

Darkside Hypnosis

The Authority Hijack

Alright, welcome to The Authority Hijack.

So by now you already know how to identify the alpha, and you should be able to do so in about a minute or less of entering a group, just remember to look for those alpha traits that we've been talking about... so it's the person who is taking up the most space, the person with the loudest voice and when they talk everyone listens and it's the one who's leading the interaction, and if you look for these things, you will see them.

And there is always an alpha, no matter what people will tell you and I've even experimented with this and even ask different groups of people who they think the leader is then they might deny there is one but deep down I think that they all know that there is one person who calls the shots more than anyone else in that group and whoever that is, that person is the alpha.

So what's the Authority Hijack is all about?

The Authority Hijack is implementing the steps you need to take to steal that status from the current alpha, to hijack that authority that he or she has so you can become the new alpha in the workplace or your social situation or both.

So by now you should know the difference between an alpha and a beta and hopefully by now you've identified the alpha in your workplace and the alpha of your social circle and if it's not you then by now you should know who it is.

And if you're not already sure who it is then you just need to watch closely and see who people are reacting to, because whoever people are reacting to the most has the highest value and he or she is determined the alpha.

So just look for the person who is getting the most eye contact directed at them, because when you know what to look for you'll see it, so the next time when someone who you consider to be a beta and they're talking in a group of people... just take the time to pay attention to their eye line and you'll begin to notice that they look to the alpha about 60 to 70 percent of the time and the rest of the time their eye line will look to the rest of the other betas equally.

So notice who people are looking to the most, most of the time it will be to the alpha.

And the reason why people do this is because if they lose the focus of the alpha then they risk losing the focus of the entire group. So a beta will always look to the alpha for confirmation.

And the thing is maybe you've never thought of this concept before, but now I've told you about it, you'll notice who is getting the most eye contact.

And I do it too, I'll be having a conversation with a group of people and then I'll notice when other people are talking who they're directing their focus at.

And because of the way I position myself as the alpha, the majority of the time I'm getting that focus from the betas and this is exactly what this part of the course is all

about, getting you to this place where everyone subconsciously knows that you are the alpha, where every one knows that you're the controller.

And you should look to engineer this kind of social dynamic for yourself...

So, next time you're in a social situation and the current alpha is there, just take a minute and notice that he's sitting there and he's surrounded by everyone else, and if he's the one who's talking and you're facing him and he's not looking at you, then he has more social value than you do.

So you want to try and engineer a situation where you're not really facing his direction in the first place.

And if you can what you really want to start doing is positioning yourself so that you are the centre of attention, so if you go out for a meal and your choosing where you want to sit at the table then you always want to try and sit somewhere in the middle so that at all times everyone else is directing their focus to you and you won't have a hard time trying to be heard.

As well as that another thing I like to do is I try to seat myself so that my back is always facing the wall, that way I can look out over the whole restaurant and I'm always aware of my surroundings and I always know what's going on, and you need to do this, because remember you always want to be thinking more than every one else, always 50 moves ahead of your opponent.

Alright, so once you've located the current Alpha at work or in your social situation, you are going to takeover his position at the top and you are going to hijack his authority so you will become the new Alpha.

So the first thing you need to do, if you haven't already, is you need to befriend the alpha.

Now I know sometimes befriending the alpha is not always the easiest thing to do because if you're not even on the alpha's radar yet then even getting access to him is not easy.

So if you are in a position where you're having a hard time getting in with the alpha then you can use what we call the Guilt by Association technique.

Now what the Guilt By Association technique focuses on is the fact that you are your reputation, your reputation is determined by who you hang out with, what you do and what you stand for.

And when you use the Guilt By Association technique you can immediately get onto the current alphas radar and you can immediately become somebody if you're not already.

Now if you've already been through The Godfather Method and you've started to implement some of the techniques and the principles we talked about then by now you should be well on your way to developing a reputation for yourself.

So that's step 1 of the Guilt By Association technique, you need to start developing a reputation for yourself, become known for something. So step 1 determine what you want to be known for, what guy do you want to be.

So do you want to be known as the guy who has these crazy adventures every weekend, or do you want to be the guy who has amazing parties every month, whatever it is you want, just determine what it is you want to be known for, and then start generating some good buzz by developing a good reputation.

Ok so that's step 1, step 2 is to eliminate social dead ends.

A social dead end is anyone who is automatically lowering your value because you associate yourself with them. So when people see you with this social dead end they automatically assume that you're the same as them so it lowers your value.

And a social dead end can even be someone who is high value but when you're around them they're always putting you down so you end up looking like a low value person, so that's step 2 eliminate social dead ends.

Step number 3 is you need to pick your target, and by target I mean somebody who is good friends with the alpha and by just being associated with them it will get you on the alphas radar and it will elevate your status.

So for example let's say the alpha is out of reach, he doesn't even know who I am, so then so I try and befriend the second in command, his number 1 beta.

