.

Parents

This is another harsh truth, but what would parents do with their children if they had to manage their education on their own? It's not impossible, as many parents homeschool their children. If the entire educational system collapsed, many parents would be in a very bad situation.

Politicians

With education, and all its seemingly unsolvable problems, politicians always have an easy rallying cry. They always have an easy issue to support, as few politicians would say they are against education in any way.

Teachers Unions

Teachers unions control a large amount of money. Teachers don't have any choice other than to contribute part of their salary to their pension fund. This presents the pension fund managers (one of the unions' primary functions) an enormous amount of political power.

Small Incentive to Change

For all these reasons, the educational system in Western Society will not likely change very much. There are just too many people and groups who benefit from the current situation. Sadly, the group the is punished the most is the group the system is ostensibly set up to serve: The students.

Mormon Missions

Young Mormon men often are called to go on a two-year mission after graduating from college, and before beginning their careers. The stated purpose is to collect more people into the Mormon church. But is this the *only* reason? Consider all the implications of the idea of a two-year mission.

Commitment and Consistency

Remember the law of commitment and consistency? This says we tend to do what we've done, especially if we commit to it publicly. Think of what it does to a young man's mind, when he goes on a two-year mission, and everybody who knows him knows he is going on a two-year mission. This virtually guarantees he will be a church-going Mormon for the rest of his life. The Mormon church, of course, supports this mission financially. But think of what they get in return. Mormons' practice tithing, or giving ten percent of their income to the church. In sponsoring a young man on a two-year mission, the church is significantly increasing their chances of collecting ten percent of his salary for the rest of his working career. If you compare the money the church spends on his mission, to what they collect (ten percent of his salary for his entire career), they likely turn a very large profit from each missionary they send out.

Strengthened Family Relationships

It's common for a young Mormon man to have a sweetheart back home. For her, it is a romantic idea. Her boyfriend is on a two-year mission to save souls. When he returns, they get married and start a family of their own. Not only is the church ensuring his commitment to the church, but the mission also increases the likelihood of bringing more people (e.g. their future children) into the Mormon church.

Strengthened Local Society

Any group of houses surrounding Mormon neighborhoods would likely be have higher real estate values, as they are populated by church going traditional families. This means the property taxes collected by the local government are also higher to their proximity to the church community.

How to Leverage

When building your own organization, consider these ideas. When considering any practice or activities, think about them from as many angles as possible. Think of all the people that will benefit from the activities or practice. Think of all the ways any activity or practice can serve to strengthen your organization. The more people any organization will serve, the stronger it will be and the longer it will last.

Cult Leader Practice Skills

From wherever you are in life now, you probably aren't quite ready to find a street corner to start pitching your message and collecting souls for your very first cult. That's fine. But there are some particular skills you can start practicing today that will move you in that direction. Certainly, begin thinking of the intellectual description of your cult. It's purpose, the ideal situation a few years from now, the ideal candidate who'll join, and any financial considerations. But in the meantime, practicing certain interpersonal skills will help. You can do these any time, hopefully starting today. We've already discussed a few of these, and we'll be repeating some here.

Daily Journaling

You should begin journaling immediately, if you haven't already done so. Keep a cult journal, and write down any ideas, observations, or thoughts you have regarding your future cult. Once you start to develop more ideas, you may need to keep several journals. For example, you might have a journal filled only with the ideal personality type of cult members. You might need to keep a journal filled only with organizational ideas. Once you start involving money at any level, you should keep a separate accounting journal of all your expenses and income. For now, simply write down any ideas or experiences you have regarding your journey to cult leader status.

Speaking

Being a comfortable, confident and persuasive public speaker is a must if you truly want to build a successful cult. See this as a skill that you will need to take concrete steps to create, just as you would a physical exercise program. Don't see it as something that you do when it's convenient, or when it's comfortable. Do something concrete, every single day. Join toastmasters, or take a course in public speaking at your local community college. Always be on the lookout for any opportunity to speak. The more experience you get speaking, the better. Ideally, you should jump at any opportunity to stand up in front of others and start talking.

Social Activity

As often as you can, get used to interacting socially with people you wouldn't normally associate with. Join as many clubs as you can. Make yourself comfortable talking to all people across all ages, genders and orientations. Join any social club or organization you can find.

Be A Hunter of Human Need

Begin to see people not through the common mindset of "what can they do for me," but through the mindset of, "what do they need." Become comfortable asking people about their wants, needs, and unmet desires. Become comfortable talking to them about their future dreams and goals. See people as creatures filled with an unlimited and infinite collection of unmet wants and needs. Become an active listener, and become an expert in asking follow-up questions that open them up and make them interested in speaking to you.

Learn the Art of Persuasion

Being persuasive will take you great lengths. The structure of persuasion is very simple. There are four basic steps, and if you start to hold these in mind these during any conversation, they will soon become automatic.

