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Authored by John Rico

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John Rico

&

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DEDICATION

To Ron L. Hubbard.
The Master of Masters, the Thetan of Thetans

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We would like to thank all of our many minions who have devotedly slaved away, ensuring our continued prosperity at the cost of their own dreams, relationships, and physical well-being.

A Personal Message

Would you like to have wealth and riches beyond your wildest dreams? Maybe you want to roll around in piles of cash, gleefully laughing out loud, whilst others endlessly toil away, working their fingers to their bones to support your extravagantly decadent lifestyle?

Or,

Would you like to be worshipped and have people hang on your every word? Have so much power over them that they'll weep upon command?

Or,

Would you like to have access to young, nubile attractive women who will satisfy your deepest, darkest desires; using tantric or yoga exercises to get your sticky, filthy hands on their smooth, firm flesh?

Or,

Are you simply a psychopath who wants to destroy as many lives as possible, maybe making a quick buck in the process?

If you've answered yes to any of these questions then you should consider a career in the burgeoning field of cult leadership!

But how?

How to become a cult leader?

You will have probably already realized that just ordering people to worship you doesn't work (unless you are the head of a military regime or a top ranking commander in Kim Jong-un's North Korea), so you will have to fool people to get what you want; or as it is called in the trade - 'Deceive to Receive'. **Note: If you are an honest person then you will not make it as a cult leader; there is no room in this industry for honest well-meaning sensitive souls!**

As you consider the relative merits of embarking upon a quest of fraudulent spiritual transformation – one undoubtedly filled with apprehension and fears over your potential ability to exert control over others – we ask you to consider this important point: **Humans are infinitely, ridiculous, spectacularly, insanely fallible creatures**!

In many ways, humans are sort of stuck with the evolutionary programming from when we were hunters and gatherers. Being able to recognize patterns or connections within the world around us has been really beneficial for our survival, but we also suffer from defective by-products of processes called *Apophenia* and *Pareidolia*, where we see things that aren't really there, like faces on the moon or ghosts in swirls of fog. Or, maybe just meaning within the constant misery, which is life on Earth.

Consider that, in eyewitness testimony, human beings are wrong, more often than we are right. With our memories, we don't so much remember things as they were, but how we want them to be. We seek out information that confirms what we believe, and avoid information that discredits our beliefs. When making a decision, we rarely carefully consider the evidence and rationally come to a conclusion, but rather are more likely to make a decision based on emotional appeals and 'gut reactions.' We are even able to delude ourselves into thinking that we did make a logical and rational decision, even when it is clear that we didn't. We are more influenced by reinforcing what we perceive to be our own identity, and how those around us will interpret our choices, than we are by facts. Humans are able to engage in tremendously amazing acts of cognitive dissonance and doublethink. And regarding facts, we are able to make them fit almost any situation we want to!

In other words, your nervousness over your new career choice is misplaced. It's not only possible, it's actually fairly easy!

Contained within these pages are the steps and stages, levels and

phases that you will need to go through to become a bon-a-fide honest to God, cult leader.

And there is no better time to start a cult than right now because collectively our civilization is in bad shape, steeped towards permanent terminal decline as we approach tipping points in environmental degradation, economic depression, and natural resource depletion, all of which will lead to a reduced quality of life for the vast majority of the human population on this planet.

As the world enters a new state of perpetual crisis and as the traditional social structures fail to effectively respond to these crises, hundreds of millions of people will be scared out of their collective skulls and searching for alternative belief systems out of desperation and fear[1]. As an emerging entrepreneurial cult leader, you'll be well positioned to capitalize on what's predicted to be massive growth in the cult business sector, only if you are willing to take our advice.

So, if you're ready to take the first steps to the new you, if you feel you're ready to begin dominating and controlling others, take a breath, and turn the page.

Welcome to the rest of your life.

September, 2014
Prof. R L Francis
Prof. John Rico

[1] Fear is the greatest catalyst for control that there is. Ask any dictator.

"A man's gotta make at least one bet a day,

else he could be walking around lucky

and not even know it."

- Jim Jones,
- Suicidal Leader of the People's Temple

"The best thing to hold onto

in life is each other."

- Audrey Hepburn

A BRIEF NOTE ON LOVE & MIND CONTROL & HUMAN FALLIBILITY

As an aspiring cult leader, the single most important lesson you can learn is that the entirety of the human experience is nothing more than an electrical illusion; a fire storm of discharging neurons that, depending upon the velocity of their alternating current, can make or break a personality. Our deepest loves, our darkest desires, our desperate yearnings, the entire digital catalog of chemical imprints that we have come to recognize as memories, even our perceptions of the physical world we inhabit, are all routed, processed, and manufactured in a two-pound gelatinous sponge – the human brain.

Synaptic route 'A' makes someone a gambling addict. Synaptic route 'B' makes this same person have obsessive-compulsive disorder. A current of electricity that passes through the striatum makes this person fall in love. This same person takes a drug to re-route the current and the love disappears.

The great fallacy of the human condition is that most people spend a considerable portion of their lives trying to deny this basic scientific reality, trying to deny that our identities are merely chemical lotteries born of neurological chance.

The fraudulent search for meaning within the misery of existence is something that, as a cult leader, you can use to your advantage. People want to be led, to believe that they are special, that they belong to a chosen people, that they can or will be loved and that they will live, long, healthy lives. And more than anything, people desperately, want to believe they are special. If you can promise them this, if you can validate these desires, they will often follow you, no matter how foolish your sales pitch is.

The techniques that we will teach you – how to induce soft hypnotic

trance, how to facilitate logical distortions as a normative function of decision-making, developing cognitive dissonance, the use of thought stopping rituals, love bombing, exerting increasing levels of isolation and control, insular communication feedback learning loops – are all tricks that will allow you to exert a considerable level of control over the minds of your followers.

However, the real beauty and brilliance of the human brain is that as you implement these techniques of control, you will quite literally be re-programming the brains of your newly formed cult members! We know this because recent discoveries within the field of neuro-psychology have demonstrated that the neural pathways of the brain can be re-wired through repetition and affirmation.