If I have no luck befriend his number 1 beta then I go for his number 2 beta. The point is you just need to find a target to get you on the alphas radar and to elevate your status.

So let's say I've been able to befriend the alpha's number 1 beta, so now the alpha will perceive me as on the same on the same level as the number 1 beta and I will be on the alphas radar which is all we're aiming for right now.

And then, once you're on the alphas radar and he sees you as having equal value to his number 1, or number 2 beta, the next step is you need to become the alphas go to guy, you need to become his best friend and then you're going to completely takeover the Alpha and hijack his position as the leader of the group.

And one thing I think I should point out is that as you're becoming the Alpha's Go to Guy then you have to show the Alpha the kind of respect that he is used to.

So if everyone else sees this person as the Alpha then they will treat him with a certain amount of respect and you need to make sure that you're doing the same thing.

So if you get invited the alphas house and he's having a barbeque then you don't want to try and out-alpha him, don't try and outshine the master.

For right now what you're trying to do is to make a connection with him so that you can become his go to guy, so right now you've got to treat him like he's the man like everyone else does.

And on top of that, I want to give you some techniques right now that you can use to become anyone's go to guy.

Ok the first sneaky technique I want to share with you is called emotion catching, and the way it works is this...

If you want to be liked by someone then at first, you only want to talk to them when they're in a positive mood or excited about something and the reason why is because if the person is feeling positive feelings and you're talking to them then they will subconsciously attach those positive feelings to you.

So let's say it's a Friday evening, the alpha is in a positive mood and he's excited because he's got a weekend ski trip planned then what you want to do is head on over and ask him about it, get him to tell you where he's going and getting him picturing all the fun he's about to have and all those positive feelings he's having about his ski trip, he will subconsciously attach them to you.

But with that in mind, you also want to be aware that when emotion catching you don't want to catch any bad emotions and accidentally make the alpha associate you with negative feelings, so for example if you happen to know that the alpha's dog just died then today's the day when you want to be sure you stay clear of him, ok you do not want to associate with him when he's in a negative state.

Ok, the next tactic on the game plan is called "keeping it familiar"... when you're trying to become the alphas go to guy then you want to interact with him on a regular basis.

The reason why "keeping it familiar" is so powerful is because studies have actually shown that repeat exposure to anything or anyone will result in a greater appreciation and liking.

And that's exactly why you always see big companies like coca cola just advertise the logo because these studies show that you don't need to be reminded how special something is, you just need to be reminded that it's there.

So if you want to become the go to guy then you need to keep it familiar with the current alpha, so try and spend some time with him, invite him out for a beer take him for lunch, whatever it is you have to do just keep it familiar.

The third covert tactic to make anyone like you is reciprocity, and the reason this works according to hundreds of studies is that we like people more if we know they like us, so when we find out that someone likes us we unconsciously like him back more in return, so you want to let the alpha know that you like and respect him..

Now obviously you don't want to walk up to him and say... "hey, Jack...just so you know I like and respect you", because it's going to look creepy, but you can do it covertly by making them feel good about themselves.

So how do you do that?

You do it by being generous and giving a genuine compliment.

Now the reason this works in letting him know that you like and respect him is because people generally won't compliment a person that they don't like and even if he doesn't make the link between the compliment and the fact that you like him consciously, his subconscious will so it will work either way.

So the way I like to give a genuine compliment is by making an observation and then quickly asking a follow up question, and the reason why you can get away with this without looking beta is because you're actually putting the alpha in a position where as soon as they answer your question then they will be qualifying themselves to you, and they will always qualify themselves when you ask the question because they will feel good like they're impressing you.

So as an example you could say:

"Hey man, that's a nice watch, how much did it cost you?"

So by giving a genuine compliment and then quickly following up with a question it means that the alpha won't just brush your compliment off, instead they're forced to answer your question and that makes them qualify themselves to you.

So when the alpha responds he'll say something like "yeah, and it's actually a Rolex and it cost me fifteen hundred bucks."

So you can see how he is qualifying himself to you, by telling you the price he is actually bragging which puts him in a beta position.

One point to make here though is to be sure that the thing you compliment him on is actually cool, so if you can see his watch is a Casio that probably cost fifteen bucks then you don't want to compliment him on it because it will look like you're busting his balls which at this point is not the aim of the game... it will be but just not yet.

Alright, the next technique is to confide in him.

Because there's not many things that create a stronger bond between two people than when they confide with one another.

And as an example, remember when you were a child and you had that childhood friend and you would confide in them and they would confide in you and then you just have that immediate trust.

Well you can use that same principle when you're becoming his go to guy. If you confide something to him then he will trust you a lot more, and if you can get the alpha to confide in you then that trust will be even stronger.

Now obviously you don't want to go telling the alpha your biggest secrets, but just something that you don't mind telling him that you know he will be interested in.