Rapport

The first step of any persuasion is to develop rapport. This simply means creating a feeling of comfort, safety and openness between you and your conversation partner, or the group you are speaking with. The easiest way to create rapport is to do it subconsciously. Match their body language and rate of speech. Imagine as much as you can that both of you share the same model of the world.

Elicit Criteria

The next step is to find out what they want. If you are practicing this mindset

in general, you can do this anywhere. Simply get them talking about any of their unmet wants and needs. Once you are comfortable with them, and they feel comfortable with you, this will be easy and natural. All of us enjoy talking about things we want and need. When talking about their wants and needs, avoid the common tendency to paraphrase, or use your words to re-describe whatever they want. This is not effective. They are using their words to describe a specific picture they hold in mind. So, when you change the words they are using to describe their pictures, you are essentially changing their pictures. Be careful not to do this. Repeat back their exact words and phrases, as it will validate the pictures they are holding mind.

Expand Criteria

As they describe their wants and needs, help them expand it and get a bigger, brighter more compelling image of that desire. Be sure to use their words. Ask Meta Model questions (what, which, how, when, etc.) to get more specific about the thing they want, and only the thing they want. Don't ask why they want it, or how they want to get it. Only ask about the actual thing they want. The more you talk specifically about the thing they want, the more they will start to imagine that it is somehow connected to you. This should happen naturally and subconsciously, don't try to force this with any linguistic trickery.

Carefully Leverage - If Possible

Once you both have a very clear idea of what they want, you can, (but you certainly don't have to) leverage this. You can leverage this directly, by helping them to specifically explain how they can get what they want. For example, if they just finished describing the ideal chicken sandwich, and you know of a new restaurant that has the exact sandwich, tell them. Otherwise, you can leverage obliquely by the implied cause-effect they will have built up in their mind. For example, if they are talking about their ideal spaghetti, they might enjoy going for pasta, even though it's not an exact match. The idea is *not* to tell them that what you are suggesting is going to fulfill their criteria. The idea is to listen and expand to their criteria, and then simply make a suggestion. In no way should you say or even allude that what you are suggesting will fulfill their requirements. Allow them to imagine that link

how however they do. This does take practice, so the more you think in these four steps during any conversation, the better you'll get.

Leveraging Problems

You can handle problems the same way. Simply get them talking about whatever is wrong. Listen sympathetically and compassionately. Ask the same questions that get them thinking in a specific picture, according to their words. Then make a suggestion regarding a course of action. Do not imply that your suggestion is meant to solve their problem, but understand and allow that subconsciously they will feel and hope it will at least give them a measure of relief.

Get Creative with Elicited Ideas and Suggested Actions

The human mind is very flexible. Any TV advertisement shows this. Become mentally flexible with any suggested course of action, on your part, that comes after eliciting either a clear desire, or a clear set of problems on their part. The secret to this is if you are congruent, they will go right along with. You must believe that what you are suggesting is a good idea. You will never need to say or even imply that your suggestion is a solution to their problems or a satisfaction to their needs. Remember, our human brains are hard wired to connect A to B, and imagine they are connected. Their description of their wants and needs is the A, and your recommended action is the B. Allow the connection to be made in their mind.

Modeling

This can be your secret weapon in building your cult leading skills. Modeling is a way to learn from people without them needing to know. It's the most effective way humans learn, as it doesn't require the "model" to do anything differently than what they are doing. It's easy to overcomplicate this process, as happens whenever this natural human process is treated academically. Modeling is basically copying somebody who is doing what it is you want to do. It's how you learned to walk and talk, it's how all humans learned to walk and talk. But when we model as adults, we must become a bit creative. Before we learn how, we'll need to have somebody to model. Somebody who already does what you want to be able to do. For this example, we'll choose the skill of being a charismatic and energetic speaker. The first thing we'll need is a model, somebody to copy.

Ideal Situation

What would be the ideal situation? Somebody you could see up close and in person, and follow around all day. This is precisely how you learned to walk and talk. However most of us don't have charismatic and energetic speakers we can watch. In fact, based on our education system, most of us have spent *years* unconsciously modeling unenergetic and less than persuasive speakers. So, we'll have to be creative when it comes to finding a model. Ideally, you would want somebody that you can see both in person, and on video. Or if you have access to a "mega-church" with a famous preacher, make a point to see them at least once, and sit as close as you can. Being physically close is important, so you can soak up all their mannerisms, behavior and energy. But we'll have to work with whatever we've got. Let's say all you have is YouTube. Find a speaker on YouTube that you admire, and whose skills you would like to have.