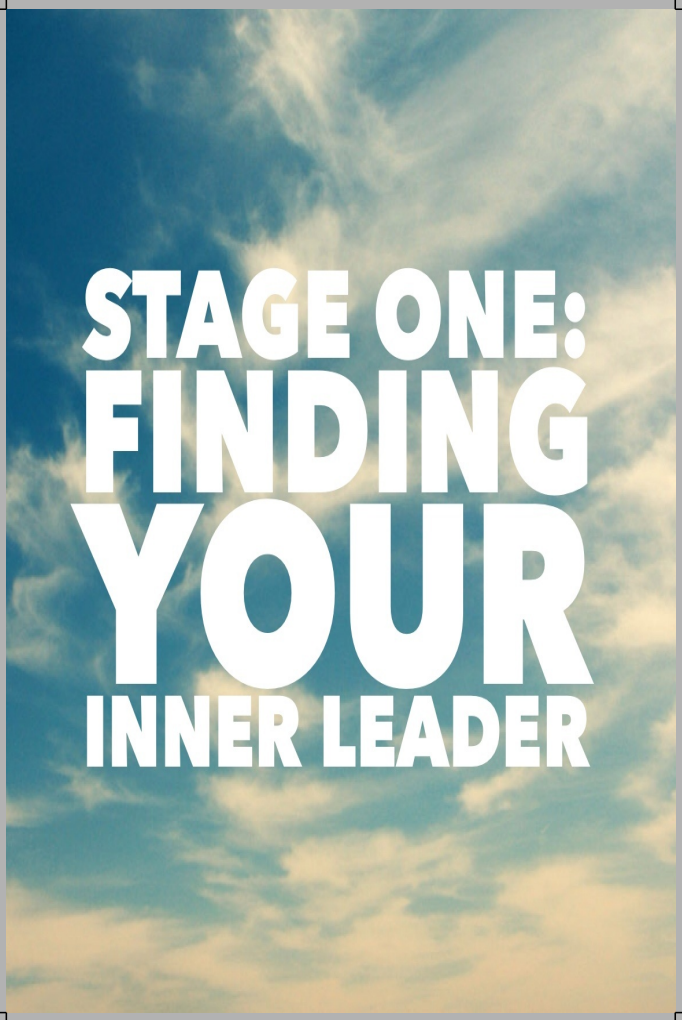
The more you lead your followers by habit to engage in acts of cognitive dissonance, the more their brains will re-wire in ways which solidify these neural logical shortcuts.

This is literal, not metaphorical mind control!

Ironically, the neurons that control love are found in a part of the brain called the striatum. This, as it happens, is also the same part of the brain that controls addiction and religious fervor.

Hence, by controlling your minions, you engage in the act of loving them. And at the end of the day, domination, control, and exploitation is ultimately an act of love.[2]

[2] This isn't actually true, but you should tell the Minions that follow you that it is true.



Ever heard this saying?

Q: What is the same, no matter where you go?

A: YOU!

The fact is that you are the key to a successful you!

The cult that is created; the minions who will follow; the society that will attack and fear you, *all* of it will be driven by the singular strength of your personality.

At its core, a cult is a sociological construct, which serves as an apparatus to elevate a single personality over, and at the expense of, the other members, by using psychological and physiological techniques of control.

That single personality, dear reader, will be **you**!

This may seem very daunting. Can a normal 'Joe' really become the divine prophet that so many people need in their small and insignificant lives? How can a 'zero' become a 'hero' so easily?

Trust us…it only takes six steps.

These six steps might look daunting. You may be thinking to yourself: ***I'm not the right type of person to be a cult leader!***

Perhaps you're worried about not being handsome or charismatic enough. Perhaps you're concerned that your hollow, purposeless past will hold you back.

The good news is that some of the world's most successful cult leaders were – like you, our dear reader – heavily flawed, awful downright selfish human beings. That is, until they re-invented themselves through the transformational epiphany…

STEP 1: Have a Transformational Epiphany

"It happened one day when I was riding on a school bus, gazing out of the window. I had a vision of a whirlpool pattern and I just knew that the flow of energy I was seeing was the same in an atom, as in our entire solar system. I felt deeply that I too was somehow made of that same pattern."

Foster Gamble, Leader of the Thrive Movement

The transformational epiphany comes in many forms. Sometimes it's a cosmic experience, sometimes it's a journey of discovery or a self-imposed period of exile (don't worry if you hate travelling, it can just be a 'spiritual journey'), and sometimes it's simply a mystic revelation. Sometimes it's just God revealing to you that, out of all the people on planet Earth, you alone, actually had the only correct understanding of his will all this time!

In each variation, the transformational epiphany serves as a metaphorical metamorphic vehicle changing one from a mild-mannered regular fellow to a God-like figure of divinity.

For the minions you will someday lead, the transformational epiphany will become a part of your cult's folklore or narrative, a cue that you, the cult leader, are something exceptional. It provides a reason for your minions to both trust and follow you.

Why do your minions follow you?

Because you are the chosen one who was foretold by Prophecy!

Who created this Prophecy?

You did!

It's perfect circular logic, which is the best sort of logic to use when dealing with minions. For the aspiring cult leader, the transformational epiphany is useful because it allows us the freedom of past mistakes, and past human failure. It allows us the opportunity to start over, to become re-born.

Re-born as a cult leader: Powerful, vigorous, and commanding.

The beauty of this step is that being a pathetic human being prior to the transformation only increases the legitimacy of the epiphany, as if to say, *this experience was so powerful, it was able to transform that wretched human into a divine being worthy of worshipping!*

To learn how to effectively utilize the "transformational epiphany," consider the following stories of master transformational narratives. As you'll quickly observe, they each follow along a similar typology:

The Journey of Discovery is a physical (or spiritual) journey whereby a previously weak and unknown individual has an epiphany in isolation, and returns renewed as a glorious Prophet. It often helps if the Prophet-to-be takes a real trip, but in some instances, the Prophet-to-be can just hide out in a trailer park and pretend they went on a journey of discovery.

The Mystical Incident is a supernatural incident, which occurs – often in the form of an accident – and ends up transforming a normal person into a Prophet.

Understanding of Voice of God: This particular transformational epiphany occurs when God suddenly allows a single individual – whichever cult leader happens to be employing this particular trick – to understand his true intentions, thereby allowing said individual to serve as the one true conduit to understanding the mind and desires of God.

Revealed to be God: This is where Jesus (or another God) reincarnates back into human form in a second coming, though the individual who happens to be Jesus returned to Earth, often isn't aware that he is Jesus until the point at which he starts his cult.