Ok, the next technique I want to tell you about is called the Ben Franklin effect.

Now the Ben Franklin effect came about when Benjamin Franklin won over a political opponent by asking him to do a favour for him.

So the story goes that after Ben Franklin got his political opponent to do a favour for him, they became great friends because the political opponent justified doing the favor by telling himself that he actually liked Franklin, and, as a result, he treated him with respect instead of rudeness from then on.

So if you can get the alpha to do a favour for you then in their mind, to rationalise their act of kindness they will tell themselves they did you a favour because they like you and you're a friend and friends don't mind doing favours for friends.

So if you can get him to do a small little favour for you then this will make him feel positive feelings towards you.

Now whatever you do don't make the mistake of trying to do nice things for him to try and make him like you.

Because even though it may make him see you as a nice person it will not give him those same kind feelings towards you which is what you want.

So just remember when he does a favour for you it increases his good impression of you because it makes him rationalise to himself that he must like you to be treating you this way.

So if he offers to do something for you then always let him, if he offers you some gum or he offers to buy you a beer then you take it... if he offers to lend you a movie or a cd then you take it.

This technique is insanely simple but it's works and I use this everyday of my life, if someone offers you something then you take it... but on that same note make sure you give back... if he buys you a beer then buy him one back, if he offered you some gum today then tomorrow make sure you have a pack and see if he wants any.

So I think you get the idea here, but the main thing to remember is to just let the alpha do things for you and you need to adopt the mindset that you deserve for things to be done for you.

Ok, the next technique I want to let you in on is called "value stacking" and what this does is to covertly let him know that you have things in common and as you do this

over time, then he will see you as someone who is actually pretty cool and someone he wouldn't mind to hang out with some time.

Because even though you may have heard the saying opposites attract actually the opposite is true... people actually like people who are similar to them and someone who has similar interests so if over time you let him know you like the same baseball team as him... then a week later you value stack some more and if you happen to know he plays the guitar you could say "Oh man, I was in the guitar store on the weekend and I played on a Taylor acoustic, I'm telling you man I've never heard a sweeter sound come out of a guitar I was playing."

And it doesn't matter if for the last 10 years at your job you haven't even spoken to the Alpha or you're the quiet guy who no one likes, once you start doing this stuff the alpha will look at you and think "I had no idea this guy was so cool, I didn't know we had so much in common."

But of course you don't want to come out and say something like "hey, I like the same bands as you", instead it's much more powerful when you do it covertly, so if you happen to know the Alpha is really into the band U2 then you just need to say "Oh man, I was listening to U2 the greatest hits over the weekend and I'd forgotten how good they were".

Now if the Alpha is really into this band then you'll see his eyes light up and you will have an instant bond.

And it doesn't always have to be about music, it could be about films, sports, food, art or anything that the Alpha is passionate about. Just do your homework, find out the Alpha's passions and use the technique.

And also another thing you don't want to do is to over do it, you need to be covert or else this won't work. The alpha will see what you're doing and it will be game over.

Ok, so by this point you should be his go to guy or at least pretty close and if you not yet then just keep working at it because once you're in you're in, there's no stopping you so then it is time to take the Authority Hijack to the next level.

So the next level of the Authority Hijack is to steal the alpha's position as the controller of the group.

So the first thing I want you to become aware of is how dominant is the current alpha?

Because chances are that he or she is a lot more dominant than you because that's the number 1 trait of the alpha... dominance.

And we've already talked about becoming more dominant and leading the interactions and leading people, and being the person that says "hey, lets go here, let's do this".

Well, that all comes from being dominant.

So, how can you become the more dominant than the alpha?

You need to control the frame, it's as easy as that.

So what exactly is frame control?

Well to understand exactly what frame control means, we need to first have an understanding of what I mean by frames.

A frame is the surrounding meaning of any interaction.

Now I know that might sound a bit confusing so let me give you a few examples to give you a better understanding of the whole thing.

So let's say a woman is sitting by herself in a bar and a guy comes up and starts asking her some very personal questions, so in that situation the frame that she has in her mind is that this guy is trying to pick me up.

But if the same guy was asking those same questions to that same girl in the context of a job interview then the frame would be completely different, the frame wouldn't be that this guy is picking her up, the frame would be that this is a job interview.

So a frame is really what you want this interaction to be about, and if you can control that then you can control a person's reality.

And in any interaction you're in everybody always tries to impose frames on everyone else and the strongest frame always wins... so if you can always have the stronger frame in any interaction then you will control the reality.

And that's exactly why people follow a cult leader for example, because the leader of the cult has got the stronger frame so people will buy into that frame and their weaker frame will be absorbed.

So the thing that I want you to get here is that really there's no objective reality, and all reality exists within people minds.

So if someone comes up to you and tries to bust your balls, and you get offended by that and you get angry then you end up looking like a beta because you've been sucked into that person's frame.

