



THE
MANIPULATION
GAME

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By James Q. Frost

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Part One: Important Concepts

Introduction

This is a module about the manipulation of people.

That is the type of sentence that will have one of two effects on you. Either (A) You will find the notion of manipulating others so repulsive that you will discontinue reading or (B) You will want to know more about the subject and should wish to uncover the secrets contained in this module and its companion modules.

Manipulation, at least as it is defined in *The Manipulation Game* and its related modules, is the art of "persuading" a target to perform an action or engage in an activity while utilizing tools or knowledge that your target does not know you possess. Some manipulation is overt, in that you will, ultimately, ask your target to do the exact thing you want them to do. Other times, manipulation can be such that the target isn't even aware that you were the one who suggested the course of action. At all times, however, there will be information or knowledge that you, as the *Master Manipulator*, will be carefully concealing from your target.

This whole module is dedicated to helping you have the advantage in every interaction you may undertake with another human being.

That's right. I want you to have an advantage in your conversations with your children, your spouse, your boss, your friends, the beautiful woman sitting on the opposite side of the bar, your siblings, your nosy neighbor, and even your parents.

The Good news? Most people never think about manipulation at all. Instead, they believe that their failures and successes with other people are either attributable to luck or some inherent quality in their own personality. This is good because it means very few people will be able to defend themselves against your manipulative tactics. Advantage You.

The Bad News? The tricks for truly effective manipulation can be hard to come by due to manipulation's reputation to the general public. Nobody talks about manipulation, and, therefore, nobody much knows how to effectively manipulate other people. Those few who understand manipulation naturally are pre-disposed to keep that secret to themselves. Those who, like me, had to learn it over time, also, generally, refuse to share that information because they do not want the reputation that comes with being a known *Master Manipulator*, if such a thing were to exist. [You will soon learn that such a reputation does not exist because a *Master Manipulator* always hides his or her intentions.] This means that finding helpful information about how to effectively manipulate other people can be, almost, impossible.

This module and its companion modules sets out to remedy that problem. In this *Primary Module*, you will learn the essential components to effective manipulation. To do so, we will start, first with the underlying concepts that affect all forms of manipulation. Those concepts include the Fundamental Law of Manipulation, which you will learn in the first chapter in Part I of this module. They also include three preconditions for effective manipulation, which you will learn in Chapter Two of Part I of this module. They further include four permissions that any *Manipulator* must give themselves in order to become a true *Master Manipulator*. Those permissions are discussed in Chapter Three of Part I of this module.

The remainder of this module, Part II, will discuss the methods and means of manipulation, which includes understanding your End Game, understanding your target's various and numerous Orientations (which will be discussed thoroughly in Part II of this module), and understanding the Type of Relationship in which manipulation is occurring. Most of the chapters in Part II of this module will be dedicated to outlining and understanding your target's various orientations, as that is the most essential skill in effective manipulation. Finally, the last chapter of this module will consider the Type of Relationship and how that affects your manipulative tactics generally.

By the time you have thoroughly read and studied this module, you will know how to effectively manipulate anyone in your life- should you choose to do so. You will have learned multiple Orientations that you can learn, understand, and utilize when trying to understand your target(s). Finally, in the conclusion of this module, you will be introduced to the Companion Modules to this *Primary Module*- each of which take a deeper look into one aspect of manipulation- and all of which are sold separately from this Primary Module. You may be able to become a sufficient *Manipulator* utilizing only this core module. If you want to be a true *Master Manipulator*, however, it is heavily recommended that you consider the other modules available to you.

But before we get there, we need to understand the most Fundamental Law of Manipulation. That Fundamental Law is outlined and analyzed in the next chapter of this module.

Chapter One: The Fundamental Law

If you wish to become a Master at the skill of manipulation, you must remember the following fundamental law:

No One Thinks Like You

Most of the people in your life will be incapable of understanding the thoughts, feelings, and Orientations of those around them, and will instead assume everyone thinks just like them. You, having armed yourself with this Fundamental Law and the other skills taught in this module, will know better. Advantage **YOU**.

It is important to see why the above sentence is the core of what I am about to teach you. You can go no further until you have seen the truth of it, and accept it without question. It is important that you understand this concept and trust it implicitly. For that reason, I shall provide three illuminating examples of this phenomenon that are occurring right now in society:

(1) Dating websites are perhaps the easiest place to see what happens in a society where no one spends time learning how other people think. We do not even take the time to analyze how the opposite gender might approach the world. In general, men care to see a woman's

face and body type at the beginning and care very little about anything else. Woman, by contrast, care more to see that a man can be adventurous and authentic. So, what happens? Women have pictures of their adventures- often complete with sunglasses and poor lighting, and men have pictures showing their body types and their face. Both sexes suffer. **No one thinks like you.**

(2) Bosses, more often than not, forget that motivations are totally different from their employees. For instance, in one firm, the bosses instituted a policy whereby the bosses would give a rundown at what was happening at the firm on Friday mornings. The problem? Only the bosses got paid based on the financial health of the firm. Every one else was paid on salary. So, of course the bosses were excited about the idea. The employees, as you would expect, simply pretended not to be annoyed by having an additional obligation added to their Friday responsibilities. Stupid. **No one thinks likes you.**

(3) Sadly, children too, often, suffer from the fact that adults forget that children do not think like them. For instance, it is common for adults to totally miss that their children have an anxiety disorder, because they analyze the things that generally give adults fear like too many people, too much responsibility, or certain phobias common in adulthood. In doing so, parents often miss the common fears children actually do have: like being sucked down the drain, being sucked up by the vacuum cleaner, or being "haunted" by shadows. Often,

unless the associated behavior is extreme and extensive, well-meaning parents simply miss that this is an anxiety disorder- because they are not looking for the fears associated with childhood. These parents would have done well to learn the fundamental rule of manipulation. **No one things like you.**

There is no limit to the amount of examples I could add establishing that, more often than not, people incorrectly assume other people think like them. In fact, you could fill full libraries of examples from every single individual's personal life. Then, you could add even more volumes from the annals of history.

The good news? If you can remember the Fundamental Law, then you will have an advantage in every single one of your personal and professional relationships. Everything else that follows in these pages relies on this Fundamental Law, so if you are to become a *Master Manipulator*, then you must remember at all times: **No One Thinks Like You.**

Chapter Two: Three Preconditions

Understanding the Fundamental Law is only the first step to effective manipulation. The remainder of this module shall teach you how to use that Fundamental Law to transform your life and your relationships.

First, however, we must go over some preconditions.

If you were to break any one of these preconditions, you would be precluded from being a *Master Manipulator* in the relationship in which that precondition was broken. In fact, more likely than not, you would lose almost all power in the relationship and be precluded from any true form of manipulation whatsoever. It is, therefore, absolutely imperative that you do not violate any of these three preconditions.

*Precondition # 1: **Secrecy***

Many, many people are unwilling or uninterested in exploring the concept of manipulation. This is unsurprising given its connotation. It's Machiavellian! It's evil! It's only what bad guys do! It's the purview of the Slytherins and only the Slytherins! Bad, Bad. Naughty, Naughty, Naughty!

You, Dear Reader, are too smart for that, though. You have already come to realize that in this world, there are two choices- you can be a loser tossed around by the whims of cruel chance, or you can learn to manipulate the people around you.

Many others will not feel the same. Almost everyone detests being manipulated if they can sense they are, in fact, being manipulated. People, generally, however, have no objection to being manipulated, and indeed they *like* being manipulated, if they cannot sense the manipulation. This means that if you wish to be a successful *Master Manipulator*, you have no choice but to hide your manipulations. If you fail to hide your manipulations, and someone discovers you are manipulating them, that relationship will change forever in ways that will become much more difficult to control.

In Manipulating the sheep, the *Master Manipulator* knows never to reveal his intentions. It is essential to keep the sheep in the dark, for while they may actually wish with all their hearts to be manipulated, they do not wish to face the truth of that desire. Therefore, with the sheep, secrecy is absolutely essential.

There is one and only one exception to this precondition. As you become a *Master Manipulator*, you may discover another *Master Manipulator* in the wild. In so doing, you may discover that the two of you know that the other is playing The Manipulation Game- and you may

find that you automatically set to trying to out manipulate each other. Usually, if this happens, it is two equally matched people who are likely to be a couple in some form or another (romantic couple, business partners, etc.). Thus, the precondition is broken in the sense that both parties know that the game of manipulation is afoot.

Even here, however, "secrecy" is necessary, as both parties will know that the manipulation game is being played, and you will break the tension with your partner in a way that will work for neither of you if you vocalize your Manipulative tactics. Better that you should simply smile at the other *Master Manipulator*- and see who, in the long run, plays the game better.

Whether, in truth, you would prefer to Out-Manipulate your partner in this game, or be Out-Manipulated will be dependent entirely upon your Orientations, which shall be discussed thoroughly in the later chapters of this module.

As you can see, Secrecy is always essential to effective manipulation.

*Precondition #2: **Fortification***

You may already be considering how to protect yourself from the manipulations of others. Of course, it is impossible to protect

yourself from every manipulation. Nevertheless, it is wise for a *Master Manipulator* to protect from outside manipulations as much as feasible. The stronger your internal fortification against manipulation, the better you're external manipulations will be, and the less vulnerable you will be to the manipulative tactics of others.

The best means to protect yourself from manipulation is to know yourself, and to be true to that self. Know all of your Orientations, which shall be discussed in the next section of this book. Know what you fear most, what you value most, and be honest with yourself about all of those things.

When you are strong and fortified in your knowledge of yourself, only a few manipulations will slip past your defenses. The manipulations that do get past your walls will almost never be of the type that can deeply impact your sense of self.

If you are not confident in your ability to fortify yourself against the manipulations of the world, consider checking out *The Master Manipulation Fortification Module*.

*Pre-Condition # 3: **Honesty***

A *Master Manipulator* **never lies**. The Master Manipulator has no need to lie. In manipulation, the best moves, and, indeed, the only

ones worth making are based on truths. The truths you know about yourself, and the truths you learn about your target.

Only the novice manipulator uses lies. This is because lies are easily uncovered, and, if discovered, will immediately violate pre-condition #1. Further, they will erode your relationships when they are discovered. Even if your lies are not discovered, they will erode your sense of self. You may find a target you can easily hoodwink, but it is much harder to lie to yourself.

You may be thinking that there is a conflict between pre-condition #1 and Pre-condition #3. I assure you that any such conflict is an illusion that will have dissipated from your worries by the time you finish this module. **A Master Manipulator never tells the target that the target is being manipulated, but neither does the Master Manipulator find a need to directly lie to the target.** The only "lie", and I don't think it is properly called a lie, recommended by *The Manipulation Game*, is that you simply don't tell anyone that you are actively manipulating them.

It may seem like I am splitting hairs and asking you to commit a lie by omission. I am not. If you do your job well, no one will ever ask you whether you are manipulating them, but if they do, I recommend you simply say "Yes," with a sly smile, and leave the conversation at that point. In general, people so badly want to be manipulated, that

the chances of anyone calling you out are extremely close to zero percent.

Further, manipulation has a connotation that includes deceit and lies- so if you use no deceit and no lies- most people won't even associate your actions with manipulation. Therefore, in avoiding lies you will naturally become more secretive. In short, if you become a true *Master Manipulator*, you will not need lies, and you will not need to defend your actions.

Chapter Three: Permissions

In the previous Chapter, I explained the Three Preconditions that you must follow in order to be an effective Manipulator. A violation of any of the three preconditions will seriously limit, if not totally destroy, any attempted manipulation. In this Chapter, I will go over three permissions you must give yourself in order to *maximize* the effectiveness of your manipulation. Manipulation can still be effective if you fail to give yourself any of these three permissions, but your manipulative tactics can never be as effective as a *Master Manipulator* who decides to internalize these three permissions.

A. Everyone's Narcissism

A *Master Manipulator* knows that everyone is, to varying degrees, a narcissist and accepts this fact as an absolute truth. People care, almost exclusively, about themselves and the few people closest to them.

For this reason, a *Master Manipulator* knows that all manipulation **must** be targeted to each specific person. This realization can make the world feel dark to the uninitiated. But to the the *Master Manipulator*, this fact simply reveals myriad opportunities.

In order to be a true *Master Manipulator*, it is necessary and essential to see everyone in the world as a narcissist. Once you do this, it will allow you to address your target in unique and specific ways: a key component of effective manipulation discussed in the second half of this module.

B. The Manipulator's Narcissism

A *Master Manipulator* also accepts his or her own inherent narcissism. This must be so because a true *Master Manipulator* seeks out his or her own happiness with forceful purpose. To be a true *Master Manipulator*, a Machiavellian nature is often required.

At first, you may fear that you will hurt your targets. Have no such fear. Your targets will come to find your narcissism serves their needs too. They will be attracted to it. They will use it as a security blanket. Most importantly, they will use your narcissism as a (to their mind) subtle way to hide their own narcissism- for which they are still ashamed. A *Master Manipulator* wastes no time with such shame.

You will know they do all this, and you will willingly let them do it, because you will know that it serves your purposes. Plus, they will like and respect it exactly because they are narcissists too.

From time to time, another manipulator, or even a target, may attempt to call you out. They may tell you that you are, in fact, a narcissist.

A *Master Manipulator* would simply look them straight in the eyes and respond with two words: "I know."

C. The Manipulator's Solitude

A *Master Manipulator* must give himself permission to face the world alone. A true *Master Manipulator* accepts that he or she is, more likely than not, going to be alone for much of his or her journey, especially in the beginning. A *Master Manipulator* will *not* be a sheep, nor will the *Master Manipulator* ever allow himself to be swayed by the opinion of the crowd.

The *Master Manipulator* thinks of himself as a lone wolf, or perhaps as a lone dog protecting the sheep from the wolves in the world. Either is fine. What's important is that the *Master Manipulator* avoids being among the sheep at all costs.

