

THE HARD FACTS

PSYCHICS & THEIR METHODS

THE DIFFERENCE BETWEEN A PSYCHICS & MAGICIANS

- There is only one difference between a psychic & a magician.
 - *The magician tells you what they are doing is a trick.*
- This fact does not disprove the existence of actual psychic powers.
 - There are many people who demonstrate amazing “apparent” psychic abilities, such as:
 - Predicting the future (precognition)
 - Reading people’s minds (telepathy)
 - Seeing objects at a distance without using their eyes (clairvoyance)
 - Talking to the dead
- If these people are using psychic powers to do these things, they are doing it the hard way.

THE METHODS

- This is an introduction to the methods most often employed by “so called” psychics to relieve people of their hard-earned money.
- These methods are not difficult to implement and work so well that a psychic (i.e., the reader) can make many mistakes throughout the reading and the person receiving the reading (i.e., the sitter) will walk away feeling like their reading was accurate.
- Most psychic readings will have some combination these fundamental elements:
 1. Setting the stage
 2. Barnum Statements
 3. Cold Reading
 4. Hot Reading (if possible)

SETTING THE STAGE

- Most psychics will do something called “setting the stage”. This prepares the sitter and ensures a more successful reading.
- Setting the stage may include some or all of the following elements:
 - **Establish an Intimate Atmosphere**
 - *Burning incense, arcane objects placed around the room, dim lighting*
 - **Establish Psychic Credentials**
 - *Prepare a convincing back story (my mom was a gypsy from the Ural mountains, etc)*
 - **Supply a Pre-emptive Excuse for Failure**
 - E.g., “What comes through isn’t always clear to me. Sometimes I might misinterpret a signal from the other side.”
 - **Elicit the Reader’s Assistance**
 - E.g., “But together, with your help, we can interpret what these signals mean”.

BARNUM STATEMENTS

- Barnum statements are simple statements that are generally true for everyone and allow for a reader to make more specific sounding statement for a sitter depending on how they respond to the original statement.
- Barnum Statement Examples:
 - You have a strong need for people to like and respect you.
 - You have a lot of unused capacity, which you have not turned to your advantage
 - You are an independent and original thinker.
 - Disciplined and self-controlled outside, you tend to be worrisome and insecure inside.
 - At times you have serious doubts as to whether you have made the right decision or done the right thing.

STRING BARNUM STATEMENT TOGETHER

- Some of your aspirations tend to be unrealistic. At times you are extroverted, affable, sociable, while at other times you are introverted, wary and reserved. You have found it unwise to be too frank in revealing yourself to others. You pride yourself on being an independent thinker and do not accept others' opinions without satisfactory proof. You prefer a certain amount of change and variety and become dissatisfied when hemmed in by restrictions and limitations. At times you have serious doubts as to whether you have made the right decision or done the right thing. Disciplined and controlled on the outside, you tend to be worrisome and insecure on the inside.
- Stringing together Barnum Statements is sometime all a reader needs to do for the sitter to walk away feeling like they had a successful reading.

BARNUM STATEMENTS & FORKING

- A more experienced reader can use Barnum Statements to drive a reading from general statements to more specific (and convincing) ones.
- Present a Barnum Statement and then watch for the sitter's reaction to it. Then use "forking" to tailor a follow-up response that matches their reaction to the Barnum Statement.
- Example:
 - Barnum Statement – You tend to be quite self-critical.
 - If the sitter gives a confirming response, then fork your next statement so that it affirms their disposition.
 - Forked Statement: *You often give yourself quite a hard time over mistakes which other people wouldn't worry about. At times you are your own worst enemy because this self-critical side of your character has held you back on more than one occasion.*
 - If the sitter gives a disconfirming response, then fork your next statement in the other direction.
 - Forked Statement: *But this tendency is one you have learned to overcome, and these days it rarely comes to the forefront. You have learned to reconcile your own special mix of talents and you have learned how damaging it can be to be too self-critical.*

COLD READING

- Cold reading is a set of techniques that manipulators used to make a sitter think they know all about them. These techniques are highly effective and the only way to protect yourself from being fooled by them is to know about them.
- We will not cover all of the techniques, but you will about those in common use.
 - Character Statements
 - Fact & Event Statements
 - Good Chance Guessing
 - Guessing Based on Gender