But instead if you reframe what they're doing as they're trying to bust your balls but you just see them as nothing, and you see the whole situation as it's not a big deal and maybe you even find it funny and you just laugh it off then they have been sucked into your reality.

And you need to use this technique with everything, you as the alpha have the stronger frame so you can control and lead any interaction, that is frame control.

And with that said, one thing that you should know is that when you truly believe something then our minds will find evidence to prove to ourselves that that belief is true.

So once you adopt that mindset that you are the alpha, that you are the leader and that you have the stronger frame in any interaction then your mind will give you evidence to show you that that belief is true.

Alright, so the next technique we need to get into is social proof and most likely the alpha that you are trying to replace is going to have social proof down, they've most likely already got lots of social proof so if you are going to replace him as the new leader then we need to engineer social proof for you.

And Social proof is a MASSIVE part of what I do.

When I walk into the office, or my usual bar 9 times out of 10 I have around 20 people come and approach me... I do nothing but walk into the room and for 20 mins, I stand there and have people come over and say "Hi"... now you tell me who the coolest guy in that place is. Anyone who see's me is left with no doubt who the most Alpha person in the room is.

So how can you get to this level of social proof?

This level of social proof needs to be engineered and you should always be working on this.

The fastest way to build social proof is to have numerous positive interactions with people wherever you go, aim to build strong rapport with people.

So if you're at work eating lunch then talk to the lady serving your food, if you're in a bar then talk to the bar staff, if you go to Starbucks talk to the girl serving you your coffee, just joke around, have fun and bring value to other peoples lives.

Be fun. There's not many people out there that like non-fun people.

If you look back to high school the guy who everyone liked was the guy who was engineering the fun, the girls never like the smartest guy in school they like the guy who makes them have the most fun and they guy who listens to them.

This is one of the biggest tips of can give you in social dynamics and that is that you can make more friends in 2 month by becoming genuinely interested in people than you will in two years of trying to make people interested in you.

When you're talking to people find out what their passions are and talk about that a lot. Even if you're not contributing to the conversation and they're doing most of the talking, they will at the end of the conversation go "that guy was a really cool guy, I don't know why but I feel really good about him" and it's because you let them talk about something that they love, because people are dying to talk about their passions, they're dying for the moment where they can then talk about what they like.

And when you do this and you have many positive interactions with people and by building this social proof you will become what we call The Social Connector.

Becoming the social connector means becoming the person who always knows someone wherever he goes.

So when I go to bars and clubs, the important people know me. The queue jumps and free entries, the high fives, the first name terms and warm handshakes with the bar staff... the free drinks... When people see someone who is genuinely loved by a while load of people in a social setting, then that persons value absolutely soars sky high.

So how can you make friends with the staff at a bar or a restaurant you frequent?

Well first of all you need to choose a venue that you like and you need to go there at least once a week, like every Wednesday or every Friday and then talk to the staff and find out what they're interested in, use the techniques that I'm teaching you to create instant rapport, demonstrate value, let people see that you are a high value person.

Then ask the staff their names and when they tell you can just say "I'm Jason by the way", but obviously you say your own name.

And if you have time, you can demonstrate even more value by teaching the staff how to remember names by using one of the techniques in the photographic memory section of this course.

So what you're trying to do is to have them see you less as a customer and more as a friend.

And if you go to the same place once a week and you always bring value and people see you as a high value person who is who doesn't seem to be taking value then people will want to be around you.

And this is where you ant to get to, you want to be in a position that whenever you go out, wherever you go, you always have people you know, and we call it building your army.

And what that really means is everyone in your work place, the bars, restaurants, coffee shops, stores and anywhere else you frequent, everybody there knows your name, and you want to do that because then every time you go somewhere you have an instant allies and this is really effective for social proof.

THE ALPHAS DHV TACTICS

Now one thing to be aware of is that the current Alpha has probably been the leader for some time and he's built up his social proof over a longer period of time than you have, but it doesn't matter, because with Darkside Hypnosis you're thinking smarter than him, so it's still easy for you to overtake, so the next technique is to make sure people see you as equal value or higher value

So what you need to do is just pay attention to the things he is doing that are giving him social proof, so does he tell a lot of jokes or funny stories whatever it is just look for it and you'll see it.

And what you need to do is whenever the next time is that he uses one of these social proof techniques, you need to be ready and waiting to retaliate with a social proof technique of your own.

Now, a perfect social proof technique that will completely blow him out of the water is going to be any one of the hypnosis techniques that we're going to talk about in The Hidden Persuaders section of the course.

So imagine the next time the Alpha is using some kind of social proof technique and he doesn't even know he's doing it, imagine if you say to him "hey, you know what... I've got a good one, I bet you \$100 dollars I can guess the exact amount of money you have in your wallet down to the very last cent."

Now of course the alpha is going to take that bet because what are the chances of you guessing the exact amount of money he has in his wallet.