This means that the *Master Manipulator* carves a path for himself or herself. At the beginning of that path, always, is a period of deep loneliness- for there is risk and danger- and the sheep shall not dare

to follow. Later, the path has much less loneliness, for the Master Manipulator has blazed the trail for the sheep to follow.

Loneliness is always present at the beginning of the *Master Manipulator's* journey. The extent of that loneliness will often depend heavily on the *Master Manipulator's* various Orientations. However, there is no *Master Manipulator* that can achieve his or her purpose without first facing the solitude. That is always the price. But the *Master Manipulator* quickly learns that the price is worth the benefits provided by effective manipulation. Because he or she is willing to pay the price, *Master Manipulators* must give themselves permission to be alone in their thoughts and actions.

Now that we have considered the definition of manipulation, the Fundamental Law of Manipulation, the preconditions required for manipulation, and the permissions recommended manipulation, it is time we turn out attention to the means by which the *Master Manipulator* orchestrates his manipulations. We shall turn to that issue in the second part of this module.

Part Two: The Methods and Means of Manipulation

Chapter One: The Components of Effective Manipulation

There are three Essential Ingredients of effective manipulation. First, a *Master Manipulator* must know their End Game before the manipulation begins. Second, a *Master Manipulator* must know as much as possible about the target. Third, a *Master Manipulator* must know the necessary path to push the target from the start point to the desired end point.

The first of these Essential Ingredients, knowing the End Game, shall be considered more thoroughly in the next chapter. It is not a difficult Essential Ingredient for the true *Master Manipulator* to master, but decisiveness is required at this stage of manipulation.

The hardest of these Essential Ingredients to master is the second, knowing one's target, because, as we have previously learned, No One Thinks Like You. The sheep (think the "nice guys" and the "nice gals" of the world) will simply hope that their desired outcome will come to pass- and they will blame it on bad luck if, in the end, their desired result does not come to pass. The average manipulator, unfortunately, will assume that the target thinks and acts as he or she would in any given situation. The end result: failed marriages, miserable children, toxic work environments, stunted or destroyed

friendships, and even ruined lives. Obviously, it is best to master this Essential Element as quickly as possible. Unfortunately, due to the incredible complexity of the human person, this is the most difficult of the essential Ingredients to master. For this reason, the majority of the remainder of this module will be focused on this particular Essential Ingredient. Most of the remaining chapter of this module will be dedicated to analyzing your target's various Orientations.

The final Essential Ingredient is knowing the specific pathway to get to one's desired end game for each specific relationship. Generally speaking, the pathway that one must take is usually dependent on the Type of Relationship [spouse, boss, child, etc.], rather than on the Orientation of the particular target. However, the means to utilize the pathway cannot be found without first knowing your target. The last few chapter of this module will consider the various pathways, and how they are best utilized in different kinds of relationships. For now, all you need understand is that the pathways will, ultimately, be significantly different depending on the nature of your relationship with your target.

The Essential Ingredients of manipulation are static and rigid. If you wish to become a *Master Manipulator*, you **must** master utilizing these three Essential Ingredients.

Not only must you master utilizing the three Essential Ingredients, you must never deviate from using them in the correct order. Rigidity is required.

Finally, it is important to remember that the second and third Essential Ingredients will always be static based on the Orientations of the target and the target's relationship to the manipulator. Only the first Essential Ingredient, the End Game, can be changed by the *Master Manipulator*, by his or her own choice. [For instance, you may decide that your End Game with your boss is to betray him, and take his spot, instead of showing him that you are his best choice as his second in command.] However, it is extremely important to note that should you choose to change your End Game, it may definitionally mean that you would have to restart the machinations of your manipulation. Failure to do so will almost certainly lead to failure.

The next chapter will consider the first Essential Ingredient: knowing your End Game with your target.

Chapter Two: The End Game

Obviously, effective manipulation requires knowing the path you wish to take with your target. It is best at this first pivotal step not to overthink about the Type of Relationship. This may be confusing because in the third step we will care about all of the many varying types of relationships. It is, therefore, imperative to remember that you keep things as simple as possible at Step One. In fact, at this step, for every target, your only real concern is "Positioning".

In the first step of Manipulation, for every target, you must make the choice between being the target's Master or the target's Head Slave. *The Manipulation Game Modules* refer to this concept as "Positioning" or obtaining a "Position".

Only the Head Slave and the Master Positions are of value to a *Master Manipulator*. If you are not either the Master or the Head Slave, you simply do not have the correct amount of power over your target- and you cannot effectuate your manipulative tools to their proper End Game.

As you will read in the next chapter, the Basic Fear of your target's Personality Orientation will tell you which of these Positions will be more effective, generally, for manipulating your target. If there is a conflict between the Position that your End Game

requires, and the Position suggested by your target's Basic Fear, you must err on the side of utilizing the Position that serves your End Game. This is the primary reason that you must know your End Game prior to analyzing your target's various Orientations.

The reason most smart people fail at manipulation is that, more often than not, they try to walk a path where they are sometimes the Head Slave and sometimes the Master. This, unfortunately, is doomed to fail. This is why marriages based on both parties providing 50/50 effort always fail.¹ It's why you don't dare go to your boss and tell him that he's an asshole, even if your boss is, in fact, an asshole. If you are a slave, you must remain a slave. [You can and should move from being a general slave to being a Head Slave, however as the *Master Manipulator* will see no value in being just a regular slave to their target.] If you are a Master, you must remain a Master.

Before we move on, not every boss is the Master of every employee- nor is every wife the Master in her relationship, nor is every parent the Master of their children. Sometimes, the boss is the slave to the employee, the wife is the slave to the husband, and the parent is the slave to the child. It is perfectly plausible for you to enact so much power in your business field that your boss relies on

¹ If you are thinking to yourself, but my good friends Wilma and Fred have a wonderful 50/50 relationship, I would encourage you to look closer. If you do, you will realize either that their relationship isn't all that wonderful, or that, ultimately, either Wilma or Fred is the Master, and the other is the Master's head slave. A true *Master Manipulator* knows and accepts that it cannot be otherwise.

you, rather than the other way around. In short, you do not need to become the boss in order to become the Master in a Manipulation Game against your boss. *Master Manipulators* know it is enough just to have the power- only the sheep worry about titles. In order to become the "Master", the *Master Manipulator* would simply solidify a Position in which even though he or she is an employee, the *Master Manipulator* maintains the true power. [Think the rainmaker lawyer the firm relies upon, or the star athlete the team relies upon, or the Broadway diva who knows that, in fact, she **is** the whole show]. They do not occupy the position of the boss, but they are, in fact, the Master in the relevant relationships.

We have established why a *Master Manipulator* may not choose to take on the role of the "boss" as that term is defined in the corporate world. That part, by now, was likely obvious. It may be less obvious to consider why a *Master Manipulator* would choose to be a Head Slave, rather than the Master. There are four distinct reasons a *Master Manipulator* may choose this route.

The first reason is that the *Master Manipulator* may sense a period of turmoil- and will, therefore, find it safer or smarter to occupy the head slave position. Consider an accounting firm owned by two brothers, and the brothers have been feuding for years. A *Master Manipulator* would determine which brother had the more power, and would, more likely than not, become the more powerful brother's Head

Slave. It would not make sense to the *Master Manipulator* to become the Master- for then he would inherit the more powerful brother's feud with the less powerful brother. Another Example: In ancient times, a wise counselor to a king can keep right on serving a new king once the first king has lost his head.

The second reason is that, sometimes, a *Master Manipulator's* own various Orientations makes the Head Slave role more palatable to the *Master Manipulator*. To put it bluntly, some *Master Manipulators* simply prefer never to be a Master. At work, these are the people who don't call themselves managers or bosses, but it's an open secret that they are the one who will make the decision about firing and hiring people. In love, these are the women (or men, but more often women), who absolutely make it look to the outside world that their husband is calling all the shots- but who skillfully allow their husbands to "believe" that he "made the decision" about where they would go on vacation. In politics, it's the aristocrat or diplomat who steps back into the shadows whenever the King has a party, but who makes every political decision.

The third reason that a *Master Manipulator* may choose to occupy the Head Slave space, rather than the Master role, is because it is the Position best primed for the art of betrayal. Betrayal, by its nature, is quick and decisive. This means that the art of betrayal must be effectuated slowly, until it is effectuated quickly. In order

for that to happen, a *Master Manipulator* needs to gather as much information on his or her target as possible. The best position to do that from is, obviously, from the position of the trusted Head Slave.

The fourth and final reason is that the *Master Manipulator* may realize that the relevant target's Personality Orientation suggests that the target will be most easily manipulated from the Position of the Head Slave. This idea is explored more thoroughly in the next chapter, and is further explored in depth in *The Personality Deep Dive Module*.

From the beginning, then, you should know your path, and there are, in fact, only three paths to consider at the first Essential Ingredient as far as the *Master Manipulator* is concerned: the path to becoming the Master, the path to becoming the Head Slave with no intention of betrayal (because it fits the Master Manipulator's personal needs, it is suggested by the target's Personality Orientation, or the *Master Manipulator* has simply determined this Position to be safer), or to become the Head Slave because you sense there may be a need to effectuate a betrayal.

A Few Notes:

Time:

It is best to engage in your plan early with your target. While irrelevant when manipulating the pawns or the sheep, it can matter a great deal if the Manipulation Game is played against another *Master Manipulator*.

If your target happens to be a fellow manipulator, there is a high value in deciding your End Game early. With two manipulators of exactly equal skill, the winner will almost always be the one who acts the fastest.

People:

It is not in your interest to trust *anyone* with respect to you manipulation tactics. It is too easy for people to betray you, and, especially in any dynamic with more than one person (so work or any non-monogamous relationships), the temptation to tell the Master that someone is manipulating him or her, or worse yet, plotting to betray them, is simply too strong.

Secrecy is your ally.

Place:

Place matters. This is a lesson every *Master Manipulator* must master quickly. While place may not be super important if you wish to simply maintain a Position as someones Master or as someone's Head Slave, it can be essential in the analysis of any manipulation moves taken with the Betrayal as the End Game. It would not be wise, for instance, to betray your boss in an advertising firm if that betrayal would ultimately make you unemployable to the other advertising agencies in your city. It may be equally foolish to betray someone who looks extremely weak in their positions due to circumstances outside their control. (If your boss is suffering from cancer, this would be a poor time to betray him because that betrayal would likely lose you all of the friends you need to take over the boss's position.)

Missteps:

With the exception of failed betrayals, missteps can almost always be corrected. The average person, and even the average manipulator, often ignores the necessary steps to fix the misstep exactly because those steps are unpleasant. The step is unpleasant exactly because it almost always requires an apology and re-positioning yourself in the correct frame: whether that's as a Master or as a Head Slave.

Since almost no one likes to apologize, this means that the average person and the amateur manipulator will usually avoid this necessary step and take themselves out of *The Manipulation Game*. A *Master Manipulator*, instead, relishes this step- for it is in this step that the *Master Manipulator* can reset the game to his or her own specific end game in a way that is, pretty much, free. The apology is just words to the *Master Manipulator*- it is only important that it is *heard* as an authentic apology, not that it *is* an authentic apology.

An apology will be necessary If you make your boss think that you are trying to outshine them. In other words, it will be necessary if, you act as the Master when your modus operandi has always previously been to act as the Head Slave. If your End Game was simply to be in the Head Slave position, this is an easy fix, an apology will solve the problem, and no more needs to be done. If, instead, your end game was to betray, you may now have to reconsider timing, place, and persons again. The boss is more alert, and you must be more careful. You may have to delay the time table of your intended betrayal.

Perhaps surprisingly, it is also necessary to apologize and reset the relationship if you take on the role of the Master and, even momentarily, slip into the role of the Head Slave. This happens more in sexual relationships than in work, but it can happen in any setting. If a wife who decides when to take her husband out suddenly asks him to make a decision about where they are to go, more often

than not, this will not be seen as a gesture of good will by that particular husband- but rather, a source of extreme stress. If, in this situation, the wife understood what was happening, she would not ask her husband to take on a task outside of her intended role. [You will note that I intentionally utilized a dominant wife/submissive husband instead of the reversed cliché to make it clear that this is an issue of hierarchy, not one of gender.] Similarly, if you end up in a situation where you are making the decisions for your supervisor, there is nothing more disorienting for that supervisor than to be forced back into making decisions that had been best left to you. Worse yet, if you allow this to happen, the supervisor will immediately resent you exactly because you have just reminded that supervisor of how much they rely on you. A quick and decisive apology is, therefore, necessary to repair the relationship.

Betrayal:

If you have previously been laboring under the misconception that betrayal is shifting a target from the Master Position into the Head Slave Position, I must disabuse you of this misunderstanding as quickly as possible. This is not betrayal, and, you will come to learn that most people will actually relinquish that Master position to be the Head Slave with surprising ease. Most people feel much, much more comfortable being an advisor than a king, even in their own lives.

Betrayal, then, needs to be defined for our purposes. Betrayal is the act of surprising your target so that their power and position is destroyed, and if done correctly, so that they are completely and totally unable to retaliate against you, the *Master Manipulator*.

Most relationships, whether personal or professional, don't require betrayal. In fact, more often than not, betrayal is not necessary, nor can I lightly recommend it. It can be devastating to relationships, and can destroy work environments. It is the *Master Manipulator's* nuclear tool, and for that reason, *Master Manipulator's* should use it as a last resort.

