



## Barnum Statements: A Guide

**Action Checklist + Bonus Content**

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# **Enslavement, Not Seduction.**

*Derek Rake*



## IMPORTANT

This Action Checklist is based on the guide published on Derek Rake's blog:

<https://derekrake.com/blog/barnum-statements/>

For the full article, click on the above.

# Action Checklist

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## Understand Why The Barnum Effect Works On Women

- Stop believing that psychic abilities exist - they probably don't.
- Barnum Statements can be used for good or evil. For everyone's sake, use them only for good or not at all.
- Stop equating "manipulation" with evil. Manipulation is neutral - it's the purpose behind it that makes it good or evil.
- Understand that manipulation is often the only way to achieve certain ends in life. A strong, happy relationship is one of those ends. And the Barnum Effect is among the most powerful tools you can ever learn.
- Accept the fact that the dating game is a game of manipulation. The savviest manipulator wins.
- Understand that Barnum Statements are based on "truisms" that apply to almost everyone. They are deliberately generic in tone.
- Accept the fact that women think they're special snowflakes - honest, polite, rational, level-headed, patient, talented, gifted, etc.
- Understand that a woman's modesty is often false, no matter how convincing it might seem. Deep down she feels, 'if only the world would recognize my talents...'
- Understand that if you appear to be 'appreciative' of a woman's talents, you'll occupy a very special position in her heart.
- Start using Barnum Statements on women you're attracted to, and even to women you're NOT attracted to (for practice). Women prize emotions and "intuition" above all else. To seduce a woman, you simply need to make her believe you have a deep emotional bond with her. And you do that by using Barnum Statements on her.
- Get used to getting women to reveal certain things to you, which you can then use to exploit and manipulate them.

# Action Checklist

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## Barnum Statements: The Two Rules To Obey

- Rule #1: Make flattering statements. Use terms like *good-hearted*, *open*, *caring*, *thoughtful*, and *hardworking* generously.
  - Rule #2: Never phrase your Barnum Statement as a direct question. Instead, tell her what you think.
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## The 7 Basic Barnum Statement Techniques

- Observation.** Watch her closely. Observe things like her social status, ethnicity, make-up, amount and type of jewelry, body language, general demeanor, posture, and most especially her age.
- The Pollyanna Principle.** Women will always accept positive statements about themselves (even if they're false), so use them often. They will also always reject negative statements (even if they are true), so avoid making them. People are ready and willing to accept generalized descriptions of their personality... as long as they would fit into their worldview and belief system.
- Congruency.** You must first convince yourself that everything you say is 100% true. If a Barnum Statement fails, use an Anti-Demand to keep her engaged and you can try again. (See Bonus Content)
- The Build-Up.** Instead of jumping straight to the Barnum Statement, use a lead-in like, "I couldn't help but notice that you're \_\_\_\_\_," or "I'm a pretty good judge of character, and I think you're \_\_\_\_\_."

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# Action Checklist

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## The 7 Basic Barnum Statement Techniques, *continued*

- Avoid Absolutes.** Avoid using terms like “always,” “never,” “every time,” “entirely,” etc. Instead, use terms like “sometimes,” “somewhat,” “now and then,” “often,” and “at times.” People will believe that certain vague statements fit their personality... if they are vague enough. When you phrase the statements in a certain (vague-ish) way, women will positively wish for them to be the truth.
  - The Feedback Loop.** Pause 3-4 seconds between Barnum Statements. That way you can observe her nonverbal cues to see if you’re spot on, and you’ll also give her a chance to keep talking (potentially talking herself into falling in love with you) if the Barnum Statement resonated with her.
  - Fractionation.** Combining Barnum Statements with the Fractionation technique is a killer combo. (See final section of this Action Checklist)
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# Bonus Content

## "Anti-Demand"

Let's say you're with a woman, and you tried a Barnum Statement on her. To your horror, she replies: "No, that's not true at all. Why would you think that?"

What do you do now? You make an Anti-Demand, that's what.

An Anti-Demand is a tactic that's meant to save an interaction after you accidentally break Rapport, such as by saying something stupid or, in our case, using a Barnum Statement that misses the mark.

You can simply say: *"Oh, I must have misunderstood you. I'm usually a good judge of character, and when I saw you, I thought to myself: 'Now here's a friendly lady I can talk to.' I guess I messed up my opportunity, huh?"*

To that, she'll likely say, "No, that's okay," which is a sign she's re-engaging you. Now you can continue building Rapport and try another Barnum Statement later on.

Since it only takes one good Barnum Statement to induce the Barnum Effect on a woman, the Anti-Demand technique is a great way to nearly guarantee success with any woman you talk to.

# What Next?



**The techniques I've shared with you are just the tip of the iceberg when it comes to Mind Control Enslavement.**

This guide will get you off to a flying start, but to do well, you'll need a full suite of Mind Control tactics to control and dominate a woman completely.

After all, you don't really want to "attract" or "seduce" her...

... instead, you want to **ENSLAVE** her emotionally to you. You want to keep her for as long as you want **WITHOUT** the usual headaches and frustration.

And this is what Shogun Method can do for you.

To discover how you can acquire the "superpowers" to enslave any woman and put her under your ultimate dominance with Mind Control, go to this website -

<https://shogunmethod.com>

**Be a Shogun. Join us today in the worldwide Shogun Method movement.**



## **Be A Shogun.**

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**Enslave any woman emotionally and make her willingly submit to your ultimate authority.**

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