SHOKO ASHAHRA (Journey of Discovery)

Consider the case of Shoko Asahara: Short, fat, ugly, talentless, and nearly blind. Despite these vast shortcomings, after his transformational epiphany, he was able to create Aum Shinrikyo, the now infamous Tokyo Subway bombing cult, with over 10,000 followers around the world, and with hundreds of millions of pounds in assets.

Asahara's transformational epiphany involved a journey of discovery whereby he visited the Himalayan Mountains, staying in various Buddhist retreats, and returning to the world a transformed man, endowed with great knowledge, lots of white flowing robes, and special abilities like levitation (If you want to copy this ability, just jump in the air and take a photo at the

highest point).[3] An ugly, stupid near-blind man transformed into a wondrous and powerful leader.

CLAUDE MAURICE MARCEL (Mystical Incident)

Claude Maurice Marcel Vorilhon, otherwise known as the Prophet Raël. The Prophet Rael, of course, being the cosmic proprietor of the space age sex cult known as the Raelians. Vorilhon was a racecar journalist for his own magazine in France in the early 1970s. That is until December of 1973, when he took a bicycle ride into the French countryside and was abducted by UFOs. Inside the alien spacecraft he met – of course! - Jesus, Buddha, and the Prophet Muhammad. More important than Jesus though, was the Elohim, an alien race that gave him special abilities. (The Elohim are able to look out from the inside of his eyeballs and see everything that Vorilhon sees. Because of this, Vorilhon often asks his minions to wave to the Elohim when they stand in front of him.) When Vorilhon returned to planet Earth from a quick tour of outer space, he was instantly reborn as the Prophet Raël, who foretold of a date that the aliens would return and render judgment onto planet Earth, based upon the read-outs of a super computer, which was calculating the moral value of each individual person on the planet.

Or something like that.

(The Raëlian mythology has had more than a number of cosmetic changes over the years.)

[3] Your transformational epiphany will work best if it coincides with a physical change in your appearance. For example, growing a beard or mustache is said to convey authority. Wearing white and blue clothing is subliminally representative of purity and confidence. Playing dress up helps aid one's performance and goes a long way towards personality projection. In North Korea, Kim Jong-il even reserved particular pronouns within the language to refer only to himself.

SUN MYUNG MOON (Understood Voice of God)

At just age 16, Sun Myung Moon heard the voice of God in his head (always remember that these voices must never be heard by anyone but you so that nobody else can test the validity of your claim), which instructed him to continue the work of Jesus and bring peace upon the world. Apparently, the unfinished work of Jesus also involved becoming filthy stinking rich.

STEWART TRAILL (True Understanding of the Bible)

Stewart Traill of the Biblical Church of Understanding was just a simple vacuum machine repairman, until God endowed him with a *true* understanding of the Bible, the previous interpretations of every single human on the planet having been inadequate. He eventually amassed over a thousand followers who worked as virtual slaves, cleaning houses, and turning all their money over to him, so that eventually he would be worth millions of dollars.

DAVID KORESH (Revealed to be God)

David Koresh, failed messiah of the Branch Davidians in Waco, Texas, was a failed L.A. rock star that moved to Waco, Texas when he had the revelation that, in fact, he was Jesus Christ reincarnated. Who knew that Jesus played the guitar?

And like Jesus, Koresh eventually was involved in a firefight with FBI and ATF agents that ended up killing almost all of his minions, while his compound burned to the ground.

ALAN JOHN MILLER (Revealed to be God)

Alan John Miller of the 'Divine Truth' was a failed Jehovah's Witness preacher when, in a mental institute, he had the revelation that, in fact, he too was Jesus Christ reincarnated.

JOSEPH SMITH (Mystical Incident)

By far, one of the more successful examples of the transformational epiphany is that of Joseph Smith, the founder of Mormonism. Prior to his founding of the Mormon Church, Joseph Smith was wandering around upstate New York as a charlatan promising to find gold for a fee with a divining rod. He was actually in some trouble with a number of dissatisfied customers who wanted their money back, when he conveniently found two golden tablets that had been given to him by an Angel named Moroni. Joseph Smith hadn't kept the golden tablets, of course, but he had promised that he had seen them. Which for the tens of thousands of people who would later follow him, was good enough. The rest, as we say, is history.

Joseph Smith's own genius was in the recurring or "perpetual" transformational epiphany. Which is to say that Joseph Smith repeatedly had messages directly from God whenever he needed them. For instance, when his wife caught him having an affair, he had a transformational epiphany that informed him God intended for him to take multiple wives (This is how polygamy was born within the Church of Mormonism). Joseph's concept of perpetual transformational epiphany was so successful, that "divine revelation," became a foundation of the Mormon religion. To this day, Mormonism is rife with breakaway splinter groups precisely

because of so many leaders claiming to have experienced a divine revelation from God informing them that *their* particular interpretation is the one right interpretation.

Of course, it is!

The problem with divine revelation as a form of transformational epiphany is that the revelation doesn't always end up in responsible hands, such as with Ron and Dan Lafferty of the Fundamentalist Mormon cult, School of the Prophets. As told in the book *Under the Banner of Heaven*, the Lafferty Brothers received divine inspiration to murder family members who had argued with them. When the Lafferty Brothers went on a killing spree, afterwards they blamed it on God.[4]

MARSHALL APPLEWHITE (True Understanding of Bible)

Even prior mental illness doesn't preclude a successful transformation. Marshall Applewhite, of the suicide cult Heaven's Gate, met his co-founder Bonnie Nettles, while in a mental asylum. It occurred to him, while locked up and crazy, that he alone truly understood the Bible. Eventually, he would advise his minions to both castrate themselves (in order to get rid of those yucky sexual thoughts!) and to then kill themselves so that they could hitch a ride on the alien spacecraft that was hiding behind the Comet Hale-bopp.

****

While the form of the epiphany changes, the purpose is always the

[4] This isn't the sort of transformational epiphany we suggest starting with as mass murder has a way of turning off potential followers.

same – a singular act, experience, understanding, or moment in time - that demarcates the old self from the new, and serves as the point of re-birth and transformation into cult leader.

All of this leads to a simple, comforting conclusion for aspiring cult leaders everywhere: **It's quite all right if you're not yet the person that you will someday *say* that you are.**

Take a few years off and prepare yourself. Cults aren't built overnight. Learn to read Hebrew. Randomly berate and chastise people on public transport. Take acting classes. Memorize large demanding portions of the Bible. Get in theological arguments with street preachers. Then, only when you're ready, experience an organic, natural and completely fake transformational epiphany.