However, if you wish to enact a betrayal, you will need to remember the following few rules. First, betrayals should **always** come from the Head Slave Position. Betraying someone for whom you have become the Master is unnecessary, stupid, and cruel. People will notice, and your irreparable harm will be done to your reputation. Second, betrayal must be done quickly and decisively. Some [almost] *Master Manipulators* like to take their time and relish the pain of the betrayal. This will make you look weak, foolish, and insecure. Move quickly, and get the job done. Third, leave the betrayed with no true power to retaliate, or you will regret it. If you betray your boss in an brokerage firm and don't take enough people with you to completely destroy his or her brokerage firm- the people remaining with your boss will do as much damage as they possibly can to your reputation with

your potential clients. Fourth, and this is probably the most important, you must treat the person or entity you betrayed as a ghost- for any help they give to you would either be fueled by resentment, or worse yet, would just be an elaborate set up to double cross you, the original double crosser.

Generally speaking, not unlike nuclear weapons, it is enough that the *Master Manipulator* make it clear that betrayal is within his arsenal of tools. Very few ever have to actually utilize this tool. Should you find yourself considering whether or not to set your end game towards betrayal or possible betrayal, it would be wise to sit back and consider whether you can achieve your ends just as effectively from either the Head Slave or the Master Position without using betrayal.

Finally, because a *Master Manipulator* must begin with the end in mind, the question of whether betrayal will be an option in each and every relationship, must be considered carefully at the forefront of that relationship. This is not to say that you have to decide whether you will betray your target on the first day you meet. Instead, you should understand that the minute you decide you may wish to betray your target, it is a new relationship, and you must begin this new relationship from the beginning with an eye towards obtaining the Head Slave Position. Then, when the time is right, leave your target destroyed and completely unable to retaliate. As you may have pieced

together, if you had previously obtained a Master position over your target, and, for whatever reason, a level of betrayal is now needed- you can only safely effectuate this goal by slowly pushing yourself back into the Head Slave position. The strategies for effectuating this change are beyond the scope of this core module- but are thoroughly explored in *The Betrayal 101 Module*.

Whichever End Game you choose, you must remember: (1) You still have to know your target, and (2) the target doesn't think like you. The next several chapters will consider these problems.

Now that we have covered how to determine your manipulation End Game, it is time to turn our attention to the most difficult part of manipulation: understanding your target.

In order to understand your target, you must analyze the way your target thinks and feels and the way your target responds to the world. The various ways that your target does these things is, for the purposes of this module and all of its companion modules, defined with the term "Orientations". All people have many Orientations. Some are very important. Others are less important. It is always wise to analyze as many Orientations as pragmatically possible. To do this without being discovered, the Master Manipulator utilizes Subterfuge Questions, questions that sound innocent, but are actually being utilized to analyze your target. Subterfuge Questions can be found in

The 201 Subterfuge Questions Module. Armed with these questions, you will be able to quickly and sufficiently analyze your target's Orientations.

Of those Orientations, by far, the most important is your target's Personality Orientation. All effective manipulation must start with an analysis of the target's personality. Other Orientations, such as Ethical Alignment Orientation, Temporal Orientation, Sensory Orientation, and Gender Orientation are also important tools in a Master Manipulator's toolbox. Less important Orientations can also be helpful if the Master Manipulator has time to utilize them.

We shall begin the next chapter by considering the most important of the Orientations: the target's Personality Orientation.

Chapter Three: Personality Orientation

In order to effectively manipulate a target you have to be able to understand how to make your target you have to first understand your target. If you are a true *Master Manipulator*, you will manipulate no two people exactly alike. This is because you will have learned that true Master-level Manipulation requires knowing the target's various Orientations. While the following chapters will consider many different Orientations, this Chapter's focus shall be on the single most important orientation to understand: Personality Orientation.

I do not recommend reinventing the wheel when it comes to understanding personality, because there are so many effective and useful personality tests that are already in circulation. Of them, the most famous is probably Myers-Briggs, but the most useful to our purposes is the Enneagram.

There are, in fact, at least three reasons for this:

(1) The Enneagram outlines, for each individual Personality Orientation, the following useful concepts: Ego Fixation, Holy Idea, Basic Fear, Trap, Temptation, Basic Desire, Vice, and Virtue. You don't need to know what all this means yet. For the moment, just understand that the Enneagram gives you a lot of insight into a person's deepest fears and greatest hopes- which can be very useful

for manipulation of your target.

(2) The Enneagram Personality Orientations play out perfectly across two very popular, but very different, books of fiction. Namely, *Winnie-the-Pooh* and the nine members of the Fellowship in *The Fellowship of the Ring*. This means that you can utilize some easily accessible underhanded tactics to try to attempt to figure out your target's Enneagram very quickly.

(3) The Enneagram is popular, but not so popular that people have begun to manipulate it to their own ends, unlike the Myers-Briggs personality test. It seems, for the latter personality test, that many people are committed, for whatever reason, to becoming INFJ- whether they are or not. This means that, unlike the Enneagram, a person's assertion that they are a certain type of Myers-Brigg personality should be taken with an extreme degree of caution. The Enneagram, at least currently, retains more reliability from person to person.

Now that we have decided on the Enneagram, the next step is to determine your target's Enneagram type. There are several ways to go about this, with the most overt being to simply ask your target to take the Enneagram Personality test. As you might expect from a *Master Manipulator*, this is not the route I generally recommend. Subterfuge is preferred, especially because you won't always be able to ask all of your targets to take a personality test. If you do, however, feel

comfortable asking your target to take the Enneagram test, be sure they are close to their emotional baseline. It is not wise, for instance, to ask your significant other to take the test right after a fight, nor would it be wise to ask them to take it right after something very happy. You want them in a relatively calm, stable emotional state.

Your best bet is always to utilize Subterfuge Questions: questions that seem totally benign, but are underpinned by your own manipulative goals. These questions are known as subterfuge questions, and you can find 201 of them created for you in *The 201 Subterfuge Questions Module*.

One of the best Subterfuge Questions comes from utilizing *The Fellowship of the Ring* and *Winnie the Pooh* in your questions. If your target has any familiarity with those intellectual properties (and they almost certainly do), you simply ask them which character from each franchise they think they are most like. Be warned, some people's Enneagram Type for one franchise will not match their Enneagram type from the other franchise. If that is so, it is likely because the *Winnie the Pooh* franchise will naturally allow people to think femininely and the *Lord of the Rings* franchise is more likely to give insight into a target's masculine nature. This idea is explored more thoroughly in the Gender Orientation chapter later in this module.

Finally, be aware that not all people will agree where any one character belongs on the Enneagram. Piglet is so obviously a six (Loyalist), that I can't imagine anyone would argue to the contrary. However, some debate exists between where to place Roo and Christopher Robin, for instance. Despite this, I am deeply confident that I have correctly assessed the right Enneagram type for each character.

So, in order to best assist you, I have included a character cheat sheet in the chart below:

Enneagram	Winnie the Pooh	Fellowship of the Ring
1 (Perfectionist)	Rabbit	Frodo Baggins
2 (Helper)	Kanga	Boromir
3 (Achiever)	Roo/Gopher	Aragorn
4 (Individualist)	Eeyore	Legolas
5 (Observer)	Owl	Merry Brandybuck
6 (Loyalist)	Piglet	Samwise
7 (Enthusiast)	Tigger	Peregrine Took
8 (Challenger)	Christopher Robin	Gimli
9 (Peacemaker)	Winnie-the-Pooh	Gandalf

When you ask this easy Subterfuge Question, one of three things will happen:

(1) The person will simply tell you which character they are most like, and more often than not, very quickly. More than ninety-percent of the time, the result of asking the question is that you get the true answer, and you can use the above chart to match that answer to your target's Personality Orientation under the Enneagram.

(2) The person will tell you their favorite character from the relevant franchise, rather than the one most like them. If this happens, you have come across a person who is too limited intellectually to be worth manipulating. For your sake, I am hopeful that person is not your boss or your partner. Generally, this would be the purview of children and people of limited intellectual ability.

(3) The person will tell you the character related to the Enneagram Personality Orientation of either their Stress Disintegration or Security Integration. A Stress Disintegration is the Enneagram Personality Orientation your targets resembles when overwhelmed. In this case, your target will showcase only the worst aspects of that Personality Orientation. The Security Integration is the Enneagram Personality Orientation your target will resemble when they are their greatest degree of emotional health. In this case your target will showcase only the best aspects of the Security Integration Personality Orientation. You can find each Enneagram's Security and Stress Integrations by simply typing "The Enneagram of Personality" into wikipedia and utilizing the chart provided.

Returning to your target, the likelihood that your target will just tell you the correct character is very, very high, well over ninety percent. However, the second highest likelihood is that they may tell you the character that aligns with the orientation they currently feel- especially if they are either living in, or have slipped into, their Stress Disintegration Orientation. It is easy to tell which way is which, however, by simply asking my favorite subterfuge manipulation question of all time:

Why?

Asking "Why?" will almost always allow you to determine whether the target is talking about their true Enneagram type or their Stress Disintegration Orientation. A target who has matched their true Enneagram type will tell you both the positive and negative aspects of why they are like the character. The person who is telling you the character assigned to the Stress Deterioration Enneagram Personality Orientation they are currently feeling are only going to tell you the negative aspects of that character. Similarly, if they mention only the positive aspects of the character, they are likely informing you about their Security Integration Enneagram Personality Orientation. (Brief Note: It is much, much rarer for a target to exhibit their Security Integration Personality Orientation than it is for a target to exhibit their Stress Disintegration Personality Orientation.)

It is rare that someone fails to tell you the correct character, so you only need to ask why if something seems, or feels, suspicious. If you happen to know your target suffers from an extreme level of stress, however, it might be wise to consider that the character they are saying they are most like isn't their true Personality Orientation. An Achiever, for instance, may say they feel most like Winnie-the-Pooh because he's fat and lazy and just doesn't do much. That's not a true Nine (A Peacemaker) that's an Achiever with so much stress that the Achiever has momentarily given up. You can tell the switch occurred exactly because the Achiever only connects with Winnie-the-Pooh through the character's negatives. A true Peacemaker would be able to point out how they are like both the negative and positive aspects of the character.

Always manipulate the person your target with his or her core enneagram type- not their Stress Disintegration Personality Orientation or their Security Integration Personality Orientation. This is so because the best manipulation always strikes at the core of your target's emotional center. You don't want to manipulate an Achiever as if they are a Peacemaker, and that's why, if something feels off, you may wish to explore whether someone is telling you their Stress Disintegration Enneagram Personality Orientation, rather than their true Personality Orientation. If, after asking the relevant questions, you are still not sure of your target's Personality

Orientation, keep using Subterfuge Questions to gather more information. Those questions can be found in *The 201 Subterfuge Questions Module*.

Once you have determined your target's Personality Orientation, you can continue to the act of actually manipulating your target. Take another moment to go look up the Enneagram of Personality on Wikipedia. There is a useful and easy to read chart there. Read it thoroughly. It may be helpful to print the chart out, or at a minimum, keep it open on an easily accessible browser page.

From the chart, you should now realize that the following concepts exist under the Enneagram: Ego Fixation, Holy Idea, Basic Fear, Basic Desire, Trap, Virtue, Vice, and Temptation. All of those will provide useful clues for you to understand how to most effectively manipulate your target. I shall first explain how to use each tool. I will, thereafter, utilize the tools in a character study, that should help you see the benefits of the tools at your disposal.

You use the Ego Fixation to determine an Archetypal Role to apply with respect to your target. You take on the Archetypal Role best suited for your target, exactly so you are in the best psychological position to utilize your manipulative tools.

You consider a target's Basic Fear in order to determine exactly what Position [Master or Head Slave] would be most effective in manipulating your target based on their Personality Orientation. (Remember: A *Master Manipulator* does not care which Position he or she takes on- he or she only cares that his or her ends are accomplished.) For each Personality Orientation, one of the two Positions will be significantly more effective. (Remember, however, that if your End Game requires you to utilize the Head Slave position, you should take this Position, despite which Position might be most effective in manipulating your target.)

From your target's Trap, you can see the groundwork upon which you must utilize your manipulative tools. As this is the most difficult part of the Manipulation Game, it will be explained more thoroughly in the upcoming examples. For now, it is enough to understand that utilizing the target's Trap inside their Personality Orientation is the most essential component of succeeding in *The Manipulation Game*.

From the Vices and Virtues, we can determine the manipulative means by which we can push our target along the path we desire for them.

The Holy Idea is best utilized only for marriages and sexual relationships. You can see it as an insight into the best gift you can

give to your partner, depending on their personality type. We will not consider the Holy Idea much in this module, but we will consider it thoroughly in *The Manipulation in Love Module*. Similarly, you would want to utilize the Basic Desire only for romantic relationships.

The Temptation of your target provides a warning sign that, if you fail to heed, may cause you to fail in your manipulations.

I know that's a lot to take in all at once. That is why the next few pages are going to utilize a case study that is familiar to most people: The Story of Macbeth. There won't be any Shakespearean language- all that matters is you know the basics of the story:

Macbeth was told by three witch sisters he would be king. Thereafter, he killed the current king to become king-in large part because his wife, Lady Macbeth, goaded him into committing this murder. The three witches, thereafter, told Macbeth he would be safe until three seemingly impossible things happened- which, of course, they did, and cue the downfall of Macbeth- who, of course, dies in the end. (It is Shakespeare, after all.) What's relevant for our purposes, however, is analyzing the characters: Macbeth and Lady Macbeth.

First, we must determine the Enneagram type of both characters. An Internet search suggested that Macbeth was an Achiever, as was his wife, Lady Macbeth. I agree that Lady Macbeth is an obvious Achiever.

But as for Macbeth himself, it is important to remember the internet is mostly written by idiots. If you wish to be a *Master Manipulator*, you must think more deeply than the idiots can think. Macbeth is not an Achiever. He is very clearly a Type 6, the Loyalist. He only looks like an Achiever because his Master, Lady Macbeth, is an Achiever, and Loyalist's often *seem* to take on the Personality Orientation of their Master. It should also be noted that an Achiever is the Stress Disintegration of the Loyalist- so it would be easy for Macbeth to look like an Achiever- while under stress.