COLD READING CHARACTER STATEMENTS

- Most people have more in common with others than they think, and a reader can take advantage of this by formulating character statements based upon the apparent age of the sitter and the commonalities that those people share who are in the same age group.
- Character statements are like Barnum Statements, but they differ because they are derived based on the age group of the sitter.
- **Early 20s:**
 - *You feel a sense of frustration that your own ideas and talents aren't given their full recognition. Too often it seems like people do not appreciate the contribution you are making.*
- **Mid to Late 30s:**
 - *You often wonder what happened to all those dreams you had when you were younger. Deep down, there is a part of you that wants to scrap everything, get out of the rut, and start over again so you can do things your way.*

COLD READING

FACT & EVENT STATEMENTS

- Fact & Event Statements – Statements that are likely to be accepted and lend themselves to being developed into something more specific.
 - **Geographic Location:**
 - *I can see a connection in the united states, possibly a norther state, or it might be closer to a warmer climate in the south. How might this impression be coming through?*
 - **Health or Medical:**
 - *I am getting a sense that there is a problem around the chest area, or possibly the stomach or lungs. What does this mean to you?*
 - *If a sitter claims the statement about the "chest area" is wrong then, "Strange. The chest area is coming through quite strong. How did they pass?*
 - **Personal Life:**
 - *I am getting a strong sense of a career in progress, or possibly in transition. This might be your career or someone close to you. Can you help me make sense of this?*

COLD READING

GOOD CHANCE GUESSING

- Good Chance Guessing – when you make a statement that includes a guess that is very likely to be true in some respect for most sitters.
 - *The house where you live, there is a 2 in the number.*
 - *If the answer is "no" then, well perhaps it is the house next door. Does this make sense?*
 - *For some reason I'm seeing a blue car outside your door.*
 - *The name Jane means something to you. I can see someone you have known quite a while, with blond hair.*
 - *I sense a significance with the end of August, something like the late twenties, twenty-sixth, or maybe a date close to that. This is associated with a man, related to you, who wears glasses.*
- Remember, it doesn't matter if you get it wrong. Because of the confirmation bias, the sitter will only remember all the times you got it right.

COLD READING

GOOD CHANCE GUESSING (continued)

- Most people will have the following in their homes:
 - *A box of old photographs somewhere, not neatly sorted into albums.*
 - *Old medicine or medical supplies years out of date.*
 - *At least one toy, or books, which are mementoes from childhood.*
 - *Jewelry or medals from a deceased family member*
 - *A pack of cards, with one or more of the cards missing.*
 - *Electrical device that no longer works but has not been thrown out.*
 - *Notepad or message board with a matching pen that has gone missing*
 - *Books relating to a hobby that is no longer pursued*
 - *A drawer which does not slide as easily as it should*
 - *Keys whose exact purpose has been forgotten*
 - *A broken watch or clock*

COLD READING

GUESSING BASED ON GENDER

- Most men:
 - *Tried learning a musical instrument but then gave up.*
 - *Worn a moustache or beard, even if currently clean-shaven*
 - *Have at least one old suit hanging in the wardrobe that no longer fits*
- Most women:
 - *Own an item of clothing they never wear*
 - *Have more shoes than they need in practical terms*
 - *Keep photos in their purse or near them*
 - *Women wear their hair long as a child and then adopt a shorter haircut when they get older*
 - *Have at least one ear-ring with one of the set being lost*
- Most people:
 - *Have a scar on the left knee*
 - *Had a childhood accident involving water*