Become reborn with the one and only truth, whichever truth you've just made up!

****

Lastly, the most important advice regarding transformational epiphanies that we can offer you: It's imperative that when you tell the story of your transformation, you do so with the utmost sincerity and conviction and that you never, under any circumstances, waver or have doubt in the power of your transformation.

In short, you need to delude yourself into believing that your transformation was real. It's important that you are certain of this. If you don't believe in your own transformation, how can you expect anyone else to believe in it?

But wait, we're getting ahead of ourselves, this is actually the second step!

STEP 2: ALWAYS BE CERTAIN

> **"I can say, with absolute certainty that Marshall Applewhite was a second coming of Jesus and I know it's true."**
>
> **Rio DiAngelo, sole survivor of the Heaven's Gate mass suicide in 1997.**

The second characteristic that all cult leaders need to possess is a steady, constant, and undying sense of certainty in all situations, even when they are obviously wrong and everyone in the room knows it. Regardless of whether lives are at stake (and in the cult business, they always are!) it's imperative to be right…even when you're wrong!

Leadership surety isn't simply a recommendation, but rather a necessity borne out of scientific research. The science behind the power of certainty is this: People are deathly afraid of change. They want to believe that the world is more ordered than it really is. Unfortunately, for these fearful folk, life can be a frightening, scary ride, with uncertain outcomes. Which is why, on a cellular level, what most human beings want – almost more than anything else – is for someone else to take responsibility, and assure them that everything will be okay. **People respond to this sort of certainty because it's the one thing most of them don't have in their own lives.**

Consider an example from another system of social deception and delusion – politics: Despite obvious mental vacuity for much of his Presidency, George W. Bush retained largely popular approval ratings in

public opinion polls. In fact, it took two failed wars and the near destruction of the global economy for the American people to finally decide that maybe they weren't that enamored with him, after all.

President Bush largely maintained this popularity for the simple reason that he was decisive. He made decisions quickly, and with great certainty, even when he was obviously factually and ethically wrong. On the campaign trail, Bush often called himself, "The Decider."

Human beings and voters pretend to want careful deliberation, but this often results in nuanced choices that lead to uncertain outcomes. Studies have shown that people would prefer to follow a decisive leader even if he's wrong most of the time, rather than a cautious leader who gets it right more often than not[†]. In other words, what humans really want is to be managed and led. So give them what they want and lead them, even if you're wrong.[§§§]

Without further ado, the four rules of certainty:

1. Don't Fucking Doubt Yourself…Ever!

If you're telling your minions that the end of the world is coming, don't allow for any nuance or subtlety or room for error. Don't suggest that you *think* the end of the world is coming, or that you *suspect* that the end of the world *might* be near.

The end of the world *is* coming. You're *certain* of it. There is not a *doubt* in your mind!

[§§§] Although this *is* based on actual studies, don't be afraid to use phrases like "studies have shown," or "research proves" even when it isn't true, as this will lend weight to your argument and few people will bother checking out the facts. Lying is a necessity for a cult leader.

2. Remember Confirmation Bias

One common mistake that many aspiring cult leaders make is to assume that if they are certain about a decision that turns out to be wrong, that they will be remembered for this error. These cult leaders mistakenly believe that this record of bad decisions will be held against them, and that consequently, it is better to sometimes voice uncertainty so that they won't be seen as flawed or fallible.

However, they have clearly not heard of Confirmation Bias, where people only remember the events that support their view of the world and forget the times when their position was contradicted. As long as you have followed our advice and done your job properly, your minions will only remember the odd occasion that you got things right and ignore all of the other times when you royally screwed things up.

The lesson is this: Should you be discovered to be wrong, do not focus or draw attention to the error, instead, simply plow straight ahead and act as if the error never occurred. Properly trained minions won't notice.

3. Untrue Truths

It's quite all right and even proper to rewrite history with your minions by asserting that untrue things are true and true things are untrue – **in fact, as a cult leader, it's your duty to confuse your minions into thinking that they are certain about which they have no certainty of.**

Many a politician has realized the power of untrue truths by simply confidently contradicting what they've said previously, when they find it politically necessary to change their position. For example, in the United States, former Republican Presidential candidate Newt Gingrich used to advocate a Republican promoted idea called "the individual health mandate" for healthcare. However, once President Obama supported this idea with his national healthcare plan, known widely as "Obamacare," Newt

Gingrich instead came out against this very idea he once supported, and pretended that he had never been for it. Few media outlets reported on this disparity and even fewer voters bothered to care.

In other words, feel free to re-write history how you see fit!

Everyone does it, after all!

4. Make Minions Feel Scared About Disagreeing With You

If you have not got all of your minions brainwashed yet, and some do remember reality correctly, you need to create social conditions that are constructed such that any individual member will not feel safe or secure enough to publicly comment on instances when you are wrong; the very fact that no one is publicly commenting on this discrepancy will make the other individual members question their own sanity and wonder if perhaps they had initially heard you wrong, and if it is they, not you, who holds the error.

Peer pressure is a very useful tool!

****

A final word of warning: In the digital era, your statements can be reviewed on the Internet and easily proven to be untrue. Consequently, it is best in public settings, where you might end up on YouTube, to become more purposefully vague, and save the certain pronouncements for private intimate moments with your minions.

A Tale of Certainty:
Impotency in New Mexico

In the late 1990s, a friend of ours, we'll call "Joe," started a cult in rural New Mexico where he convinced all of his followers to abandon all their Earthly possessions to a trust that was owned by one of Joe's corporate entities. Unfortunately, on several occasions, Joe contradicted himself during sermons on the reason for it being necessary for the minions to give up all that they owned. On one occasion, Joe stated it was because God despised wealth. On another occasion, Joe stated that God admired wealth and therefore it was important that he, their leader, had wealth.

More specifically, their wealth.

Most of the time, this went unnoticed, but on one occasion a new minion Joe had recently recruited raised his hand and asked about the contradiction. As Joe had been making these sermons up as he went along, he was taken a bit off guard, but instead of arguing with this minion, or attempting to explain himself, Joe remembered our instructions and immediately belittled the minion in front of the crowd and shamed him. This particular man who interrupted Joe happened to be impotent and had previously felt that he was unable to please his wife, a secret he had shared with Joe in private counseling (always get to know the darkest secrets of your minions so that you can use their secrets against them later!).