A true Loyalist, by his or her very nature, is loyal to exactly one person or one entity. It is sometimes difficult for people to understand why a Loyalist might betray a king, but once you understand Loyalists, you will realize that their deep depth of loyalty only runs in one direction. This means that if a Loyalist is someone's Head Slave, his or her actions may **seem** to take on the actions you would expect from the Personality Orientation of his or her Master. I know Macbeth is a Loyalist because he was propelled in exactly the way a Loyalist would be propelled, and he was betrayed in the way that would most easily betray a Loyalist.

The mistake most people make when it comes to Loyalists is they believe them incapable of all betrayal. This is not true. They are just deeply unlikely to betray the person or entity to whom their deepest loyalty runs. To put it simply, Piglet cannot betray Winnie

the Pooh. Neither can Sam Gamgee betray Frodo Baggins. Macbeth could betray his King; he just couldn't betray his truest Master: Lady Macbeth. That, my friends, clearly makes him a Loyalist.

We have now determined the Personality Orientation of both Macbeth and Lady Macbeth. It is now time to utilize the key components of the Enneagram to understand how best to manipulate our targets. We shall start with Macbeth, and then we shall consider Lady Macbeth.

(1) The loyalist's Ego Fixation is cowardice. An Ego Fixation is essentially a component of personality causing deep obsession in a person. Essentially, the Loyalist's brain believes there are enemies everywhere, which, of course, means that the Loyalist is seeking someone stronger, braver, and more powerful for protection.

Loyalists believe that there is a problem (danger) to be solved, and, should you wish to manipulate them, you can easily present yourself as the answer to that problem. This means, of course, that Lady Macbeth, as the manipulator, in the story, presents herself, well before the story starts, as a person of force and ambition. She had presented herself as the leader and protector to her Loyalist husband. In short, she had established her role well. She had undertaken the archetypal role that one should take on to most deeply manipulate a Loyalist, is that of a **Lady Protector**: one this is both the boss of the Loyalist target and the one who protects the Loyalist target at

all times.

(2) The Basic Fear of the Loyalist is being without guidance or support. This should tell you that you will find precious few Loyalists in positions of power. Remember, we use the Basic Fear to determine which role would be most effective to play. With a Loyalist, it is easy. They are desperately looking for a Master. The *Master Manipulator* would, therefore, take on that Position.

(3) The Loyalist's Trap is "security". This is why even smart, dedicated, and capable Loyalists can struggle finding financial and emotional success. They cling too tightly to security to their own detriment.

In the trap an irony takes place. To be the Master of a Loyalist- you might think the strategy is to make the Loyalist feel safe. It is not so-precisely because the Loyalist is best manipulated from the Position of the Master.

Remember this when it comes to each Personality's Orientation's Trap: If you wish to manipulate as the Master, you must push your target outside of their trap, either negatively or positively. If you wish to manipulate as the Head Slave, you will want to allow your target to live inside their trap-especially if there is chance you may need to betray your target. As a Head Slave, you will still push

negatively or positively on your target to achieve your own ends, but always INSIDE the framework of their trap.

This concept is a little tricky, so it is best if we take a pause to consider it. To push one outside one's Trap simply means to push one past the idea of their trap, and to force them to live outside of it. To say the same thing more succinctly: pushing someone outside of their Trap is pushing them out of their Personality Orientation in a way that makes them, at least temporarily, appear to take on the role of a different Personality Orientation. (It is easiest to push your target out of their trap by pushing them into their Stress Disintegration Personality Orientation or their Security Integration Personality Orientation. This, however, is not strictly necessary. As long as your target is pushed to seem like a different Personality Orientation than their core Personality Orientation, they have been pushed outside of their Trap.)

Lady Macbeth, being Macbeth's Master, is able to push him out of his mindset centered around security- and to awaken his ambition. She can do this because she is his Master. He is able to go outside of the Trap of his Personality Orientation exactly *because* someone who has taken on the Master Position pushes him to do so. It is clear from the context of the play he could not have done so without his wife. It is difficult, if not impossible, to push a Loyalist outside of his or her comfort zone from the position of the Head Slave. Of note, she

clearly pushed him outside of his Trap because in his actions, he seemed to be much more like an Achiever. If the manipulations would have allowed Macbeth to continue to act and look like a Loyalist, this would have been pushing him inside of his Trap. However, as we can tell from the story, Lady Macbeth would not have been as successful in her manipulations if she had been content to push her husband only within the context of his Personality Orientation's trap.

The concept of negative and positive pushing either inside or outside of the target's Trap might also be confusing. To push negatively, I mean only that you cause negative feelings in your target. To push positively, you create positive feelings in your target. [You will never want to create neutral feelings in your target, because all manipulation is, at its core, emotional.] Each Personality Orientation, as you might imagine, feels most negatively or most positively based on the particular fears of that personality type. A loyalist, like Macbeth, is pushed most negatively when they are disappointing the person who has occupied the role of the Lord or Lady Protector. To push positively, the person who takes on the role of the Lord or Lady Protector would make the Loyalist feel as if they had pleased the Lord or Lady Protector.

We know this instinctually. You cannot convince a person to do evil by appealing to the positive- nor can you convince a person to do good by appealing to the negative. Remember, to get your target to do

good, you must appeal to the most positive aspect of their Trap, and to get them to do evil, you must appeal to the most negative aspect of their Trap.

Returning to Macbeth, it is important to remember that Lady Macbeth pushes him outside the framework of his Trap exactly because she is able to attack his manhood and his sense of masculinity. Attacking one's masculinity will not always work for every Loyalist- but establishing to the Loyalist that the Lady Protector is displeased will almost always work on a Loyalist. Here, the two concepts are intertwined because Macbeth is Lady Macbeth's husband. (In the event that your target is a Loyalist employee, for instance, you would likely want to attack their competence at their work instead.)

By contrast, the witches in the story push him positively inside his Trap. They convince him he is safe and secure by foreseeing things that seem to guarantee his success and safety. Remember the trap of the Loyalist is security. Therefore, the smartest way to positively push within the bounds of the Loyalist's trap is to make the Loyalist target feel safe and secure. The witches made him feel safe, which was, of course, his tragic downfall in the end. Again, positive pushing is things that make your target feel good about themselves while getting manipulated. Negative pushing is making your target feel bad to manipulate them. You will note that this is necessary because the three witches, from the outset, were orchestrating a betrayal.

Remember, the *Master Manipulator* must begin with the End Game in mind. Betrayal should always be effectuated from the Position of the Head Slave, even if a target's Personality Orientation suggests they could be manipulated more effectively manipulated from the Position of the Head Slave.

Returning to Macbeth, the story could not have been otherwise for a Loyalist. If the Witches had tried to negatively push Macbeth- he would have been terrified, due to his nature, and would have fled. If they had tried to push him outside of his Trap, he would have immediately been on high alert due to his nature. Why? Because a Loyalist is very careful, and only allows the Master to push him outside of his Trap. If his wife had tried to push him positively, Macbeth would have never been persuaded to commit murder. If his wife had pushed him only inside his trap, then he would not have taken on, at least for the time necessary, the Personality Orientation characteristics necessary to kill King Duncan.

(4) You would learn from the chart that the Loyalist's Vice is fear, and the Loyalist's Virtue is courage. The Virtue and Vice of each Personality Orientation tells you the pain and the pleasure points of your target. The Virtues and Vices are additional tools that can be utilized in your manipulations, especially (as we will learn in the next chapter) with respect to targets with very dark or very light Ethical Alignment Orientations.

A Loyalist is best moved by being made to feel he is brave, or by being made to feel he is a coward. Good luck motivating a Loyalist by telling him he is kind or mean. No other vice and virtue combo work on a Loyalist as much as cowardice and courage. The Vice and Virtue of your target's Personality Orientation will always work best on your target.

Consider again Lady Macbeth and the ways in which she moves her Loyalist husband. When he tells her that he must not kill the king, for he is in favor with him, his wife chastises his manhood and suggests he is a coward. She knows what she is doing. When the Master, you move a Loyalist towards evil by pointing out his vices- which all but forces the target to prove his or her mettle by establishing that he is not a coward, and is indeed a man, by taking an evil action. Lady Macbeth would have had no luck if instead she had told her husband that he was a brave man- noble of birth and character. This is all common sense. A brave man would, given the context of the story, had realized there was no need to kill the king.

Now, consider a slightly different story. This time Lady Macbeth seeks King Duncan's murder not because she wants power for herself and her husband. Instead, she wants him killed because somehow she has discovered that Duncan is plotting to murder millions, and she wishes her husband to make sure this plot does not come to pass. Will she

call her husband a coward in that situation? Of course not. She will instead appeal to his courage-inviting him to tap into, what feels to him, his very shallow reserves of courage. She may, if Macbeth hesitates, have to chastise him a bit for cowardice. However, given this new story we instinctually know that Lady Macbeth would have to appeal to her husband's Virtue to move him- rather than strike at his Vice.

What's important is to notice that Macbeth is moved on his Pleasure and Pain Points, consistent with his Personality Orientation. It is much the same way in real life. This is why you want to know your target's Personality Orientation as quickly as possible.

(5) Now, we should consider the Loyalist's Temptation. The chart tells us that Temptation is indecision, doubt, and seeking reassurance. Does Macbeth portray those characteristics? He sure does! He goes to the three weird sisters and asks for more reassurance about the future. Here, they manipulate him by giving him prophesies that seem to suggest he will remain safe, when, in fact, the opposite is true. This is a beautiful manipulation of the Loyalist archetype from the Head Slave position. (Remember, we use the Basic Fear to determine which role would be the most *effective* to play. You must never think of it as the *only* option.)

The Temptation always serves as a type of warning for every Personality Orientation. The Loyalist's Temptation is seeking reassurance, indecision, and doubt. This specific Temptation should warn the *Master Manipulator* that you that you *must* provide a space in which the Loyalist can voice his fears, his indecisions, and his need for reassurance.

(6) The Loyalists Holy Idea is Faith. The Loyalist's Basic Desire is to have support and guidance. As previously stated, these ideas will not be analyzed over-much in this module. It is sufficient now to say that if Lady Macbeth had wanted her husband to feel loved, her best options would always to have been to help him feel secure. Faith is also Macbeth's downfall in the end. This is why both the Holy Idea and the Basic Desire must be primarily analyzed in *The Manipulation in Love Module*.

Conclusion:

This all comes together when you read or watch Macbeth's story in its entirety. Most viewers of the play would believe that Macbeth's downfall began when he first heard the prophecy from the Weird Sisters. As a *Master Manipulator*, you will know that he was doomed, not on the day he first met the Weird Sisters, but on the day he and Lady Macbeth were joined in marriage.

A final word to the wise: every Personality Orientation has housed within it certain traps and illusions that can easily derail your manipulation if you are not careful. If you are already thinking the way a true *Master Manipulator* ought to be thinking, you may realize that a Loyalist can easily *seem* to take on the role of his or her Master. Should, then, you have wished to manipulate Macbeth—you would have had two choices. You could have attempted to supplant his wife as his Master, or you might, like the Weird Sisters, have simply decided it would be an easier task to manipulate Macbeth from the Head Slave position. Which makes sense would likely depend on the personality orientation of the Loyalist's Master. This does **not**, however, change the central concept that Loyalists assuming the position of the Loyalist's Master is the easiest way to manipulate said Loyalist.

Now, let's consider Lady Macbeth: a quintessential Three: an Achiever. To properly do the analysis, we must change the story to some degree. Now, let's pretend in our new story that it is Macbeth who, for whatever reason, wishes to manipulate Lady Macbeth into murdering King Duncan.

(1) The first thing we know from the chart about an Achiever is that their Ego Fixation is vanity. This means that Lady Macbeth is, by her very nature, absolutely assured of her own capabilities. If you had presented yourself as a *Lord Protector*, like you might for

Macbeth, she would see no value whatsoever in you. The Manipulation Game would be doomed from the start.

Given Lady Macbeth's personality type, the most effective means of ingratiating yourself to her would be to present yourself in the role of a **Cheerleader**, rather than the role of the **Lord** or **Lady Protector**.

(2) The next thing you would discover from the chart is that the Achiever's Basic Fear is worthlessness. What this tells you is that the Achiever, unlike the Loyalist, is going to be far, far more comfortable in the Master role. This means if your boss is an Achiever, you will take a much safer route if you position yourself as his Head Slave. It is no surprise, then, that Lady Macbeth ultimately becomes the Master of Macbeth. In our new story, we implicitly understand that Macbeth probably cannot manipulate his wife by attempting to Position himself as her Master. Instead, we can see it would be much wiser to position himself as her Head Slave, her most trusted advisor.

(3) Now, you will discover that Lady Macbeth's Trap is efficiency. Remember: **If you wish to manipulate as the Master, you must push your target outside of their trap, either negatively or positively. If you wish to manipulate as the Head Slave, you will want to allow your target to live inside their trap-especially if there is**

chance you may need to betray your target. As a Head slave, you will also push negatively or positively on your target to move them to your own ends but ALWAYS inside the framework of their trap.

As we've discussed, it's much easier and more effective to obtain the Head Slave Position with an Achiever. This means that Macbeth is probably wise to allow his Lady Wife to believe in her efficiency, her efficacy, and her efforts. Because it is wiser, with this Personality Orientation, to Position yourself as the Head Slave, Macbeth will be best served by pushing *inside* the framework of his wife's Trap. This means, that at all times, Macbeth will limit his manipulative tactics so that he is never asking Lady Macbeth to act as anything other than a person with the Achiever Personality Orientation.