Relax and Watch

Try not to pay attention to the words. Maximize the screen and sit as close as is comfortable. You want the image to take up as much of your peripheral

vision as possible. When you watch them speak, have the sound turned up, but try to let the words slip in. Imagine that you are opening your mind body system, and literally soaking up all their energy. Clear your mind of anything and everything except the desire to be like them. This is precisely what we felt as children, when we followed our parents around who were walking and talking. The only thought on our minds was that we wanted to be like them.

Close Your Eyes and Imagine

Once you've spent some time soaking up their energy, switch off the video, close your eyes and imagine seeing what you've just observed. Do this a few times. Watch for a few minutes, and then close your eyes and imagine for a few minutes. Do this until it becomes comfortable and familiar. Once it is, when you close your eyes, imagine that you are watching yourself speaking just like they are. Open your eyes and watch the real speaker, then close your eyes and imagine watching yourself as the real speaker. To this several times.

Close Your Eyes and Mimic

Once you've done the above steps several times, actually stand up and imagine that you are speaking. Imagine that you can see the crowd, and hear their responses. Stand up, keep your eyes closed, but turn on the sounds. Imagine this image from the first person, where before you were watching yourself from an imaginary second person. Get to the point where you are actually moving your mouth and hands while listening to the sounds.

Practice in Real Time

Whenever possible, give an actual speech. Replace their words with your words, but keep their energy and mannerisms. If you do enough mental practice, this will seem natural. The more mental rehearsal you do, the easier it will be to speak in real time like your model.

Always Search for Models

Whenever you are out in public, keep an eye out for people you'd like to model. It will take time, but if you spend sufficient time rehearsing mentally

with various YouTube models, you'll soon get better and better. Most people are not very skilled in creating vivid visualizations in mind. But in time, you'll be able to create very vivid images very quickly, even with your eyes open. Ideally, you want to get to the point where you can see somebody behaving in public, and quickly imagine that it's you acting as them. When you do this for the first time, it will be clumsy and unfamiliar. You'll need to go through several separate steps. Watching them, closing your eyes and imagining them, then closing your eyes and imagining that it's you, and then actually doing it. But with enough practice, you'll be able to do all three steps in real time. As you watch somebody, you'll simultaneously be able to imagine that it's you, over there, doing whatever they are doing, while at the same time feeling as if you are actually doing it.

Mimic Behavior As Soon As Possible

Whenever you model somebody, always try on the behavior as soon as possible. For example, if you are in a bar or a club and you see somebody talking to a group with plenty of enthusiasm, spend a few minutes modeling them in real time, and then go try for yourself.

Become A Behavior Collector

The more behaviors you collect from others, the more resourceful you'll feel in any situation. Some behaviors will never feel natural, while others you'll take to like a duck to water. Just keep collecting the behaviors that feel natural and useful, and discard the others. Congruence is critical, so avoid any behaviors that "feel weird." If you feel weird doing them, then others will feel weird watching you do them. Imagine that collecting behaviors is like trying on clothing in a department store. The ones that feel comfortable and natural, keep. The ones that don't quite fit, put back.

Expand Behaviors

To begin with, you'll want to model communication techniques. But it's also to model thinking techniques, belief techniques, and even sleeping and dreaming techniques. The process is the same. Once you've collected a few behaviors, you'll be able to recreate behaviors mentally a lot more readily and

need to rely less on observed behaviors. With practice, you'll even need to model behaviors by reading about people. Understand that you'll be coming up with your own version of their behavior, as you mentally imagine it, but once bridge the gap between needing to see behavior to model, and model behavior that you create purely from your imagination, you can create and model any behavior you like from even the smallest piece of source material.

Final Words and Recommendations

Congratulations on making it through to the end! Many people buy books and courses like these, but never get past the first few pages. In that regard, you are way ahead of everybody. But consider that you are only just beginning. Reread this book as often as you can. Each time you go through, you'll soak up more information. Take time to actively look for these ideas out in the world.

Choose a Game Plan

What now? Answer this question. Wherever you are in life, with respect to these skills, what would be one thing you could create, in a realistic future? Answer this simple question:

Right now, in my life, the best application of these ideas would be to...

Take whatever you finished the above sentence stem with, and make that your primary goal. Spend a few minutes each day doing something to get closer. Observe others, write something in your journal, or do any of the exercises herein.

A Lifetime of Skills

You hopefully realize by now that the skills in this book can be skills you practice for the rest of your life. You can never be charismatic enough. You can never be a good enough speaker. You can never be a better friend to those in need. Always strive to improve yourself, so you can help others improve themselves. It's been said that most of us live lives of quiet desperation. Now you have the tools to break free of the self-imposed cage of mediocrity and set an example for others. By practicing and improving these skills, and living life the best that you possibly can, you will be a natural leader to others. Let your presence be a shining example to others of what is possible.

Further Study

To get the most out of your training consider the entire course, which includes over twenty hours of powerful subliminal programming to install within you the natural beliefs and mindsets of an effective cult leader.

[Cult Leader – Full Program](#)

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