Of course, it was this secret that was used against the daring minion, with Joe publicly revealing his secret to the others.

"How dare you, a man who cannot even please his wife, challenge me, the Son of God!" Joe thundered!

The minion immediately went red with shame and never challenged Joe again. The others quickly got the lesson and despite the numerous contradictions that riddled Joe's daily testimony, Joe was never again

interrupted while in the middle of a sermon.

The lesson to be learned from this episode from Joe's past is that you can't engage in argument or conversation with your minions about your errors, no matter how egregious or obvious your errors are.

Arguing with your minions simply elevates them as equals to your position; it frames a conversation where they are allowed to question your authenticity. The only response to someone who publicly notices your contradictions is to attack.

STEP 3: Embrace Hypocrisy

> **"Everyone of you girls who spreads out your arms and your legs on the bed for those men are just like Jesus, exactly like Jesus!"**
>
> **David Berg, leader of Children of God**

Cult leaders must have the ability to openly revel in double standards without any pangs of guilt. You must be able to moralize about the sanctity of the human body whilst sexually abusing anyone you can get your dirty hands on. You must be able to keep a straight face when you condemn capitalism whilst you are about to board your own private jet. You must be able to advocate respect and equality whilst abusing your minions and treating them like slaves.

This hypocrisy serves two main purposes.

Firstly, it allows you to attain and enjoy whatever your heart desires, as it is easy to get from people '*that which they think is bad for them.*' If you want money, just proclaim that money is the root of "all evil" and that your minions should spiritually cleanse themselves by ridding themselves of wicked and corrupting material possessions. In fact, you will help them (because you love them) by taking their possessions from them.

If you want adulation then instruct your minions that the selfish human ego negates any chance of salvation and that they must worship you to rid themselves of that destructive personality flaw.

This may seem counter-intuitive; how can people not see the obvious hypocrisy? How can they not wonder why their leader is driving around in

a Ferrari when they've given up all material possessions?

Trust us.

They don't.

So much so, that Rajneesh Osho, an Indian swami cult leader, got his minions to actually raise the money to buy him, not one, but 93 Rolls Royce limousines; this was at the same time that he was 'teaching' them about the harm of consumerism and capitalism. He actually got his minions to line up on the road to wave to him as he drove by, going towards their lessons on the harm of material possessions![†]

Stewart Traill convinced his minions that they needed to get a couple of private planes for him so that he could get around quicker, spreading the virtues of austerity and abstinence. It also helped him to take many of his female minions on private 'joy' rides.

Sam Myung Moon lectured to his Moonies about living a virtuous lifestyle before, during and after he got out of prison for fraud (with his minions paying for the fines!). Marshall Applewhite warned that his minions should let go of their destructive egos if they wanted to be taken up by the UFO, and had to do so by hanging on his every word and show absolute devotion to only him.

However, you'll be doing well if you can match David Berg's hypocrisy. David Berg told his college student dropouts that they didn't need to follow any rules… except for the ones he was enforcing. He also moralized over the sanctity of love and the human body, whilst sexually abusing every female he could get his sticky mitts on, including his own children. And that's not all! He also instructed his female minions (or as he called them 'Hookers for Jesus') to go out and prostitute themselves by

[†] Their plan was to buy him 365 Rolls Royce's, one for every day of the year, but that plan came to a grinding halt when he was thrown out of the country for illegal activity.

seducing men into joining the cult (this was known as Flirty Fishing!)

Excellent!

The second main purpose to living a hypocritical life is that it compounds the thought-stopping processes that your minions will be going through (discussed later in Stage 3 – Phase 3), as they will have no choice but to engage in cognitive dissonance in order to accept the contradiction in front of them. **You could say that it is your duty, as a cult leader, to live a hypocritically privileged life for the sake of your minions.**

They will see it as part of their commitment to you to accept both your distain for wealth and your passion for Lamborghinis (Sam Myung Moon bought a Lamborghini for one of his sons at the same time as extolling the values of humility). They will be able to hold two opposing ideas in their head at the same time because of a little friend we like to call "Cognitive Dissonance."

What is Cognitive Dissonance?
…why only a Mind-Numbing Loop of Lifetime Control!

Cognitive Dissonance[†] is a form of mental personal deception that allows humans to accept the discrepancy between what they want the world to be like and how the world really is; it allows, for example, someone to order a diet soda whilst tucking into a double cheeseburger with extra bacon and onion rings.

In psychological terms, people like balance and order (consonance) and when there is something that disturbs that equilibrium, they will perform mental gymnastics to at least give the appearance of harmony.

Usually, as most people have little control over the outside world,

[†] This process is exemplified in Orwell's novel '*1984*' with the government's slogan being "WAR IS PEACE, FREEDOM IS SLAVERY, IGNORANCE IS STRENGTH."

this entails changing the importance of an emotional or ethical value that they themselves hold. For example, when a child is abused by a parent, the victim will often blame themselves for the crime, saying that they deserved it in some way, rather than accept that their parent could do wrong. This is exactly the same process that you should be enabling in your minions. As you will be seen as special, if you're doing your job properly, the abuse (whatever form it takes) will be justified in some way, usually by seeing it as for the betterment of the group or as an uncomfortable but necessary step towards salvation.

The minion's thought process should go like this.

> **"As my Master is special, it is only right that He should live a different lifestyle to us. I know that He is special because He understands and shows us the true, correct way to live our lives."**

Consider one of the most demonstrably sickening uses of Cognitive Dissonance: The Ganges River in India, outside of Varanasi, is considered to be Holy by many of the regions simple-minded inhabitants. The elderly and infirm drink from the river because of its healing properties. Children go swimming in the summer. In one recent BBC article on the river, a resident was quoted as saying, "Mother Ganges cannot be polluted." Another was quoted as saying, "We are people from a holy city. Nothing happens to us when we go in the water."

Ahhh, but it does! It does, indeed!

Everyday, some 300 million liters of untreated raw sewage are dumped into the river. Corporations dump industrial pollutants, and over 32,000 dead bodies are routinely dumped into its waves. The fecal coliform bacteria count for the river is 440 times the level allowed in U.S. swimming

facilities.

The river, as it turns out, makes the residents very sick.

Scientists at Banaras Hindu University have been able to trace outbreaks of disease and sickness directly to the river. But try convincing the Indians of that – they're convinced it protects them from illness.

That's Cognitive Dissonance – drinking and bathing in water, which you think protects your health, while it actually makes you quite ill.