Remember, to get your target to do good, you must appeal to the most positive aspect of their Trap, and to get them to do evil, you must appeal to the most negative aspect of their Trap.

Macbeth will, therefore, wish to push negatively because, while we have changed the story, Macbeth is still trying to get Lady Macbeth to murder for her own selfish ends. He might say something like: "Perhaps I had thought you more capable of accomplishing the task that must be done." Of course, given the enormousness of the task Macbeth would be asking her to undertake, more than these simple words would

be necessary. However, the theme of these specific words would, with effective manipulation, permeate throughout all of Macbeth's words.

But let's change the story again. Now, Macbeth wants Lady Macbeth to kill King Duncan because he knows Duncan is set to kill millions, but for whatever reason, Macbeth can't be the one to do the deed. In this hypothetical situation, Macbeth would push positively on her trap attributes. For instance, he might say something like, "My Wife, who, but you, could take on such a difficult task? If you do not have the strength to do such a thing, who could show such strength?" We are now firmly applying positive pressure inside the context of the Achiever's Trap.

The positive side of an Achiever's Trap is that they can get things done that others may not be able to do. The negative side is that they sometimes convince themselves that they are the ones who have to do things that need not be done, or shouldn't be done at all. If you wish to manipulate an Achiever to do good- buttress their inherent sense of confidence. If you wish for them to do evil, buttress their inherent sense of arrogance.

(4) Fourth, you would learn from the chart that the Vice of an Achiever is Deceit, and the virtue of the Achiever is Truthfulness. This does not mean that the Achiever is incapable of telling the truth and prone to telling lies. It means the Achiever is prone to being

unable to see the truth, and prone to seeing lies in place of the truth. So, if you wish to move an Achiever towards doing good- you help them see the truth. If you wish to move them towards evil- you support the lies they already see.

Thus, if Macbeth wants his Lady Wife to kill King Duncan to save millions, he will simply help her to see the facts. If he does not die, the lives of millions would be lost. If, instead, he wants her to kill King Duncan for selfish purposes, he may help her along by reinforcing her lies. He might say that only she has the competence to get the job done, and what's more, only she, [through him because this was centuries ago] could effectively rule Scotland. If he had wished her to kill for good, he helps her see the truth. If he asks her to kill for evil, he helps solidify her self-deceit. For extra credit, he may even assign Lady Macbeth's Vice to King Duncan by pointing out any deceitfulness on the part of the King.

(5) The fifth thing you will discover about Achievers from the chart is that their Temptation is to always push themselves to be the best, at any cost. They are, more often than not, the quintessential "If you're not first, you are last" type of personality.

Remember that the Temptation serves as a warning. Here the warning is quite simple: "Don't bother to try to become the Achiever's

Master, unless you can either match or equal the Achiever's competence level in whatever thing matters most to the Achiever."

(6) Using the chart, you would discover that an Achiever's Holy Idea is Hope. The Achiever's Basic Desire is to be feel valued. Again, Holy Ideas are best utilized exclusively in marriages and romantic partnerships. That is not the focus of the this *Primary Module*. We shall, therefore, not spend much time considering these concepts in this module. [They are covered in depth in the *Manipulation in Love Module*.]

While we could do this analysis for all nine Personality Orientations, we do not have the time to undertake such a task in *The Primary Module*. [I do analyze all nine personality types in *The Personality Deep Dive Module*.]

Instead, it is best we move on to other Orientations. Personality Orientation has the most conspicuous effect on manipulation, but other Orientations can also have a deep effect on how you manipulate your target.

You may have noticed I mentioned that Lady Macbeth was a dark, female Achiever. The sentence hints at two different Orientations that must be analyzed, should you wish to be a true *Master Manipulator*. Those Orientations are: (1) Ethical Alignment Orientation, and (2)

Gender Orientation. To be a true *Master Manipulator*, you must consider these alignments and others with respect to your target.

Since we have already considered Personality Orientation, let's move on to the other Orientations that should be analyzed. We will turn our attention to those Orientations in the next few chapters.

Chapter Four: Ethical Alignment Orientation

You may recall that when assessing which Personality Orientation your target may have, that there was some risk they would have become so unhealthy they would like like a different personality type. To a much lesser degree, there is also some risk that they could have become so healthy, in fact, that they look like they have a totally different Personality Orientations. That is simply what happens at either extremes of the Orientation considered in this chapter: Ethical Alignment Orientation.

The Enneagram chart I have referred you establishes what each of the nine main Personality Orientations can *seem* to become at either the height of ethical health or at the bowels of ethical health. However, it would be a huge mistake for a *Master Manipulator* to think that it is common for any Personality Orientation to get either that high or that low.

Rather, almost everyone spends their entire life in their Personality Orientation. However, for each Personality Orientation, your target can either be dark or light, and all the shades of complexity in between.

It is not important to know your target's *exact* ethical alignment vis-a-vis their Personality Orientation. It is, important,

however to assess whether they are a light or dark version of their Personality Orientation. Why? Because it tells the *Master Manipulator* how hard the target must be pushed whether inside or outside the target's Trap. You must push harder to manipulate a target with a Light Ethical Alignment Orientation towards doing evil, and you must push harder on a target with a Dark Ethical Alignment Orientation towards doing evil. Ethical Alignment Orientation also helps the *Master Manipulator* understand whether a target's Virtues and Vices must be brought into play. A *Master Manipulator*, then, always considers their target's Ethical Alignment Orientation.

To help you with that task, let's consider the characters we have used previously. In order to assist you, I shall print a helpful chart on the next page, to which you can refer back:

	Winnie the Pooh	Fellowship of the Ring
1 (Perfectionist)	Rabbit (Dark)	Frodo Baggins (Light)
2 (Helper)	Kanga (Light)	Boromir (Very, Very Dark)
3 (Achiever)	Roo/Gopher (Leaning Light)	Aragorn (Very, Very Light)
4 (Idealist)	Eeyore (Very Dark)	Legolas (Light)

Winnie the Pooh		Fellowship of the Ring
5 (Observer)*	Owl (Dark)	Merry Brandybuck (Light)
6 (Loyalist)	Piglet (Mild Dark)	Samwise Gamgee (Light)
7 (Enthusiast)	Tigger (Light)	Peregrine Took (Mild Dark)
8 (Challenger)	Christopher Robin (Light)	Glimli (Light)
9 (Mediator)	Winnie-the-Pooh (Light)	Gandalf (Very Light)

To analyze our characters, it might make sense to focus first on Aragorn and Boromir: characters who have gone so far to one end of their Ethical Alignment Orientation that they have either walked all the way to their Stress Disintegration Personality Orientation (Boromir) or to their Security Integration Personality Orientation (Aragorn).

Boromir is a Helper (Type 2), but the One Ring puts stress on his psyche to the point where he takes on the *worst* characteristics of his Stress Disintegration Personality Orientation: The Challenger (Type 8). And, as you might expect, he challenges the Fellowship and causes its demise. By contrast, Aragorn walks the other way. He is so capable in his role as an Achiever that he takes on the *best* characteristics of a Loyalist. [This plays out perfectly if you look at the chart].

If a target seems to be exhibiting *only* the worst or best characteristics of a particular Personality Orientation, the *Master Manipulator* would be warned that may not be exhibiting their Core Personality Orientation, but rather the end result of one extreme or the other in their Ethical Alignment Orientation.

For this reason, it is important to understand Ethical Alignment Orientation in order to make sure you have not incorrectly identified your target. Remember, the *Master Manipulator* would know to manipulate the target with their Core Personality Orientation- not the Stress Disintegration Personality Orientation or the Security Integration Personality Orientation the target might be exhibiting.

More often, it is necessary to understand Ethical Alignment Orientation to understand how forcefully, to one direction or the other, you will need to push your target. Here, the target's Virtues and Vices may need to be brought into play.

The basic rule with respect Virtues and Vices can be written as follows: In the event you have an extremely dark target, and you wish to manipulate that target to doing good, you should consider heavy utilization of the target's Virtue. In the event you have an extremely light target and you wish to push the target to do something evil, you should consider heavy utilization of the target's Vice. There is a key

difference, however, with respect to utilizing a target's Virtue and the target's Vice that must never be forgotten. When utilizing a target's Virtue, you make the target feel virtuous. When utilizing the target's Vice you make someone or something other than the target appear to have the target's Vice.

Consider Boromir and Aragorn. Should you wish to manipulate Aragorn into betraying the company, you would have to push negatively inside his trap. Given how difficult this would be, a *Master Manipulator* would know that it is necessary to forcefully utilize Aragorn's Vice in any form of manipulation. However, the Vice would never be directed at Aragorn, but at a third party. It might sound something like this:

"Aragorn, you alone have the strength to defend Gondor and Middle Earth. You *alone are capable* of such a task. Take the Ring and with it you can defend your city. You have been told you must take it to Mount Doom to destroy it, but the enemy is *deceitful*, as like as not that is what the enemy wants you to think."

Here, the Vice is being pushed out onto a third party, and this is, therefore, the best chance of getting Aragorn to betray the Fellowship- because it pushes inside his Trap of efficiency and utilizes the Achiever's Vice of deceitfulness, but by assigning it to a third party.

Should you have wished to manipulate Boromir into continuing his task with the Fellowship, you would have had to consider his Trap the same way you did Aragorn. However, you would utilize his virtue vis-a-vis his own sense of self. The Trap of the Helper is the trap of Freedom. You would push positively inside that Trap to get him to continue the quest- by simply tying freedom to the quest itself. Given how dark he was becoming, you would need a heavy utilization of his Virtue of humility to underscore the need to stay on the quest.

"Boromir, you will be *free* only once the quest is completed. The enemy will convince you that there is a shorter, less painful way. He seeks to use your pride against you, but you are a *humble* servant of Gondor. The enemy can be defeated only if you maintain your *humility*."

Here, since Boromir is so dark, you would be wise to attempt to remind him of his inherent Virtue in order to manipulate him towards doing good. Given the power of the One Ring, and the context of the story, this may not have been enough. However, it is clearly, given Boromir's Personality Orientation and his Ethical Alignment Orientation, the type of manipulation that has the best chance of success.

Let's consider a different Character.

After Boromir, the darkest character on the chart is Eeyore. This means that to get Eeyore to do something good, you would have to push him positively, but also quite forcefully inside his Trap.

Eeyore is a Type Four: an Individualist. This means he has an Ego Fixation of melancholy/depression. A person with depression of melancholy will best respond to someone who, not unlike a therapist, listens. Thus, you might, according to the Ego Fixation of Eeyore, present yourself as a Therapeutic Friend.

An Individualist's Basic Fear is that he is not significant in his authentic self. This, of course, would tell us that our best Position to manipulate Eeyore would be from the position of a Head Slave. [Indeed, you could think of the therapist as the Head Slave to their clients.]

Thereafter, we would determine that an Individualist's trap is having no identity or significance. Surprising? Hardly. Wasn't Eeyore famous for saying, "Thanks for noticing me."?

Remember, to best manipulate a target, we push inside the confines of their Trap, if we are to push from the angle of the Head Slave. If we want our Individualist to do good, we push positively- in a way that makes them feel good and secure. If we wish for them to do evil, we push negatively, in a way that is disorienting or difficult

for the target. As we are pushing inside Eeyore's Trap, we shall not ask him to do or say anything that is inconsistent with his Individualist Personality Orientation.

The Virtue of the Individualist is equanimity, or being in balance emotionally. The Vice of the Individualist is envy. Given Eeyore's dark nature, if we should wish for Eeyore to make a positive change, it would make sense to consider heavy utilization of his Virtue: equanimity. We would consider using that Virtue for Eeyore himself, rather than for a third party.

Before we consider what to do with this dark Individualist, let's first consider what actually was done with Eeyore in *The House at Pooh Corner*.

In Chapter Nine, Rabbit says to Eeyore: "You just just stay in this one corner of the Forest waiting for the others to come to you. Why don't you go to *them* sometimes?" Eeyore, after a pause, responds: "There may be something in what you say, Rabbit. I must move about more. I must come and go."

But does anyone think Eeyore actually makes any sort of change? Of course not. Rabbit is wholly ineffective in his attempt to help Eeyore because he doesn't follow the manipulation tactics necessary to motivate an Individualist, especially a dark Individualist. First,

Rabbit presents himself as a Priest or Teacher in the scene- by assigning blame- which will not work with an Individualist's ego fixation. [Of note, it would work perfectly with Rabbit's Personality Orientation, which underscores a central concept taught in *The Manipulation Game Modules: Everyone is a Narcissist.*] Rabbit, as a One, Perfectionist, will usually do, takes the position of a Master, which runs contrary to the needs suggested by the Basic Fear held by the Individualist. Finally, Rabbit blunders by assuming the Individualist shares Rabbit's Virtues and Vices, rather than the specific Vices and Virtues of the Individualist.

In truth, Rabbit may have been saying something just to make himself feel better- which a *Master Manipulator* never does. Let's say, however, that Rabbit *actually wants* Eeyore to make this change: How would he go about it?

First, you maintain the Role of the Therapeutic Friend to Eeyore. You might ask questions, rather than assigning blame. Then, you utilize the Basic Fear to realize that an Individualist fears losing his identity or significance, which means you must always let the Individualist feel as if he is running the show. [In short, Rabbit would Position himself as Eeyore's Head Slave.] Then, Rabbit would push positively inside Eeyore's specific Trap. In the case of the Individualist, the Trap is authenticity.

Because Eeyore is such a dark Individualist, a *Master Manipulator* would know that one must push inside his trap, while still hard on Eeyore's particular Virtue to manipulate him to a positive decision, but never so hard that you risk suggesting to your target that you are the Master, rather than the Head Slave. An Individualist's Virtue is equanimity- or having a balanced view of oneself. If Rabbit truly wishes Eeyore to visit others- it is this Virtue he must seek to feed.