But what he doesn't realise is that what you've actually done is half an hour ago you put him into a trance, got him to give you his wallet, you counted how much money he had, then you gave him his wallet back and gave him amnesia for the whole thing so he has no idea anything even happened.

So you actually know exactly how much he has, so all you need to do is act like you're reading his mind and if you can use this as a social proof technique to totally blow the alpha out of the water.

I mean what is there that he can possibly do to beat that?

Nothing, and people will not know how you're doing it and they will beg you to tell them how.

But of course you never do as these techniques are so much more powerful when you keep them a secret and you use them covertly.

Now if you use social proof techniques the right way you will easily become the alpha but if you go about it the wrong way you will look like you're trying too hard and you will lose.

So the way to not look like you're trying too hard is to only do it once, so even if you've got people saying "Come on show it to us again or show us something else" then the best reply you can give is "Listen, I've shown you a couple of cool things, why don't you guys teach me something."

So just keep in mind that any time the current alpha does some kind of social proof technique by accident, because remember he doesn't even know he is doing it when he doing it... like telling his funny story or a joke and you can retaliate with a funny story of your own or a joke or some kind of DHV.

Ok, I want to give you a DHV you can use and this is fun, and I'd actually like you to write these things down as I'm asking you to do them, so it goes like this.

Ok take a pen and paper, now I want you to think of your favourite animal and write it down, now describe that animal in three words.

Ok, next I want you to think of your favourite colour, write it down, ok now describe that colour in three words.

Ok, now I want you to think of your favourite body of water and by body of water it could be a lake, a river, a waterfall, a sea whatever you want... ok?

Now write down three words that describe your favourite body of water.

And the last one I'm going to ask you to do is to imagine you're in a white room and it has no windows or no doors... now write down three emotions you feel.

Ok, so that was it, and hopefully you've taken your time to write down your answers, and if you haven't then take the time to do that now, before I tell you exactly what each one means.

Alright, so the first one was your favourite animal, and the 3 answers that you gave that describe your animal, that's how you believe others see you.

So if you wrote down the word dog and you described a dog as friendly, loyal, and happy then that is how you believe other people see you.

If described a dog as shy, lazy and sad then again that is how you believe people see you.

The next one was the colour and what ever your answers were describes how you see yourself.

So if your colour was purple and you described it as warm, relaxing, and interesting then that is how you see yourself.

The next one which was describe your favourite body of water, let's say you said a waterfall and you described it as magical, mysterious and sensual then that is actually how you view sex... so you view sex as magical, mysterious and sensual which makes sense right?

And the last one which was imagine yourself in a white room and state three emotions you feel. So let's say you said the three emotions you feel are fear, loneliness and peacefulness then this actually describes how you see death.

Ok, so that was it, that was the DHV that I wanted to give you, and I don't know if it's actually based on fact and if the things you describe actually mean the things they're supposed to represent but the point is it doesn't matter because all it's meant to be is just a little tactic which allows you to lead the interaction.

So just keep that in mind, all you need is these kind of intriguing stories or little games which make it so that you are the person who is bringing the fun in any interaction you're in and if you really want to bring out the big guns and completely take over the group you can use hypnosis like I just told you.

As well as that, if the alpha is telling a story about the time he went sky diving or anything else then you need to step up and let everyone know that you went sky diving too but you don't want to make it seem like you're bragging or you're competing but you can just say "yeah I went sky diving for my buddy's birthday last year, I'm telling you man... I didn't want to jump out of that plane, but when I did." So you're agreeing with him and then adding in your own input.

If you haven't been sky diving then you can say no I've never been but I always wanted to, but you went shark diving once or whatever you have done with your life you can say because the main point from this is anytime when he demonstrates value to build his value, then you need to build your value too.

And you can actually write out what you want to say and you can memorise it, so you can literally write a script for yourself that you can use in different situations to let you dominate.

And as I've said before, we call these DHV stories.

So they're stories about your life which when you tell them they demonstrate higher value because the story itself contains spikes of value.

So if you're telling a story about sky diving then the value spike that you're conveying is not so much the fact that you went sky diving, even though it's cool, but the value spike is actually the fact that you are the kind of person who likes to get out there and live your life, you're not afraid to take a risk and have an adventure.

And this is actually a stark contrast to the way most people live their lives which is to sit around and watch TV and just do the same mundane, boring thing 99 percent of the time.

And one more thing I will say is that if you do decide to write a script for your DHV stories then I don't recommend learning a script word for word, you can just learn the themes and then you leave yourself room to improvise, so don't worry you don't need to learn these things word for word.

BUILDING YOUR ARMY

Ok, so back to stealing the alphas authority in your social circle or your workplace, what you need to do is engineer a situation where you actually hijack the current alphas top betas.

So remember before when you were using the guilt by association technique and you befriended the alphas number 1 beta or number 2 beta or both, well now you're going

to actually steal them from him so that they become your betas so that you always have them by your side as your instant allies.