For a more colorful example, consider Cognitive Dissonance in the hands of a cult master: Warren Jeffs, the now imprisoned leader of the FLDS (Fundamentalist Latter Day Saints). Being in prison, and unable to have "relations" with any of his hundred plus wives, he declared that no one in the community of 10,000 souls could have sex until he was released from prison!

Most shocking, is that most went along with it.

Repeatedly, Jeffs would proclaim the end of the world was imminent, that each court hearing was the beginning of the end, and repeatedly he had to announce that God had given them one more chance. Each time, the FLDS parishioner believed him. At one point, he had announced six different dates for the end of the world in as many weeks. That no one questioned the veracity of his claims when the end of the world never actually came, shows how masterfully he had managed to build cognitive dissonance as a routine thought process into his minions.

When the police raided Zion, the new ranch Jeffs built in Texas, it was the women, the very victims of the cult, the ones who were used, abused, and traded as chattel slaves, that were the most aggressive in attempting to sabotage the police investigation. They aided their victimizers. (It's a wonderful special feeling as a cult leader when your minions get to the point where they help you abuse them!)

A very simple technique to heighten the use of Cognitive Dissonance

in your minions is to give contradictory instructions. For example, Stewart Traill came up with a catchy slogan "Get Smart Get Saved" which he put on badges and posters. This was at the same time that he was forcing his minions to give up on their education and work for his cleaning company.

Our favorite, though, is when Osho gave his 10 commandments, which represented the truth that his minions had to follow, one of which was "Truth is within you, do not search for it elsewhere."

Awesome!

This really screws with their thought processes.

By joining Cognitive Dissonance with Contradictory Instruction, you will have created a mind-numbing loop that should last a lifetime!

Remember how we mentioned the brains neural pathways at the start of the book? This is a good point to remind you, that the more your minions engage the act of cognitive dissonance, the easier it will be for their brains to repeatedly use this mental shortcut. As with all things, practice makes perfect!

Hypocrisy is an integral part of what allows a cult leader to live a privileged life. What is the point of your minions seeing you as something special if you can't exploit it?

ALL cult leaders do it.

And you should too!

STEP 4: Make Cruelty Your Best Friend

Reporter: How much evil is inside of you?
Charles Manson: As much as you see.
Reporter: How much do you see?
Charles Manson: All of it.

- Exchange Between Charles Manson And Reporter

To be a cult leader, you must be cruel. The idea of this may make you uncomfortable, but it's something you have to do. You cannot develop a cult by treating your minions with respect.

This needs to be repeated because it's very important: You cannot develop a cult by treating your minions with respect!

It's antithetical to the very idea of being a cult leader.

If you are treating your minions with respect and as equals, then you don't have a cult, you have a group of friends.

And where is the profit in that?

A cult leader requires absolute devotion from his minions and the best way (some would say the only way) to get this absolute devotion is through the use of cruelty.

The specific implementation of cruelty follows a very simple pattern: Cruelty – love – cruelty – love – cruelty – love in alternating and repeated sequence. This creates what is probably better known as Battered Spouse Syndrome (BSS), whereby the abused spouse doesn't want to leave the abuser because he/she is dependent upon the affections of the abuser, at the same time he/she comes to fear the abuser.

Obviously we're not advocating spousal abuse. It is a deeply

immoral act and an offense to humanity. Abusing your minions, however, IS A NECESSITY.

Torture your minions!

Treat them like dirt!

De-humanize and abuse them!

It may seem a contradiction that a leader who is supposed to be helping his minions is actually harming them. That is because… it is a contradiction - welcome back to our old friend, Cognitive Dissonance!

This love/hate dichotomy is effective because it plays on fundamental human psychology. People aspire to that which they can't have, people crave affection and when they sometimes get it, but sometimes don't, for many people - especially mentally vulnerable people - it makes them try harder to get that affection, even if it's a poisoning their lives. The goal is to have your minions praising you as a great and wise man while being afraid to say the wrong thing in your presence.

Charles Manson had a small but extremely devoted group of minions. He was able to turn a small handful of normal teenagers into murderers who would kill on command. Manson did this, in part, by his alternating use of cruelty and love.

Patricia Krenwinkel came to Manson's ranch as a young woman, scared and alone in the world with a small child to care for. Manson first exhibited love and affection by taking in both her and her child and promising to provide for them at his desert hideaway. He also quickly became Krenwinkel's lover (as he would become the lovers for all of his teenage minions), and constantly praised her, giving her badly bruised ego a much-needed lift. But then, quite suddenly, Manson would turn violent, whipping her with a belt, and knocking her to the ground when she questioned his behavior. Then later, after the torture, he would make love

to them. His female minions wanted his affection at the same time they were absolutely fearful of disobeying him. The periodic withholding of affection was emotionally confusing, to say the least.

Jim Jones, who would eventually order his hundreds of followers to commit mass suicide in the jungles of Guyana, ran a church in San Francisco that was, on its face, a loving harmonious inter-racial community. Jones spoke about love and fellowship and decried racism. He did this at the same time as he was secretly forcing his male minions to share their wives with him, and engaging in physical abuse.

David Koresh annulled the marriages of his congregation and declared that due to his status, he was owed 140 wives and entitled to have sexual relations with any of the children at any time he wanted. David controlled what his congregation ate and violently enforced the ever-increasing range of rules that he prescribed.

L. Ron Hubbard was able to get away with abusing his Sea Org members because he also frequently praised them, sweetly wondering if maybe one of them had been apart of the Intergalactic Emperor's elite Guard in a previous life, a question he asked because of his wondrous appreciation of their competence and devotion.

Each of these cult leaders was able to manage such spectacular obedience from their minions, not because they were simply cruel – any psychopath can be randomly cruel – but because they were cruel with alternating bouts of love.

In fact, often times, it's this love that can be used as a specific device to transition into cruelty. L. Ron Hubbard is infamous for the cruelty he displayed to his Sea Org members (minions) who accompanied him on his sailing trips around the world while living in exile. Hubbard would make members walk the plank into the ocean, and lock them up in the engine room naked forcing them to eat out of a slop bucket.

The punishments, as he explained to one of his minions, after locking a deaf mute little girl in a locker for a week, was to raise their level of "confront" in order to someday deal with the evil of the Universe. Scientology techno-jargon, which translated, simply meant that Hubbard was making them tough so that they would survive future space battles against the forces of Xenu, the evil intergalactic warlord. He was necessarily punishing them in order to toughen them up. He was doing it…. because he loved them!