So, to start from the beginning, Rabbit would be best served by first, listening to Eeyore's complaints about others with no judgment or commentary. Second, he would reassure Eeyore he had been listening, perhaps by restating the problem. Third, he would say something to make it clear to Eeyore where the final decision lies. Finally, he would attempt to to push Eeyore positively inside Eeyore's Trap towards a sense of authenticity. It might sound like this:

"Eeyore, it's too bad you feel lonely because no one comes to see you. [Confirming Rabbit's chosen role as a Therapeutic Friend based on the Individualist's Ego Fixation]. You know yourself best [Basic Fear Positioning-making it clear Eeyore has the power], but I really think the rest of us would benefit from your company and getting to now the real Eeyore a bit better. [Trap Positioning-Outlining a desire for Eeyore to show his authentic nature]. You really have a lot of unique insights and opinions to offer. I can't imagine the rest of us would

want to miss out on that. [Hard push on the virtue of equanimity-
outlining that Eeyore has unique insights]."

In the above, perhaps the most important word is "unique". The manipulation would fail if the hypothetical Rabbit used a positively aligned or negatively aligned word- because an Individualist's virtue is in seeking emotional balance. Thus, it would not be wise to say that you offer "clever insights" or "funny insights" or "ridiculous insights". With the Individualist, the game is balance. Remember, you are pushing towards the target's particular Virtue- not towards virtue more generally. Unique also connects nicely to the Idealist's Holy Idea: the idea of being Original.

Of course, there is no guarantee the above paragraph would work, but we can instinctually see that it has a much, much greater chance of having an effect on Eeyore than what Rabbit actually says in the book.

The analysis we did on Eeyore above could be done on all of the characters in the chart. However, there simply is not sufficient time for this module to tackle that task with sufficient depth.

The important things to remember from this chapter is that the *Master Manipulator* considers Ethical Alignment Orientation for three distinct reasons:

(1) to ensure they have the proper Personality Orientation in extreme cases,

and

(2) to determine how forcefully they must push their target either negatively or positively within the context of their target's specific Trap

and

(3) To determine whether a target is either so darkly or lightly aligned that it becomes necessary to *heavily* utilize either the target's Virtue or the target's Vice in the *Master Manipulator's* manipulative tactics.

Let us return briefly to the two most extreme examples of Ethical Alignment Orientation in our chart: Aragorn and Boromir. You will notice that both of those characters are in the *The Fellowship of the Ring* rather than among the 100 Acres Woods characters. There is a reason for this. *The Fellowship of the Rings* characters have, to a person, a more Masculine Orientation than their 100 Acre Woods counterparts. The extremes, unsurprisingly, are more often found in people with more Masculine Orientations.

Since, as we've outlined, Female Orientation vs Male Orientation has a significant effect on our analysis, we will turn our attention to Gender Orientation in the next chapter.

Chapter Five: Gender Orientation

Gender Orientation is a very important tool in the *Master Manipulator's* tool belt. This is true even in a world where some people decide that, despite being born a man, they best identify as a woman. This does not mean, nor could it mean, that the *Master Manipulator* determines *only* whether to treat someone like a man or a woman in the *Master Manipulator's* manipulations. Instead, there is a clear continuum- on one side deeply feminine people (which can include men), and on the other side deeply masculine people (which can include women). There are also androgynous people in the middle, and the *Master Manipulator* would not manipulate those persons in the same way the *Master Manipulator* would manipulate a masculine or feminine person.

Unfortunately, even the term "gender" has suffered from intense political upheaval in the last few decades. This means that, with perhaps the exception of Personality Orientation, this is the easiest orientation to screw up for the beginner manipulator. However, to become a *Master Manipulator*, you must accept with full force an important maxim: Men and Women are very different; therefore, masculinity and femininity are very different. This is true despite the fact that some men are extremely and some women are extremely masculine. The idea of masculinity and femininity can and does coexist

with the idea that particular people can occupy any space they choose on that scale.

Now, once you accept that maxim, you are led to the question about the exact nature of the differences between women and men. Due to the politicization, which generally polarizes between liberals and conservatives, even this question can be fraught with inaccuracies and problems. Luckily, there are a few basic rules that can help the *Master Manipulator* sort out the bullshit from the truth when it comes to the general differences between the genders.

They are as follows:

Rule # 1: When anyone says the difference between men and women is X, the Master Manipulator hears the difference between the average man and average woman is X.

In truth, this is the one that is often hardest for me. For instance, I have often been told that men are more dominant than women. I have come to believe that is not quite true. The average man may be, and probably is, more dominant than the average woman. However, many specific women are much more dominant than the average man. Similarly, it is easy to think that men are more aggressive than women. However, it would be wrong to think that every specific man is necessarily more aggressive than all women.

When considering gender differences, the *Master Manipulator* always thinks in averages. Further, the *Master Manipulator* never assumes the target is average with respect to Gender Orientation. Instead, the *Master Manipulator* analyzes each target 's Gender Orientation independently.

Rule # 2: If a theory about men and women is not underscored by a *genetic* understanding of the sexes, it is, without exception, bullshit.

The politicization of gender means that the left says stupid stuff about the difference between men and women, and the right says stupid stuff about the difference between men and women.

Quietly, in books like *The Red Queen* by Matt Ridley and *The Selfish Gene* by Richard Dawkins, geneticists are saying things about the difference between men and women that aren't stupid at all.

This provides a useful clue. If we are genetic animals, and genetics changes much more slowly than we realize from generation to generation, then the primary difference between masculine feminine remains the differences between a hunter (masculine) and a gatherer (feminine).

This means that masculine energy is, more often than not, diverted some distance from a home base, whereas feminine energy tends to remain quite close to a home base. This also means that men, by and large, have a much greater range in almost all categories of personality attributes, and skills. [You might notice the *Winnie the Pooh* character stay relatively close to home, but the *Fellowship of the Ring* characters go very far abroad. That fact will be useful later.]

It further means that men, by and large, can much more easily be manipulated than women. This is so because the genetic "race" required women to master emotional manipulations in a way men just struggle to understand. Women, historically, needed to be wary of backbiters, gossipers, and betrayers to stay safe in social situations. They needed to master this skill in order to retain the most desirable man for procreation purposes. By contrast, to stay safe, men simply needed to make sure they didn't look like they were weaker than all the other men in the room. However, to maintain the best mates, or sometimes any mates at all, they did have to prove themselves to be stronger, or at least more desirable, than the other men around. The end result of all of this is that our ancestors, globally, are about 70% female, and about 30% male. [To say the same thing differently, our DNA is much more female than male because in every generation more females reproduce than males.]

All that really matters, however, to the *Master Manipulator* is how that plays out across the game of manipulation. It plays out in two distinct ways.

First it is much, much easier to be found out by a person with mostly feminine energy than by a person with mostly masculine energy. When your target is a woman, or at least has a more feminine energy, a *Master Manipulator* must take extra care about not being caught utilizing his manipulative tools.

Second, people who are more masculine must generally be pushed more forcefully within the context of their respective Traps than people who are more feminine.

Rule #3: **Everyone has a masculine and feminine side**

Masculine energy, as I have defined it, is the power you utilize, whether you are a man or woman, to accomplish tasks far from home base. Feminine energy is the power you utilize to accomplish tasks at, or very near, your home base.

While some people suppress one side, or the other, everyone has masculine energy and a feminine energy. Those energies often do, but are certainly not required, to have the same Personality Orientation. Take a look at our character chart again. Notice how the *The*

Fellowship travels far, but the *Winnie-the-Pooh* characters do not? This is a useful tool for attempting to understand if a target has a dichotomous nature with respect to their masculine and feminine sides. If somehow tells you that they are most like piglet, but also tells you they are most like Gandalf, be very aware that they may have a dichotomous nature with respect to Gender Orientation.

How you should manipulate them would then entirely depend on whether you are existing in their feminine world or their masculine world. If you were the significant other of the person who said they were like Gandalf and piglet, it would be wise to manipulate that person using the tools required to manipulate a Loyalist. If you were the boss or the employee of that particular person, you would want to manipulate the person the way you would manipulate a Peacemaker.

Considering Gender Orientation has other uses too. Many male perfectionists, for instance, are overlooked as Perfectionists or accidentally labeled as Achievers. Why? It's because we have been taught a societal notion that perfectionism is usually tied to school work, which women, generally, are simply superior. Many male Perfectionists, however, are perfectionists in some other way. Either they are perfectionists in their work. Or, alternatively, they may be perfectionists in terms of expressing their masculinity, obsessing over how to make sure they never appear feminine in any way.

While it is rare, there are cases where a man occupies almost entirely a feminine mindset, and the opposite can be true as well. What's helpful to the *Master Manipulator* is to never make assumptions. Instead, the *Master Manipulator* will ask Subterfuge Questions to try to analyze a person's true Gender Orientation. Such Subterfuge Questions can be found in *The 201 Subterfuge Questions Module*.

Of note, it would be a mistake to think that most people switch from one Personality Orientation to another when switching from their masculine to feminine side and visa-versa. Instead, most people keep the same Personality Orientation throughout. They just shift a little within the framework of their specific Personality Orientation. However, a *Master Manipulator* is always on the lookout for someone who has a true dichotomous nature because the *Master Manipulator* knows that the results will not be as effective if you aren't using the correct Personality Orientation in your manipulative tactics. If your manipulation isn't working, consider that you may have come across a dichotomous person, and you need to manipulate their feminine, instead of their masculine side, or visa-versa.

Ethical Alignment Orientation and Gender orientation work in conjunction with Personality Orientation for the *Master Manipulator*. The next few orientations we will consider are not affected by personality orientation. Nevertheless, they are critically important to the *Master Manipulator*. They are Temporal Orientation, Sensory

Orientation, Historical Orientation, Outcome Orientation, and, to a lesser extent, Astrological Orientation. We shall consider these Orientations, one at time, in the next five chapters of this module.

Chapter Six: Temporal Orientation

In my opinion, Temporal Orientation is the easiest Orientation to overlook because we never talk about how others think in terms of time. To put it simply, some people think and talk primarily about the past, some people think and talk primarily about the future, and some people think and talk about the present. It is essential for the *Master Manipulator* to understand which way his target's mind works.

This module intentionally lists the Orientations in order of importance. While it is best to understand all of the orientations, Temporal Orientation is the last of the orientations that is truly, deeply essential to effective manipulation.

To explain how important this is, it might be necessary to utilize an example. Imagine a failed marriage between past-oriented ex-husband and a future oriented ex-wife. Further imagine that the ex-husband, in exasperation, would, at times, say to the ex-wife that she was "worthless". Of course, this is an abusive thing to say, but don't focus on that fact for a moment. Instead, focus on a conversation a couple of years later, which I shall write below:

Ex-wife: What I really couldn't take was when you would call me "worthless". I think that's what started to make me fall out of love with you.

Ex-Husband: When I called you "worthless" I never meant, nor would I ever mean, that you were intrinsically worthless. I meant to say that you just weren't adding value to my life anymore.

Ex-Wife: You really are an asshole, you know that!?

At this point the ex-wife exits the conversation. What just happened? Well, it's simple really: the two people were having totally different conversations.

The ex-husband was trying to alleviate the pain of the past transgressions by explaining that he hadn't meant what the ex-wife had heard. The ex-wife, however, being future oriented only heard excuses- and believed, rightly or wrongly, that all this amounted to was a conversation outlining that, since there was an excuse for the behavior's occurrence before, that the behavior would continue. This is the disaster that occurs when the persons in a conversation don't consider each other's Temporal Orientations.

Let's try it again, but this time the Ex-Husband has become a *Master Manipulator*, and has actually analyzed his ex-wife's Temporal Orientation. That conversation might look like this:

Ex-wife: What I really couldn't take was when you would call me "worthless". I think that's what started to make me fall out of love with you.

Ex-Husband [considering ex-wife's Temporal Orientation]: That will never happen again. Ever. That's not something I should ever say to anyone-especially someone who I cared about.

Ex-Wife: Thank you.

If you look at what the ex-husband says in that exchange, you will notice that it is almost entirely future-oriented. This helps the ex-wife heal because, for once, the ex-husband has considered it from the angle of his ex-wife's temporal orientation, rather than his own.

A similar thing could happen from the angle of the ex-wife. Let's now assume that the ex-wife and the ex-husband have the previously outlined Temporal Orientations (the wife in the future, the husband in the past). This time, we shall consider the ex-wife is the one talking about her prior transgressions.

Ex-Husband: The thing that really killed us, for me, was when you cheated on me. Like, I get it, we weren't happy, but I was still trying to make the marriage work.

Ex-Wife: Yeah, I really was just trying to find a way to escape. Any way to escape. Sometimes, I think I'm trying to escape from you even now.

Ex-Husband: You're really an asshole, you know that!?

Here, the ex-husband leaves the conversation. What just happened? The ex-wife stayed focused on the future, which is aligned with her Temporal Orientation, but misaligned with his. If you think the ex-wife is being a little harsh, mean, and critical here, that may be a misreading of the situation. Why? Because the ex-wife is future oriented. It's not that she doesn't care about the pain she caused in the past. Rather, it's just that to her, in her future-oriented mind, it's the past and nothing can be done about it.

Now, let's do the same conversation, but this time the ex-wife is a *Master Manipulator*, and has learned to speak the ex-husband's language.

Ex-Husband: The thing that really killed us, for me, was when you cheated on me. Like, I get it, we weren't happy, but I was still trying to make the marriage work.

Ex-Wife: I'm sure that must have really hurt you, and I wish I could have made that hurt go away.

Ex-Husband: Thank you.

Notice, that the ex-wife says that she wishes she "could have" made the hurt go away. She stays focused entirely in the past- because the ex-husband has a Temporal Orientation focused to the past.

