

Hacking the Mind



*Manipulating the mind into doing what you
want*

- Jason Principe, Cht

Who am I?

Who am I?

- Certified Hypnotherapist and Certified NLP Practitioner

Who am I?

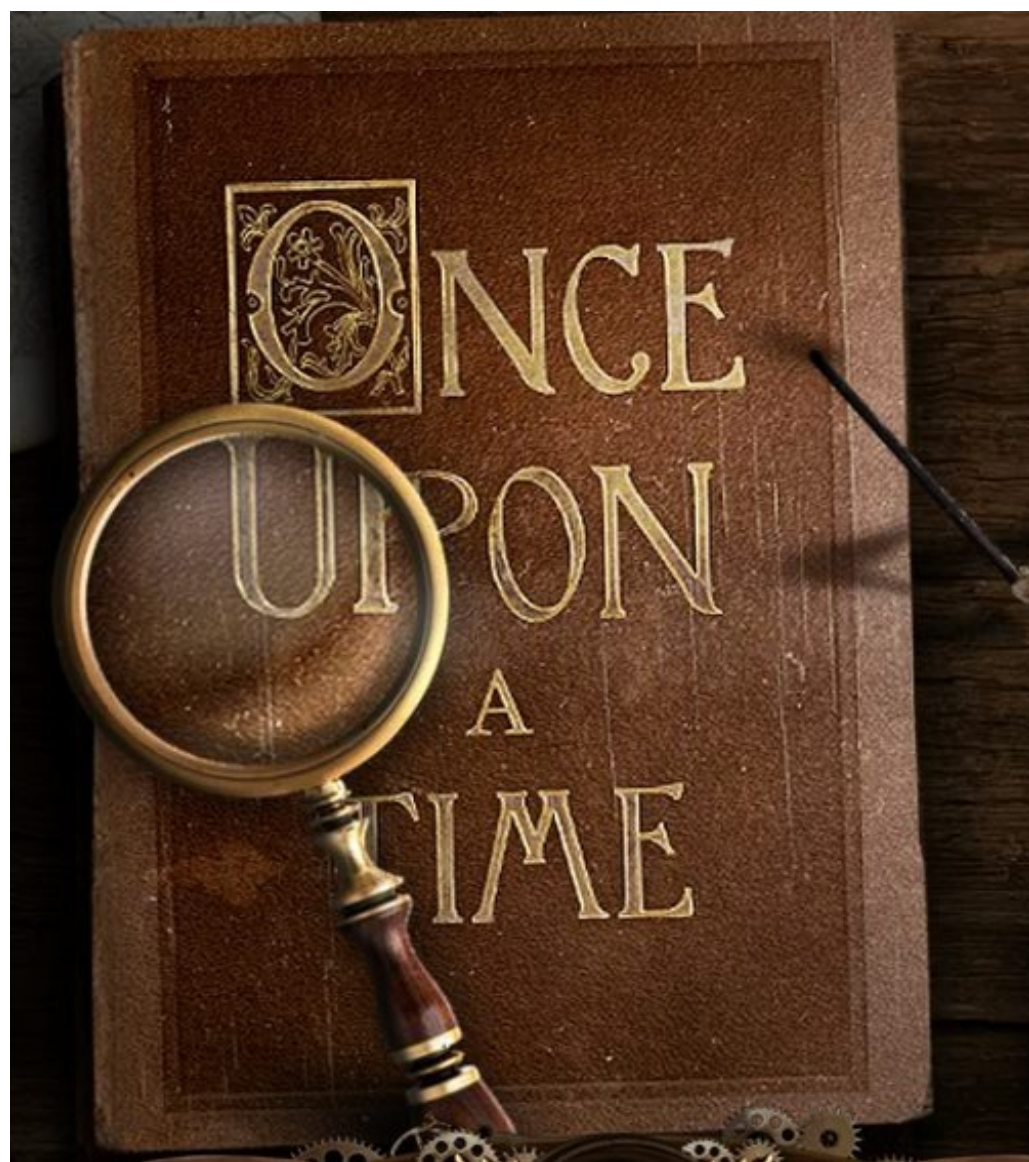


Who am I?

- Certified Hypnotherapist and Certified NLP Practitioner
- Founder of Trance Manila (est. 2012)
- Author of the book “Bakit Masakit Magmahal?”

What is this not?

- This is not to Mind Control
- Just an Intellectual understanding (Theory)
- “Nice-to-knows”









Why did it work?