He didn't want to, but not unlike an angry and cruel drill sergeant shaping recruits into soldiers within the Army, he had to be mean in order to ensure their future survival and success against the forces of evil.

Hubbard was cruel because he was fighting evil!

Pure genius!

Or, for instance, Hubbard would mix his cruelty with a back-handed compliment: *Are you to tell me that someone who was part of the Intergalactic Emperor's elite Imperial Guard in a previous life isn't able to manage such a simple task as piloting a boat on the open ocean in the middle of the night without any training and without getting lost? I'm so very, very disappointed in you!*

The brilliance in this tactic is that the cruelty becomes partly, the fault of the minions. It's not that L. Ron Hubbard wanted to be cruel, just for the sake of being cruel, but rather that his minions – through some feckless act of irresponsibility – have brought it upon themselves. Psychologically, this reinforces some interior failure of the minions' character, which serves to lower their self-esteem, and thus reduce their barriers of resistance to psychological manipulation.

Or consider the example provided by AJ Miller in Australia (the mental patient who believes he's Jesus). Miller has a growing group of followers who hang on his every word, who divorce life-long spouses at his suggestion, and whom he is able to break down into hysterical tears almost

on command. AJ is a success story, in part, because his cruelty is disguised; when he asks life-long spouses to separate from their partners, he is exhibiting a cruelty that is perceived by the minion as being for their own good. In other words, they need to leave their spouse, because their spouse is a non-believer, because their spouse is holding them back from the person they could someday become.

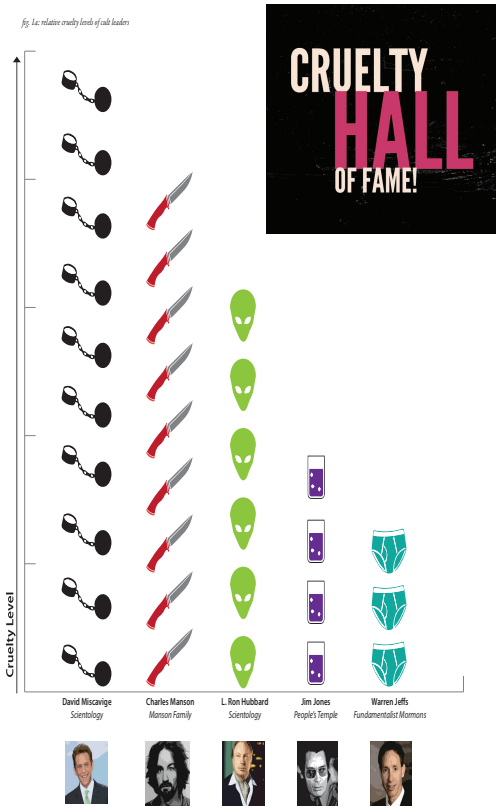
The ultimate aim is to get your minions to see cruelty and suffering as a virtue. They too should interpret the cruelty as being for their own good, or brought on by their own failures as a human being, rather than being externally inflicted onto them by an external party for pleasure or control.

When these attacks of cruelty are combined with reminders of personal failure and lowered self-esteem, it can result in individuals who will never question the authority of the cult leader.

Of course, the above description is a psychological dynamic that only the most experienced and talented will be able to perform and for our purposes, as beginning cult leaders, it would be sufficient for the minions to merely reflexively try to avoid being on the receiving end of your smacking them around a bit. Imagine a dog that crouches and retreats in anticipation of being smacked for some bad deed – that's sort of what we're aiming for.[****]

[****] As a cult leader, if you ever momentarily forget how you should be treating your minions in any given moment, just pretend that they are dogs and treat them as such. It works fairly effectively in most situations.

fig. 1a: relative cruelty levels of cult leaders



STEP 5: Be the One and Only

> **"The True Buddha is born as only one man, in one religion and in one age, there is only one who can teach the highest Truth for all the people."**
>
> **- Ryuho Okawa, Leader of Happy Science**

A cult leader must be seen as the ONLY person who can guide people towards salvation. It may seem obvious that, as there are thousands of cult leaders out there, the chances that a minion has found the 'One True' Leader is remote (or actually impossible, given that we are all making this stuff up). However, luckily for us, people don't think like that. They are biased towards a **jackpot mentality** where they are confident that, against all the odds, they have found the one person who can lead them to eternal bliss[†].

Use this flawed thinking to your advantage and let them believe that you are the only path to salvation. They must see you as their only hope and therefore must show ABSOLUTE devotion to you, so that you can take full advantage of them.

Here are some tricks to help your Minions consider you in a manner befitting your position…

Pretend to Have Super Powers.

Claim that you have extra sensory perception. Appear to have the

[†] As Jim Jones knew - there is a gambler in *all* of us.

ability to know things about your minions that you *couldn't* have known. Don't worry. You don't actually have to have this gift.

It's what's known as Cold Reading. All you do is throw out some generic phrases that could apply to most people and then let the minions do all the work[†], fitting what you've said to their personal experiences. Say things like…

"You are a very kind person but you do recognize that there are times when you can be selfish."

"Your wisdom is gained from life experiences rather than just book learning."

Or, (this is a great one): "*You like to be in control but there are times when you really feel insecure*".

Also, you can use questions that can easily be turned into 'statements of fact' once the minion has answered. For example, "*Are you satisfied with your career or is there a problem?*" and if they say yes then you can nod and agree or if they say no then you can nod and say "I thought so."

Or another one can be "*What is it about your health that concerns you?*" If they tell you what's wrong then you can nod and say "I sensed that about you" or if there is nothing, then you can just suggest that they look a bit 'peaky' and should eat better… most people could eat better!!

Even if you get a 'miss' now and again, their confirmation bias will make them forget those times and remember the occasions when you were 'spot on'. Et voila, you have ESP.

[†] This is known as the Barnum effect as P.T. Barnum offered "something for everyone".

Give Yourself Important Titles.

Give yourself a false title of importance. This sounds too simple to be effective but it really works. Jim Jones called himself 'Reverend' even though he had never received any formal training. L. Ron Hubbard considered himself a doctorate, even though he had dropped out of University. And David Berg made his followers call him 'Beloved Father,' although to be fair to him, this wasn't always a fake title. With some of the girls he was sexually abusing, he really was their father! The point is that if you make your minions automatically use titles or superlatives when they talk to you (or about you), subconsciously, your special status will be legitimized.