Please note that I used an example of an ex-wife and an ex-husband, rather than two people working to save a marriage. I did this to make sure the Temporal Orientation piece was isolated in the example. It's even more important to understand temporal orientation if you are married, so that you can speak your spouse's temporal language. [Failure to understand this can be so disastrous it can lead to divorce.]

It's also important to analyze your boss's Temporal Orientation at work. It can make your boss like you more. And if you are the boss, it's important to analyze your various employees' Temporal Orientations so that you know you are asking the right questions and getting the right information.

So, we've established it's important to pinpoint a person's Temporal Orientation, but how do we actually do that? Well, people will pepper clues throughout their speech. For instance, has your boss ever said to you something like, "Let's focus on what we can control."

That's a future Temporal Orientation establishing itself. If your boss is talking about an employee that has already left the company in any serious capacity, you have, more likely than not, come across a boss who is Temporarily Oriented into the past.

The *Master Manipulator* should first attempt to understand the Temporal Orientation of his target. If the *Master Manipulator* were to find this a challenge, he would utilize Subterfuge Questions to try to determine his target's temporal orientation. The *Master Manipulator* would, second, attempt to speak only in the Temporal Orientation of the target. If the *Master Manipulator* can consistently speak in the target's Temporal Orientation, he or she will maximize the effectiveness of his or her manipulative machinations.

Any of the nine Personality Orientations are totally capable of being either past, present, or future oriented. This means that Temporal Orientation must be analyzed independently.

Remember, it is always in the *Master Manipulator's* best interest to speak with his or her target's Temporal Orientation, rather than his or her own Temporal Orientation.

Chapter Seven: Sensory Orientation

Sensory Orientation refers to the sense that is most central to your target's way of sensing and getting pleasure from the world. Your target could have any of the following Sensory Orientations: visual, audio, kinesthetic, somatosensory, gustatory, or olfactory. Or, to put it more simply: seeing, hearing, doing, touching, tasting, and smelling.

If you listen closely to your target's communications, you will, in time, come to understand that just about everybody has one or two main senses that most motivate them. It is your interest to focus most, if not all, of your manipulation tactics towards the sense that is most captivating to your target.

This plays out, perhaps most heavily, on dating websites. If you see a woman whose profile is filled fully with engaging photos of her doing activities, you can make a relatively safe assumption that her Primary Sensory Orientation is kinesthetic. You would be wise to begin your messaging with this particular match about things that she has done, or you have done, or even things you could do together. If on the other hand, your dating site match has mostly beautiful pictures of themselves without much sense of action or movement, they are likely very visual.

The way this plays out for the *Master Manipulator* is very simple. The *Master Manipulator* will always, to the best of the *Master Manipulator's* abilities, utilize the primary Sensory Orientation of their target in any conversations that the *Master Manipulator* has with his or her target.

For instance, if your target is visual, you might paint a picture of what it might look like when you take the action you want them to take. If they are kinesthetic, it is smarter to discuss how they will feel as they take the actions that you wish for them to take. If they are olfactory, you might manipulate your target by using analogies to smell. If you do this, your target will like you more without knowing why they like you more. Advantage: You.

An example might be helpful. As we've already utilized the story, let's use Macbeth again. If Macbeth has a Visual Sensory Orientation, Lady Macbeth might try to paint an image of his mind as to what it would look like if he was on the throne. Kinesthetic- She would tell him about the feelings he will have as he takes the step to finalize his destiny. Gustatory? She will tell him about how it will taste to hold all that power when he finally becomes king. Somatosensory? Then, she simply tells him about the feelings he will have when he ascends to the throne.

Sensory Orientation is, by far, the most important when it comes to romantic relationships. However, unlike Affection Orientation, which has been relegated to the Minor Orientations in this *Primary Module*, Sensory Orientation must be considered a Major Orientation because a *Master Manipulator* who utilizes Sensory Orientation effectively will have better results with *all* targets, not just with romantic targets.

When it comes to relationships and romantic partnerships, Sensory Orientation is best utilized in conjunction with Affection Orientation. However, that topic is beyond the scope of *The Primary Module*, and is considered far more thoroughly in *The Manipulation in Love Module*.

Chapter Eight: Outcome Orientation

Outcome Orientation is the Orientation that deals with pessimism, optimism, and realism. The *Master Manipulator* understands inherently that it would be unwise to manipulate a pessimist the same way you manipulate an optimist or visa-versa. A *Master Manipulator* also knows that a realist must be manipulated in a very different way than either the optimistic or pessimistic target.

For Outcome Orientation, a few notes must be considered before we get to exactly how a Master Manipulator would go about their business.

Note #1: **All** the Personality Orientations house both optimists and pessimists. It is, therefore, foolish to over-rely on the Personality Orientation to determine the best method of manipulating your target under this particular Orientation. *Master Manipulators* avoid this trap.

Note #2: There is no optimist that is always optimistic, nor is there any pessimist who is always pessimistic. Further, even realists can be moved to one side or the other of this particular Orientation depending on the current circumstances of their life. However, it is essential for the *Master Manipulator* to realize that true manipulation is most effective when you are utilizing the true Orientation of your target. You should not assume your target is a pessimist, generally,

if you meet your target at a funeral. Neither should you assume they are generally an optimist if you meet them on their wedding day.

Note #3: People are, more often than anyone likes to admit, a victim of their own particular lens. For instance, lawyers are known as a notoriously pessimistic bunch, almost to a person. Actors and actresses, almost to a person, are known as an optimistic bunch. A lawyer who tells you that he is an optimist may accidentally be comparing himself to his peers and be completely wrong on his Outcome Orientation. Similarly, an actress who calls herself a pessimist may also be confused because she is comparing herself to other thespians. The *Master Manipulator* is careful and never trusts the target's self-assessment.

Note: 4: There may, at first, seem like there is a deep connection between Outcome Orientation and Temporal Orientation. This is so precisely because, generally, optimistic people look to the future, and pessimistic people are very often stuck in the pains of the past. While there may be some overlap, the *Master Manipulator* understands that the overlap is not perfect. A target may be oriented into the past, but be focused only on the fond memories of the past. A person can be focused on the future in a very dreary, nihilistic sort of fashion. For this reason, despite the overlap, the *Master Manipulator* considers these Orientations separately.

Now that we've considered the above notes, it's time to consider how we use the target's Outcome Orientation to best manipulate our target. Generally, you manipulate the optimist by pushing positively or negatively inside or outside their Trap in a way in which you position the target's imaginary self as looking from the past to the present. You manipulate the pessimist by pushing positively or negatively inside their trap in a way in which you position the target's imaginary self as looking from the present into the future. [We will leave the realist aside, momentarily.]

That was likely confusing; so, an example may be helpful. Consider again, Macbeth. If Macbeth were an optimist- you would, if you were a true *Master Manipulator*, set him to thinking about himself as a king in the future and ask him to look back to the present- outlining all the wonderful and glorious things he could do either for himself, or for Scotland.

If Macbeth had been a pessimist, you would do the opposite. You would, instead, keep Macbeth in his current temporal position- and chide him about all the terrible things that might happen, or might not, happen to the target if he fails to kill Duncan and take his place as the King.

Lady Macbeth knows that Macbeth is a pessimist, so she does the correct form of manipulation under this particular Orientation. She

keeps Macbeth in his temporal place, and asks him if he will live as a coward, if he does not kill the King. Her words could, perhaps, be best translated as "Will you live from this day forward as a coward?" This sort of manipulation works, as we've noted, best on a target with a pessimistic mindset.

If instead Macbeth had been a more optimistic individual, she would have had to run her manipulations differently. She would not have essentially asked if he would live from this day forward as a coward. Instead, she would have moved Macbeth temporally forward in time, and helped him to look back at his decision. It might have sounded something like, "And when you take the throne, you will look back on this day as the day of great bravery and triumph." Of course, because Macbeth was not an optimist, such a sentiment could not have been included in the play.

Let us now return to the special case of the realist. The realist is neither pessimistic or optimistic, but rather is reflexive-thinking of items in multiple directions. To put it simply, a realist thinks of the glass as half empty only if one is drinking, and half full only if one is pouring.

This means that the realist must be manipulated in *both* directions. If Macbeth had been a realist, Lady Macbeth would likely have needed to tell him that he was a coward for his failure to do the

task and she would have needed to talk about the ways in which Macbeth could look back on the same day as a day of courage, valor, and triumph.

Due to the fact that the realist needs to be moved in two directions, they are harder to manipulate than an optimist or a pessimist. For this reason, the *Master Manipulator* strives to take on the persona of a realist because a *Master Manipulator* knows the importance of personal fortification against outside manipulations. This idea is explore far more thoroughly in *The Fortification Module*.

Obviously, all of this means that it is important to be able to pinpoint the exact Outcome Orientation of your target. Luckily, for this particular Orientation, the answer is almost always self-evident. People tend to betray their specific Outcome Orientation quite often and in very obvious ways. However, should you find you are having difficulty, you would simply use subterfuge questions [You can find them in *The 201 Subterfuge Questions Module*], and allow your target to reveal his or her true Outcome Orientation.

Chapter Nine: Historical Orientation

The other day I was lying in bed with a woman, and a spider crawled down the wall between us. I noticed the spider, but didn't make any movement, as spiders, generally do not bother me. When the woman I was with saw it, she screamed, jumped up, and slapped the spider away with a shoe she had pulled from the side of the bed. Mildly annoyed at what I thought was a completely overblown response, I asked her what was the matter with her? She responded by asking what was the matter with me? Didn't I know spiders were extremely dangerous?

So, what happened here!?

Who was being unreasonable?

As it turns out, neither of us were, in fact, being unreasonable. The episode just revealed the importance of one of the Orientations that a *Master Manipulator* must analyze: Historical Orientation.

Some context: I have lived most of my life in New York State where there are few, if any, spiders that are truly dangerous to humans. By contrast, my guest had lived in the West- out in Arizona- where spiders are, indeed, a significant danger. Once I explained to

my guest that there are, in truth, almost no dangerous spiders in New York State, I watched her visibly relax.

I had thought my guest to be unreasonable and irrational, but, in truth, she simply had a very different Historical Orientation than me. While it might be a silly example, this episode still revealed the absolute need for the *Master Manipulator* to understand his or her target's Historical Orientation.

When it comes to manipulation, Historical Orientation is extremely important. To illustrate why, let's again consider Macbeth. Macbeth was a Thane, or part of the Scottish nobility. As a Thane, it was rather easy for the witches and lady Macbeth to convince Macbeth that he could become king by assassinating King Duncan. But what if he wasn't a Thane? What if he was only a commoner? Quite obviously, in that situation, more manipulation would have been necessary- because Macbeth would have had difficulty understanding how he could move from the role of the commoner to the role of the King.

This means, then, that for the *Master Manipulator*, the key component is this: the further away your target's Historical Orientation puts them from the tasks you want them to undertake, the harder it will be to manipulate your target to undertake those tasks. If your target believes (whether consciously or subconsciously) his or

her Historical Orientation in some way is inconsistent with the task you want them to undertake, your work will become much, much harder.

Let's return to Macbeth. This time, we shall say that when he meets the witches he was, in fact, a Thane. But, in truth, he is only a Thane through marriage, and prior to marrying Lady Macbeth, he was, in fact, only a commoner. [Let's ignore any historical inaccuracies and impossibilities for a moment.] In this situation, Macbeth will be harder to manipulate than if he had been a Thane since birth, but not as hard to manipulate if he had never been a Thane at all. This, of course, is little more than common sense when one stops to think about it. However, sometimes even *Master Manipulators* go too fast and forget to stop and think.

Now, let's add another layer. In this scenario, Macbeth was a commoner, but become a Thane when he married Lady Macbeth. In addition, when he was a child, his father was murdered before his eyes, and the trauma of that memory never quite left Macbeth. Now, it is may be even harder to manipulate Macbeth into murdering King Duncan, due to Macbeth's historical trauma. [Trauma should always be considered by the *Master Manipulator* when analyzing the target's Historical Orientation.]

When it comes to Historical Orientation, the *Master Manipulator*, first, wants to understand the target's past. Then, the *Master*

Manipulator wants to do whatever the *Master Manipulator* can do to minimize the risk of accidentally acting in a way that would put their target's Historical Orientation in opposition to the *Master Manipulator's* End Game.

To explain this, let's again return to Macbeth, and let's again assume Macbeth's father was murdered before his eyes as a child. Let's further say that the murder weapon was a broadsword. In that situation, do you think Lady Macbeth, being one of literature's great *Master Manipulators*, is going to hand Macbeth a broadsword and ask him to use it to kill King Duncan? Of course not! Instead, she going to cajole him into doing the deed in a way that does nothing whatsoever to unduly remind her husband of his childhood trauma.

Now, briefly, let's return to the girl in my room who was afraid of spiders so that we can consider a more innocuous use of Historical Orientation. If I want this girl to keep coming to my room, do you think I'm going to do whatever I can to try to eliminate any spiders before she comes over? Of course! And that's true even though she now knows New York spiders are harmless. This is so because she might now *know* that the spiders are not going to harm her, but to a *Master Manipulator* that matters very little. All that really matters is that her Historical Orientation has taught her that spiders are dangerous.

Chapter Ten: Astrological Orientation

Of all the Orientations, this is the one that I almost didn't include in the *Primary Master Manipulation Module*. Then, I realized that there was a high likelihood that the very reason I was not including this Orientation was exactly because of my own Astrological Orientation. Astrological Orientation is not quite powerful enough of an Orientation to be considered a Major Orientation. However, it also has too much of an affect on effective manipulation to be considered only a Minor Orientation. Astrological Orientation is, therefore, the only Transitional Orientation currently included and analyzed in *The Manipulation Game* and its subsidiary modules.