So once you do that, once you have the number 1 and number 2 betas as your allies, you should have engineered a situation when the order of authority looks like this:

1. Current Alpha
2. You (AKA you're the alphas GTG)
3. Number 1 Beta
4. Number 2 Beta.

And it's easy to steal the alphas betas, all you have to do is just use the same techniques you've been using on the alpha to make them like you and to make them trust you and then just treat them a little bit better than the alpha does.

Because remember, this whole authority hijack should be easy because you are using advanced social engineering techniques where as most likely, the alpha has no idea how he got to be the alpha in the first place.

So, once you've stolen the alpha's number 1 and number 2 betas you will always have two allies on your side, which is exactly what you need when you're using the techniques we're about to get to that will covertly lower an alphas social status.

So if you're busting the alphas balls, or making him look beta in anyway, then you always have two people who are laughing with you and they're laughing at the alpha with you instead of how it was before when everybody was laughing with the alpha.

Because before, when it was the alpha and his betas Vs you and yourself it was easy to tool you and bust your balls, but now it's you and your 2 betas Vs the alpha he's going to have a much harder time to make you look beta.

So you want to make sure you treat your new betas as your buddies, because that's what they are, they are your best friends, they're your wingmen.

Because when you're doing the authority hijack, there's nothing you need more than a couple of good wingmen by your side, a good wingman will do anything for you because he's your buddy and he knows no bounds., a good wingman will praise you and say things to the group to raise your social value.

And when doing the Authority Hijack, going in with a good wing or 2 good wings is going to give you more confidence because you've always got someone who's got your back.

If possible, if one of the betas or both of them happen to be friends already and you've known a long time then that's even better because you're already 90 percent of the way there to getting them as your long time allies instead of the alphas.

Be good to your betas and they will be good to you.

So by that I mean always have something positive to say about your betas instead of the way the current alpha probably treats them which is by putting them down all the time.

If you're meeting someone new then always introduce your betas and tell some positive about them... "This is my buddy John, he's the guy who invented the iPod."

Never, and I repeat... Never treat your betas the same way the current alpha treats them, if you do then you will no longer have them as your betas and they will go straight back to the current alpha.

Busting His Balls

So what you do is any time you can bust his balls on something then you need to do it...

So if someone else tells a joke and he doesn't laugh because he is trying to sub communicate that it wasn't funny and he's trying to make other people agree with him that it wasn't funny, then if you genuinely found the joke funny then you should laugh at the joke and then turn to the alpha and say "ah man, you didn't get that did... let me explain it to you, come on let me help.

Bust his balls on it...

But laugh about it, just make it look like you're messing around, you're having a good time which of course you are.

And this is what's going to let that shift come forward where people start to see you as being the more dominant leader, when you're not afraid to put the alpha down and bust his balls.

Because usually people are sucking up to this guy, and you were too at one point when you were just starting out becoming his go to guy.

But now you are putting him in his place, and you're demonstrating your value through social proof techniques there is about to be a major shift in power.

Because when you're busting the alpha's balls he is about to become defensive and by doing that he is sub communicating that he is playing the role of beta not the alpha anymore.

So he is going to say yeah, I did get it but I just didn't think it was funny.

And then you can say "Oh, yeah... ok man, yeah you got it, of course you did" Cock your right hand and slug him in the shoulder or smash a friendly elbow into his chest look to everyone else to make sure they know you're making fun of him.

Then maybe the alpha will start touching you, trying to put his hand on your shoulder or something similar to show dominance.

And then you can say something like:

“Hey... slow down cowboy, I’m not into guy’s man, the guy clubs over that way, hands off the merchandise buddy.”

Then everybody will see you messing around with him, and they’ll laugh, but the alpha will start trying to qualify himself by saying he’s not gay.

And the whole time you can just bust his balls and say... “Yeah, ok man... get back in the closet.”

And all of this works best with the right body language, you don’t want to make it seem like you really mean the things you’re saying... when you say these lines you want to have a big smile on you face, if you can elbow him hard in the chest or slap him on the back hard enough to make him spit up his drink.

But the whole thing has to be done under the guise of being friendly.

And then tell him... “ok man, I’m sorry I was only fooling around” and then act as if you’re going to shake his hand and when he goes to shake your hand pull away at the last minute, just tool him constantly.

Now around this time the Alpha is either going to submit to you people will subconsciously see that you have hijacked his authority and you’re the new alpha or the current alpha is going to try and remain dominant and he might do something like try and get in your face.

If he does, all you need to do is just be unreactive, don’t respond, just stand there and don’t say anything, if he keeps trying to out-alpha you and you don’t answer, eventually he looks beta because he’s trying too hard to get your attention and you’re making him seem like he’s trying too hard to impress people.