COLD READING

PUTTING IT ALL TOGETHER

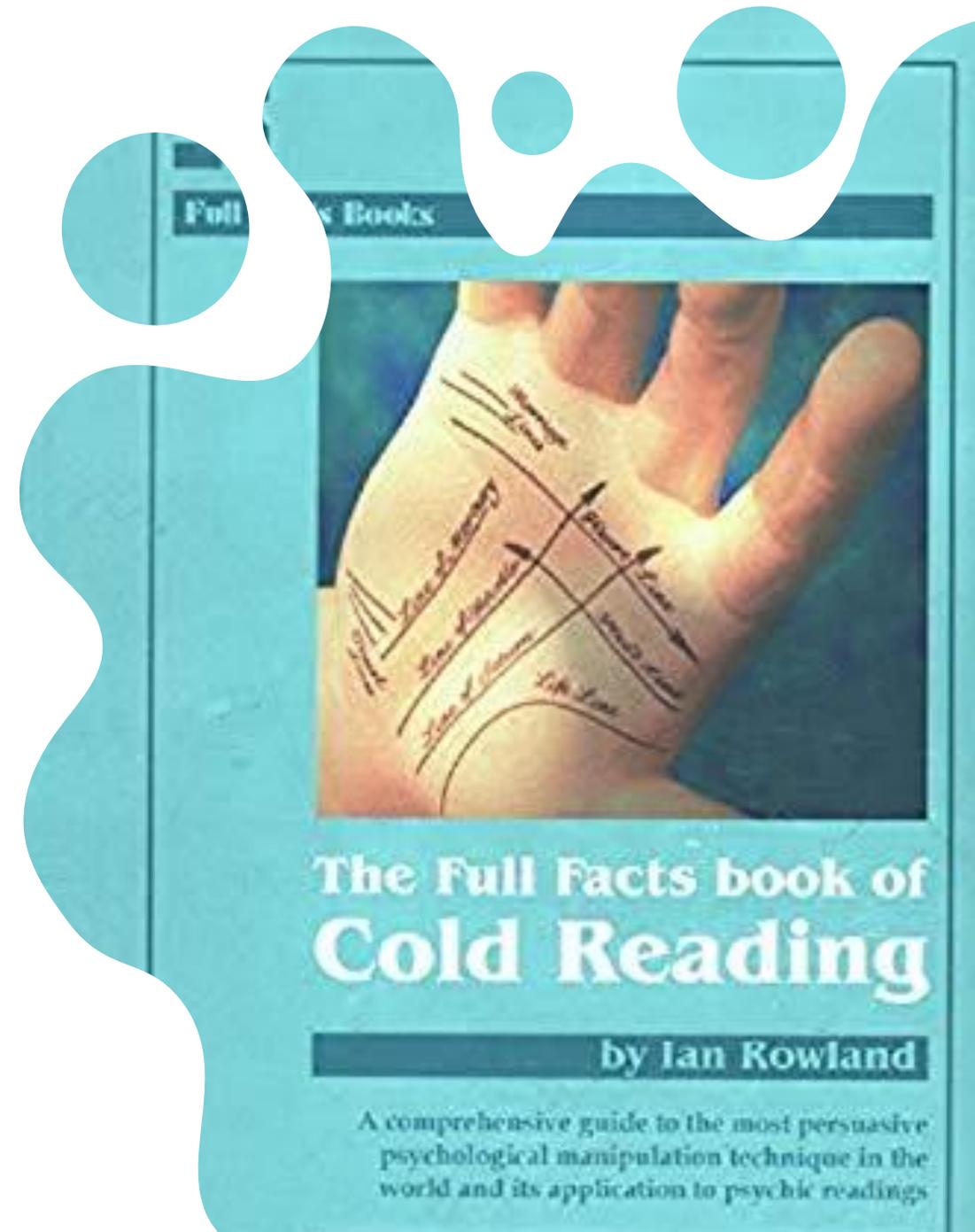
- *I have your uncle here now. He is well and tells me he loves you very much. He has quite a sense of humor and is complaining now. He is saying something about photos. Old photographs. He says you have some old photos of him, and you don't have them on display anywhere. They're all just in a box in a cupboard, and you never look at them.*
- *When you were young, I get the impression of an interest or subject where you showed a lot of promise. I get the impression it was something on the creative or artistic side. Perhaps your parents felt you might have gone on to great things, but it was not to be.*

HOT READING

- Hot Reading – involves doing background research on the sitter before the reading and then feeding back facts about that person during a reading.
 - i.e. cheating

WANT TO LEARN MORE?

- **The Full Facts Book of Cold Reading – Ian Rowland**
- *A comprehensive guide to the most persuasive psychological manipulation technique in the world and its application to psychic readings. Cold reading can loosely be described as 'how to talk to a complete stranger as if you have known them all your life'. This definitive yet easy-to-read guide explains every aspect of cold reading in detail. Although the book focuses on how cold reading is used within the psychic industry, many cold reading principles have applications in other fields such as selling, negotiation, management and therapy. This is a 'must read' book for anyone interested in the psychology of persuasion.*



SOME VIDEO EXAMPLES

- [*Setting the Stage*](#)
- [*Barnum Statements & Cold Reading*](#)
- [*Cold Reading – Turning Misses into Hits*](#)
- [*The Difference between a Magician & a Psychic*](#)
- [*Hot Reading*](#)