I am a Libra. To myself and most my fellow Libras, the inclusion of this Orientation sounds patently ridiculous. However, the fact that I can write a sentence that begins with "To myself and my fellow libras..." suggests that this chapter is essential when analyzing the target's various Orientations. The evidence is compelling that Libras don't think like Capricorns who don't think like Leos, who think quite differently than Scorpions, and so forth.

With respect to Astrological Orientation, the key distinction is the kind of adjectives you will use to manipulate your target- while still consistently manipulating them consistently with their Personality Orientation.

Libras, for instance, are commonly concerned with balance, fairness, and integrity. While manipulating a person who is a libra, you might consider peppering in words like "justice", "balance", and "fairness". Virgos, on the other hand, tend to be more focused on excelling as individuals. For that Astrological Orientation, you might wish to pepper in words such as "excelling", "best", or "unrivaled". To pick one more sign at random, for a Leo, you might considering using adjectives like "shining", "powerful", or "dramatic."

The above examples, of course, all assume that you are trying to manipulate your target to do something good. If you should wish to manipulate your target into doing something evil, then you would simply use the polar opposites of the words you used above.

If you should wish to manipulate a libra into doing something evil- it would behoove you, as a *Master Manipulator*, to sprinkle in adjectives related to the target of the evil such as "unjust", "evil", or "unhinged." With the Virgo, you might wish to use adjectives like "worst", "weak", or "pathetic." With the Leo, you might want to consider adjectives like "boring", "dull", or "bland."

A word of warning: It is important to remember that the Personality Orientation is paramount. So, never utilize words or phrases that would undermine the manipulation you are undertaking in

that category. However, if your target's Astrological Orientation suggests adjectives and phrases that are consistent with your target's Personality Orientation- you will often find that using those adjectives and phrases will enhance the effectiveness of your manipulative tactics.

Obviously, the adjectives and phrases that work best will be different for all twelve zodiac signs. There is insufficient time to go through all twelve signs in this *Primary Module*. However, all twelve signs have been analyzed for you in *The Astrological Manipulation Module*.

Chapter Eleven: Minor Orientations

I have broadly grouped the last Orientations we will consider together in this module into a "Minor Orientations" category. In general, the *Master Manipulator* does not necessarily need these particular Orientations to go about his general business of manipulating his targets. The *Master Manipulator*, nevertheless, would be best served by utilizing and understanding these more Minor Orientations.

The below Orientations are organized in no particular Order. They are as follows: Elemental Orientation, Affection Orientation, People Orientation, and Spiritual Orientation. We shall consider each independently.

(A) Elemental Orientation

All people respond best to one of the four Ancient elements. In my personal case, I feel most myself near the water: on a lake or a river. [Water]. Others feel more themselves if they are out in nature—in the woods, or deep in the forest. [Earth]. Still, others seem to find their best selves in the mountains. [Wind]. Finally, some seem to feel most at ease when sitting next to a crackling fireplace. [Fire].

Knowing your target's Elemental Orientation can be extremely helpful. If you want your target to go to a restaurant with you, and you happen to know that target has a water orientation, it might be best to pick a restaurant next to a lake. If you want them to go to a restaurant and they have a Fire Elemental orientation, it is best to look around for a restaurant that features a fireplace. (And it's even better to insist on getting a seat closest to the fire.) If your target is more into earthiness, you may wish to find a restaurant that feels a bit more dim-lighted and quaint. If your target has a wind Elemental Orientation, it would be best to pick a restaurant that gives the feel of being near a mountain (this can be done by the restaurant's ambience even if it is located in the center of a city). Or, if that cannot be found, it might be best to ask your target to dine at a restaurant where there is outdoor seating.

As you can see, understanding Elemental Orientation gives the *Master Manipulator* just one more tool he can utilize. As you might imagine, it is an especially powerful tool when it comes to dating, which will be the primary subject of the next minor orientation.

(B) Affection Orientation

Perhaps the most popular book on Affection Orientation is *The Five Love Languages* by Gary Chapman. As the book has existed for years, it has, of course, come under numerous criticisms, almost all

of which are probably valid. First, there are significantly more than five love languages. Second, the love languages analyzed by Chapman are only positive love languages, whereas some people connect in much darker ways. In addition, his considerations are definitionally quite heteronormative. Nevertheless, Chapman's book is as good a place as any to start when considering this particular Orientation.

Now, you may be thinking that this particular Orientation is so important that it should have its own chapter instead of being placed here in the *Minor Orientations* category. With respect to love and relationships, you would be correct. However, here, in *The Primary Module*, I have relegated it to a Minor Orientation status-specifically because it really only needs to be analyzed in romantic relationships. [It would be both odd and self-defeating to analyze your boss's Affection Orientation, for instance.]

For that reason, Affection Orientation is considered much more deeply in *The Manipulation in Love* module. For now, it is sufficient to say that everyone feels love and affection slightly differently. Therefore, the *Master Manipulator*, especially when considering dating prospects, takes the time to analyze the target's Affection Orientation.

For now, it is enough to understand that there are many love languages. There are the five outlined by Chapman: Physical Touch,

Words of Affirmation, Quality Time, Acts of Service, and Gifts. There are also other "positive" affection orientation such as: active listening, acts of empathy, solidarity, personal growth, and teamwork. There are also darker love languages such as humiliation, degradation, or pain. [These are often the more "kinky" types of Affection Orientations.]

The true *Master Manipulator* is aware of all forms of Affection Orientation, even those that might not be as appealing as other forms. After all, the *Master Manipulator* always seeks to utilize the various Orientations of the target, not the *Master Manipulator's* personal Orientations.

As previously stated, all of these ideas are explored much more thoroughly in *The Manipulation in Love* module. For now, it is enough to know that these various orientations exist, and that, for the most targets, Affection Orientation does not, and should not, come into play.

However, any true *Master Manipulator* will learn and understand all of these Affection Orientations, because they are essential to understand when dealing with romantic and sexual relationships.

The next Orientation we will consider is People Orientation.

(c) People Orientation

People Orientation simply refers to whether someone is generally extroverted or generally introverted.

For the *Master Manipulator*, it is important to know which way the target leans. This doesn't have so much an effect on the direct manipulation, but rather, effects the stage that the *Master Manipulator* might set for manipulating the target.

Put simply, if your target is an introvert, you will want to make sure most, if not all, of your various manipulations occur in quiet environments, like libraries and quiet restaurants. If your target is an extrovert, you will likely want to make sure most of your manipulation is occurring at loud venues, but in quiet moments. [You need the quiet moments to make sure the words are heard correctly. However, your extroverted target would feel uncomfortable- and is more likely to notice your manipulations- if you try to attend to said manipulations in a place that is generally quiet.]

Generally, it is not difficult to ascertain whether someone is an introvert or an extrovert. Simply ask them. However, some people do have a tendency to say what they wish they were, rather than state their truth.

This is where the *Master Manipulator* learns to trust his instincts. In the event that the target seems to be easily distracted, or frazzled, by loud noises or a lot going on- even though they insist they are an extrovert- consider setting the scene in a quiet location. If they insist they are introverted, but seem better able to focus in loud environments, set the scene at a busy bar or at a club.

(d) Spiritual Orientation

The final Orientation we will consider in this chapter is Spiritual Orientation. Generally, it is a mistake to think that Spiritual Orientation has much of an effect on **most** targets. The reality is that the vast majority of people relegate their spiritual lives to Sundays or to Sabbath days, and then they are just exactly themselves on other days of the week, with religion having little to no bearing on their day-to-day lives.

However, there are notable exceptions. If you are dealing with a truly pious person, you will find that your manipulations will likely fall flat- unless you run them through that individual's religious ideals.

For instance, if Macbeth were deeply religious, he would have likely been immune from Lady Macbeth's manipulations *unless* Lady Macbeth had utilized those religious convictions themselves in her

manipulative strategies. For instance, she might have said something like, "God has put this chance before you- are you too cowardly, now, to do His will!?" You can see how this manipulation, if any is to be effective, would be all that could work on a deeply religious person.

Generally, if you come across a deeply religious target, you will have to utilize God, or whatever religious doctrine they follow, in order to get them to engage in any less than savory activity. Sometimes, it can be ignored if you are trying to manipulate them to do something that is kind or good. But even then, it is in your interest, as a *Master Manipulator*, to play that extra card that their religiosity affords you.

Again, this is only relevant with the deeply religious. If your target wears a cross around his or her neck, it does not necessarily follow that you would need to consider this Orientation. If your target goes to church or synagogue, it does not necessarily follow that you will need to analyze this Orientation.

On the other hand, if your target goes to church daily or prays on a rosary daily, or does some other daily tenet related to religion, then this orientation should be considered. The *Master Manipulator*, of course, would learn all that could be learned about the target's religious beliefs. He would then use them in his manipulative designs against the target.

This may sound immoral in the context of Spiritual Orientation, but the *Master Manipulator* knows that all manipulation is, definitionally, amoral. It is neither good nor bad. All that really matters is what the Master Manipulator chooses to do with his manipulative skills.

In the twelfth and final chapter of this *Primary Module*, we will consider the third Essential Element of proper manipulation: Types of Relationships.

Chapter Twelve: Types of Relationships

The third and final Essential Element of effective manipulation is understanding the types of relationships in which you are engaging. A *Master Manipulator* does not manipulate his or her boss in the same way that he or she manipulates his or her spouse. A *Master Manipulator* also wouldn't manipulate his or her employees in the same way he manipulates his or her friends.

The Type of Relationship primarily affects one thing for the *Master Manipulator*: the speed at which he or she effectuated his or her manipulations.

As you might expect, the person you should manipulate the most slowly is, more likely than not, your boss. You must ask Subterfuge Questions over time- and never, ever allow your boss to get the impression that they are being interviewed. Should your boss develop that suspicion, you might accidentally violate the Precondition of Secrecy. Your co-workers you can begin working on more quickly than your boss, but you should also be slower with them than people in your personal life. Again, you do not want them ever getting the sense that you might be interviewing them.

Your friends you can manipulate rather quickly- although the *Master Manipulator* might use discretion to work more slowly on smarter

friends. You can work more quickly on your friends because it is the most casual form of relationship, and they are unlikely to get the impression they are being interviewed, unless you really overdo it. [To make sure you never really overdo it, just remember a simple rule: never ask three questions in a row.]

As for dating and relationships, men who are beginning to practice manipulation tend to manipulate far too slowly, which is why they often end up in what they sometimes describe as the "friend zone." If you are dating a woman, you can begin your manipulations immediately. She is, believe it or not, likely to find it quite attractive. Do not, however, forget the Three Question Limitation outlined in the previous paragraph. That Limitation applies for all relationships, at all times.

Women who are beginning to practice manipulation in dating, by contrast, tend to go about it too quickly. Unfortunately, the average man will view that level of attention as compelling evidence of interest, which can backfire on the novice female manipulator if she does not share that interest. It is better to go a little slower on manipulation with dating if one is a woman (but still not near as slow as you'd go with one's boss).

A final word on types of relationships: Some people like when the relationships blur. For instance, those type of people might refer to

a favored co-worker of the opposite gender as a "work wife" or "work husband". A true *Master Manipulator* does not like the blurring of these relationships because the *Master Manipulator* knows that there is a great deal of power in rigidity. Knowing one's role, and knowing one's type of relationship makes manipulation much, much easier.

This is so precisely because it is easier to ascertain the speed at which you should be manipulating your target when you are absolutely certain as to your relationship with the target. For that reason, if there are persons in your work organization calling themselves work wives and work husbands, you can be almost assured that they are not *Master Manipulators*. They are, more likely than not, sheep.

Further, *Master Manipulators* don't blur the lines in their relationships either. They don't call their wives or husbands their best friends. Instead, they prefer to keep the idea of being a friend completely separable from being a spouse.

Master Manipulators maintain that rigidity because of the advantages it provides to their manipulative tactics. Therefore, I must strongly recommend that you also maintain this type of rigidity with respect to any relationship or relationships you may have with your targets, or with the people you expect may someday become your targets.

Conclusion: Final Notes and Further Reading

Manipulation, at its core, is the art of thinking about how other people think. Simply making the conscious decision to effectuate this art will make you more effective at life than almost all of the other people out in the world. They are busy knocking into everyone else because they assume those other people think just like them. Smile, and be glad that you've learned to play *The Manipulation Game*.

In this module, you've learned how to manipulate a target by first, understanding your End Game, second, understanding your target, and third, understanding the speed at which you can push your target to your desired end result. Perhaps, most importantly, you have learned one very simple truth: **All Manipulation starts with the realization that no one thinks like you.**

You have also learned that manipulation, despite its connotation, is not immoral, but amoral. You can manipulate your target to do good, or you can manipulate your target do evil. The choice is yours. What's important is that you have the knowledge to effectuate your desired End Game. You have also learned that in order to be a *Master Manipulator*, you must accept that everyone is a narcissist, including you, you must accept manipulation is a path you will walk alone, at least for a time. Finally, you've learned that you must accept that,

at times, you may cause some pain inside the universe while orchestrating your manipulative tactics.

To learn more, consider the following resources:

- (1) *The Personality Deep Dive Module*
- (2) *The Manipulation in Love Module*
- (3) *The Work Manipulation Module*
- (4) *The Master Manipulator Fortification Module*
- (5) *The Betrayal Game Module*
- (6) *The Astrological Manipulation Module*
- (7) *The 201 Subterfuge Questions Module*

Even without those additional resources, the tools provided in this module will make you a *Master Manipulator*, someone whose manipulative prowess will be way more impressive than those of the people around you. As long as you remember the Three Preconditions, give yourself permission to engage in these manipulative tactics, and follow the ideas presented in this module, you will find the people around you bending to your will much more easily than you could have previously imagined possible.

Such is the power of *The Manipulation Game*.

* * *

The Manipulation Game by James Q. Frost

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