And now that you understand how all this works if you look for it you will see this is exactly the kind of this the alpha does to other people to try and maintain his position as the leader and you can use the Alpha’s work for yourself. Know more about the alpha than he knows about himself and then turn his own words and mannerisms against him.

I’ve seen it in all kinds of situations, because a lot of the stuff you are learning is backwards engineered so the next time the alpha tries to use this same alpha tactic of busting your balls on you instead of reacting, what you need to do is use a reflector which will let you easily maintain your power.

So the way a reflector works is anytime the alpha tries to bust your balls, anything he says just agree with it and laugh and then exaggerate what ever thing he is busting your balls on.

Because if you can laugh about it and you don’t buy into the alphas frame then you’re being unreactive and you maintain your power and this will make people see you as

the leader, people will see you as the alpha and they will see you as the person who is in control.

Alright so by now you should be seeing that people are looking to you as the alpha or at the very least they see you as someone who has equal value to the alpha but if your still not quite there yet then you can use the three “Black Box” techniques to get the job done.

So the three black box techniques are only to be used if you’re still having a hard time hijacking the alphas authority because these 3 techniques are that effective.

Ok, so the first one is the Mind Divider technique.

Mind Divider Method

Ok, the next technique I want to tell you about is going to help you to lower the value of the alpha and it works by controlling peoples opinion of him based on completely irrational stuff.

Now the way this technique came about was I actually saw it being used by one of the most alpha guys I’ve ever met and this way years ago before I understood how social dynamics works and so at the time I didn’t think anything of it, but looking back now, it makes complete sense why it worked the way it did.

So first of all what I want you to do is just listen to these names:

Group 1

Jesus
Martin Luther King
Abraham Lincoln

Group 2

Adolf Hitler
Josef Stalin
Saddam Hussein

So just notice that as soon as I tell you these two groups of people you have certain ideas and feelings which come to mind.

The first group of names are all anchored in our minds as generally being known as good people or people who in their lifetime have done good things to help other people.

So when we think about the second group of names, these people are generally anchored in our minds as being bad people or people who have done wrong to others and just generally done bad things.

Ok, now let me add two more groups of people to the equation:

Cool

James Bond
Frank Sinatra
George Clooney

Uncool

Napoleon Dynamite
McLovin from Superbad
The Shermanator from American Pie

Ok, so take the first 3 names I just mentioned and just realise what ideas of feelings come into you head when you think about those names, and then think about the second group of names.

So the group is of people who are generally associated with being cool, suave individuals and the second group are generally thought of as being uncool and geeky.

Now obviously the examples I'm giving are way blown out of proportion but I just wanted to give you some examples so that you can get an idea of what we're doing here.

Ok, so the way the mind divider technique works is you can easily lower the alphas social status by making people associate him bad stuff, or bad people or people who are considered to have a lower social status themselves.

So the way you can make people associate the alpha with bad stuff, bad people or people with a low value is by first of all just making small comments.

So if the alpha is dictating, saying "listen you do this, you do that." All you need to do is make a small comment and say "you know, you're beginning to sound a lot like Hitler."

And then when you want to step it up a gear and really use the mind divider technique you can use it in the same way I saw it used years ago by the alpha that I was telling you about, and the way he did it was to nickname people.

So he would give a nickname to certain people and because he was the alpha and he was the one giving the nickname and everyone else below him was a follower, the nickname would always stick.

So the point is you can only use this part of the mind divider technique once you're already up there and people are seeing your perceived value as either equal to, or slightly above the current alphas, plus you also need to be sure you have your 2 betas by your side and then when you nickname the alpha it will be more likely to stick.

Ok, so what I've found is here are 3 steps to this which you need to make sure you do for it to work properly.

The first step is to find a character from either a film or a TV show who is not that cool, maybe they're really nerdy or maybe they're offensive to women, it can be anything... just make sure they're not cool.

Then the next step is to give the alpha the nickname when you're in front of other people so that the nickname sticks and people know you have given it to the alpha.

The last step is to only give it to the alpha when you are sure at that point in time people are looking to you as the leader.

So a perfect time would be if you have just busted the alphas balls and he has become defensive so he has lowered his value.

And then you can say: “Hey you know who you remind me of... you remind me of Dwight Schrute from the office... I’m going to call you Dwight from now on. And then laugh about it and because you are currently in the alpha position other people will laugh with you.

And if you don’t know who Dwight Schrute is he’s a character from the office who has no social skills or common sense, so if you can get people to associate the alpha with someone who has no social skills or common sense then of course you’re going to see him lose his social status.

Now the last step the next time when ever he lowers his value or he’s being obnoxious or disrespectful then you call him the nickname again... so you can just say “oh, it looks like Dwight Schrute’s come out to play again.” Or “here comes Dwight”.

And just laugh about it so the whole time it just looks like you’re joking around having fun so if you need to you can just say hey man I’m just messing around, you can take a joke can’t you, you’ve got to mess with him a little bit because this guy is so used to everyone kissing his ass.