**Those attacked their value
system**

Values

- In Essay – Handwriting/making it easier

Values

- In Essay – Handwriting/making it easier
- Marriage – Family/Security

Values

- In Essay – Handwriting/making it easier
- Marriage – Family/Security
- Puppies – Looking good in front of others

9/10/14

Authority

- People are conditioned to accept everything said by an authority figure as truth

Stroll into the Club like



What up I am a Peacock

Peacocking

- Demonstrating High Value
- Dressing up for the part
- The goal is to get people's attention



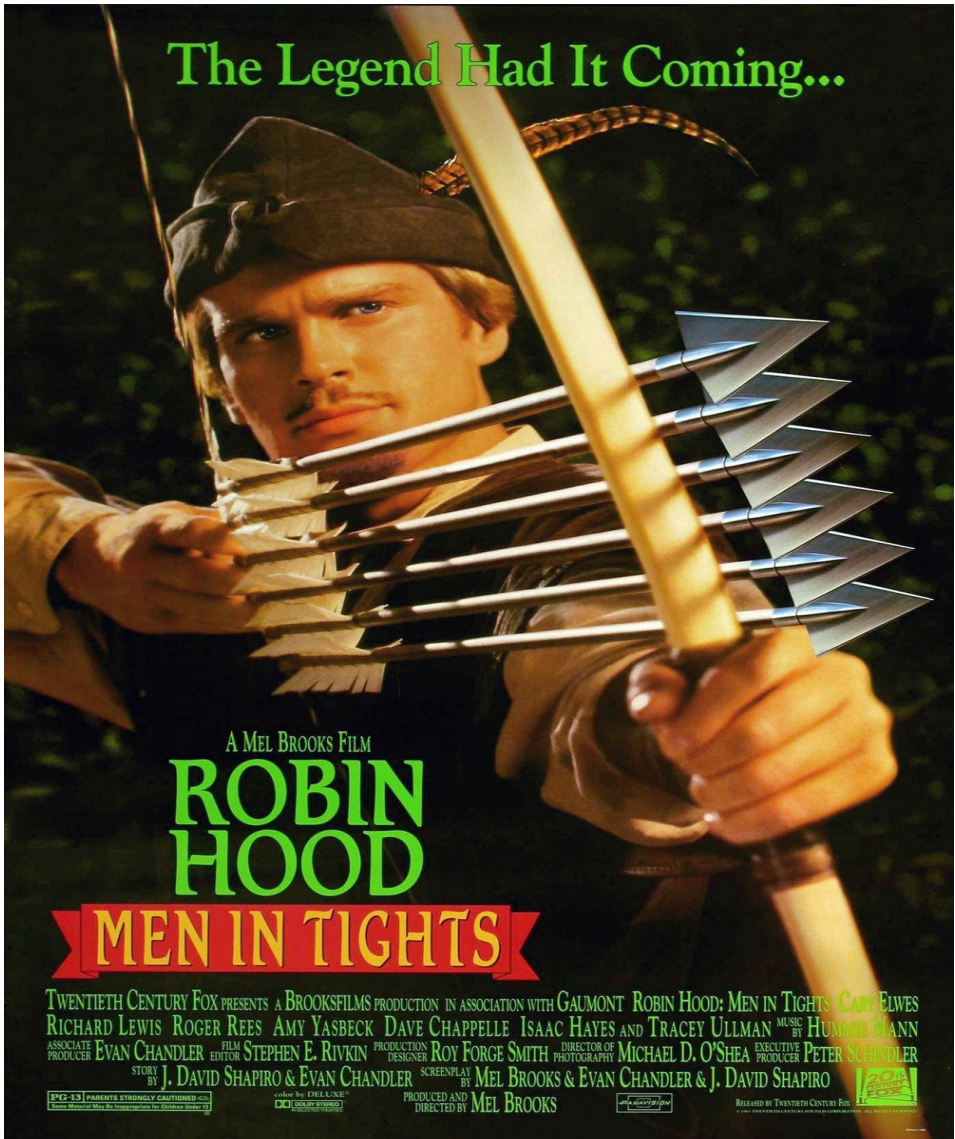
Third Person

- Using Quotes and Telling things in a Third Person point of view
- Doesn't come off as bragging
- You are not accountable
- Social Proofing/Bandwagoning

Value Exchange



The Legend Had It Coming...



A MEL BROOKS FILM

ROBIN HOOD

MEN IN TIGHTS

TWENTIETH CENTURY FOX PRESENTS A BROOKSEFILMS PRODUCTION IN ASSOCIATION WITH GAUMONT ROBIN HOOD: MEN IN TIGHTS CAST ELWES
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ASSOCIATE PRODUCER EVAN CHANDLER FILM EDITOR STEPHEN E. RIVKIN PRODUCTION DESIGNER ROY FORGE SMITH DIRECTOR OF PHOTOGRAPHY MICHAEL D. O'SHEA EXECUTIVE PRODUCER PETER SCHINDLER
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