Negs

Alright so the second one I want to give you is Negs...

Now a Neg is short for negative compliment.

Now a good example of a negative compliment would be “That’s a pretty cool t-shirt man, but it looks exactly the same as the one you wore yesterday.”

So what you’re doing is you’re giving them a compliment and then you’re saying but and then you’re taking the compliment away by making them feel self conscious about something.

So another example would be “you know, I’ve always thought you’re hair was a pretty cool style but it would look a lot better without those giant 70’s style side burns”.

So can you see how these work, you are basically just making them a little bit unsure of themselves and it also makes them look slightly beta in front of other people and it also raises your value because if you weren’t a high value person then you would never point out the fact that the alpha has a flaw or some kind of thing that is wrong with them.

So by saying he has giant 70’s style side burns you’re basically saying he is out of style and you can use this on anything he is wearing or the way he looks but you always need to do it with a smile and in a jokey kind of way wear it makes him wonder if you’re even being serious.

(The point is to cut him down on whatever limited amount of knowledge you have of him, even if it's not relevant. He'll feel uncomfortable and his body language will show it.)

And I want to give you a few more examples, and some of them are better suited for girls and some of them are better suited for guys and the few of them it doesn't matter who you use them on... but the bottom line is these are just examples, and you can use them if you want, or you can use them as a frame work and come up with your own.

Ok, so the first one... "Oh my God, I never realised how much your hair looks like you're wearing a wig."

The next one, and this one is primarily for the women, and all you say is "I think you're hair would look better if it was down."

So that's if they're wearing their hair up... and of course if they already have their hair down they you can say "I think your hair would look better up."

Simple as that, the idea is just to make them self conscious.

The next one is... "What's going on with your hair... is that a mullet?"

Now of course you don't have to add the mullet bit but if their hairstyle is in anyway similar to a mullet then why not throw it in there for effect.

Another one, nice and simple is... "You have eye crustie's."

And along the same lines as the last one, when the alpha is in close proximity and they're talking to you, all you say to them is these 6 words... "Have you cleaned your teeth today?"

That's all you need to say, and the alpha will immediately become defensive, and it's even more powerful when you can say it in front of other people because the alpha will immediately look beta to you.

Another one that you can use on both guys and girls is "I never realised how feminine your hands are," so obviously you say that to a guy, and to a girl you say "I never realised how manly your hands are."

The next one is... "don't you ever cut your nails"... so obviously that one is primarily said to a guy as a lot of women like to grow their nails anyway as it's a feminine thing to do, but if you want to modify that one and use it on a girl, if you happen to notice they have dirt under their finger nails then you could say "don't you ever clean your nails?"

Another one to use when your in close proximity to someone, and this one you may have heard before... "Say, don't spay it"... so you're making out that they spit on you when they talk.

And the last one that I'm going to give you right now is while they're talking you say to them... "I never realised that you blink so much when you talk."

So those are a few negative compliments for you, just to get you started... and remember they're just examples.

The point is to cut the alpha down on whatever limited amount of knowledge you have of him, even if it's not relevant, because all we're trying to do is to make the alpha feel uncomfortable so that their body language shows it.

Neutralising his techniques

And you can also neutralise the alphas techniques.

What you need to do is first of all become aware of what it is he's doing to maintain his position as the alpha.

So to take one example I gave you earlier, a lot of alphas will deliberately not laugh at someone's joke to try and make it look like the joke wasn't funny and then no one else laughs and so the person who told the joke ends up feeling embarrassed and looking beta.

So to neutralise the alphas technique in case he ever tries to do this to you, you can just say to everyone else when the alphas not around... so let's say the alphas name is jack you could say...

"You know I realised something about jack the other day, and the thing I realised was sometimes even if someone tells a joke and it's funny he'll deliberately not laugh and try and make you feel embarrassed that he didn't laugh at your joke. So just try and humour him, because he needs help".

So, can you see how all this has panned out... can you see the changes which have taken place.

Before the alpha was the king in any situation and everybody looked up to him, but now you're his go to guy and his right hand man and you're busting his balls and you have allies of your own who are assisting you in replacing the alpha.

So when you're nicknaming the alpha you can look to your allies and wink at them so that the alpha can't see it so that they play along and you can encourage them to say the nickname is perfect for him and say: "he acts just like Dwight Schrute ... doesn't he remind you of Dwight Schrute?"

And because they are your allies they will agree with you, and this will really put the alpha in a beta positioning.

So can you see how powerful this is, what we're doing is taking you from zero to hero in a matter of weeks, so maybe right now you've never even spoken to the current

alpha in your work place but over the next few weeks you can use all the techniques to make him like you, then you can use the rapport techniques to make him see you as his go to guy and then once you're aligned with him you can use the takeover to knock him of his throne completely and you can take his place as the new alpha, you are now the controller.