This title will also reinforce and serve as a reminder of the transformation that you have undergone; you used to be just a financial advisor, but now, after your epiphany, you have realized that you are the re-incarnation of 'El Cantare' (God of Gods), as in the case of Ryuho Okawa and his 'Happy Science' cult.

Use Language to Empower You

Kim Jong-il, the late Dear Leader of North Korea (the only cult leader thus far to have grown his cult to the level of a nation-state) developed a cult management system known as "Juche," one of the tenets of which, was that, "If you tell a lie one hundred times, even the person who made up the lie will eventually come to believe it." One of the tenets of Juche was a set of grammar rules, which reserved particular pronouns and adverbs for the Dear Leader.

In other words, in North Korea, there was a way to say, "She was happy." There was a way to say, "He was happy." And there was a special

way to say, "The Dear Leader was happy." (Use of the language referring to the Dear Leader is strictly forbidden and punishable by life incarceration in a death camp.)

Wear Funny Clothes.

This may be self-evident, but it's more difficult to convince your followers that you're Jesus reincarnated if you're wearing jeans and a T-shirt. It's just not the image that people have of Jesus in Israel during his days playing out the New Testament.

As the saying goes, "Clothes make the man." And clothes also make the cult leader. For instance, the simple act of wearing robes will go along way in conferring an unearned authority from your minions.

Hired Help.

When you're in the early stages of establishing your cult, having a few paid "plants" in the audience of your sermons will go along way towards creating dominance over the group.

In fact, having a second in command early on not only confers legitimacy onto you as a cult leader (it's easier to follow someone who already has followers), but your second in command can help ease the burden of leadership, and help enforce your increasingly absurd mandates within the group of minions that you're targeting.

It's what's known in the business as a "Supporting Witness," someone who recognizes how special you are and acts accordingly. The Supporting Witness can be your most trusted minion, a spouse, or a best friend. The form the Supporting Witness takes is less important than the role that they play; an enforcer of rules, assistant in the logistical planning of

cult management (always a time intensive task), and, most importantly, lubricating a crowd by being the first to clap or be amazed at your sloppy vague attempts at prophecy, such that they are promoting you: The one and only.

Word of Warning: Don't get too attached to these Supporting Witnesses. They need to be expendable so that you don't get tarnished or held back by them. You need to be able to move on once they have served their purpose. L. Ron Hubbard for a long time, used his third wife, Mary Sue Whipp, but when she was arrested by the FBI, taking the fall for Operation: Snow White in which Scientology members infiltrated various levels of the U.S. government, Hubbard dropped her and began using a rotating cast of favored "minions of the moment," until his death.†

The best analogy to use is that of the cult leader being a sheep farmer. When you only have a few sheep to control, you can do it yourself. If you intend to get more sheep than you can handle alone, then you get yourself some sheepdogs NOT more sheep farmers. These sheepdogs think they have some control but they are still doing everything that you tell them.

You must never lose control.

You must be seen as THE ONE AND ONLY.

Of course, there is always a danger with this position of being seen as arrogant and divisive but the sixth step will take care of that.

† One of Hubbard's last supporting witnesses was David Miscavige, a young man who seized power of Scientology upon Hubbard's death, despite not being chosen for successive leadership; this is one of the dangers of giving too much power to Supporting Witnesses.

STEP 6: Express Fake Humility

> **"Some people see a great deal of God in my body. They see Christ in me, a hope of glory."**
>
> **- Jim Jones,**
> **Suicidal Cult Leader of the**
> **People's Temple**

As a cult leader, you are going to naturally be filled with moral outrage, the definitive understanding that you and your ideas are morally superior to the world around you. But this outrage will go down a bit better with your minions, if they believe that your entire position as a cult leader is one that has been thrust upon you, and that you are only performing your role reluctantly. Consequently, it's necessary to always express a fake humility. (No, it doesn't have to be truly felt, just fake it as with everything else!) Consider the fake humility as an inoculation against charges of dictatorial dominance and grandiose egotism:

> **I don't want to be the son of the Lord! I didn't want to become the sole arbiter of morality and ethics! But God has chosen me, and therefore I cannot refuse! Oh, how weary and lonely this burden is that has been placed upon me!**

Pretend that you not want to be the center of attention (even as you crave every moment of adulation), or that you don't care about leading people. In fact, it should only be because of the strength of your character, that you became their leader. It was a responsibility that you did not want,

but nonetheless must carry out.

The use of a Supporting Witness is helpful in this regard as it allows a person other than yourself to encourage this narrative. You can almost hear your minions talking about you behind your back, discussing your divinity, **"It must be true that he is the chosen one because he doesn't want to do it. He's sacrificing his life for us against his own will. Who else would do that except for the chosen one?"**

This is precisely the sort of twisted logic you need to encourage!

Consider this "reluctance narrative" the background music to your tenure as cult leader; it should under-pin all other emotions, actions, and behaviors.

For instance, when you're caught in a moment of wince-inducing self-promotion, while you're telling your minions that you alone, of all the people on the Earth, have the power to heal the planet, make sure that you throw-in a bit of reluctant narrative at the end, "Of course, I don't want this responsibility, but with great power, comes great responsibility." A reluctant narrative provides a psychological counter-balance to the more self-aggrandizing aspects of the transformational epiphany, which can stink heavily of egotism.

Or, for instance, say you're in the midst of punishing your minions because they failed to obey you. Perhaps, they were supposed to have finished constructing a filter system for the Sarin gas factory that you are building to induce Armageddon (as in the case of Shoko Asahara), working all through the night, and you awaken the next day to find that they failed at this designated task. When you punish them, do so reluctantly. You don't want to punish them, in fact, it saddens you deeply to punish them, but if <u>they</u> fail, then the whole project fails and salvation will not be reached. You have no choice.

That sort of crap!

And finally, you can even use your fake humility to make your minions feel bad. Tell your minions that you are doing it for them. Done effectively enough, you will have your minions thanking you for making these sacrifices for them, and apologizing to you for living in impoverished conditions, while you live in extravagant comfort.

Checklist for Stage 1:

So if you've followed our unique 6-step program, you should:

- Have planned a transformational epiphany, which will transform you into a cult leader.
- You will practice always being certain and never admitting failure.
- You will embrace hypocrisy, never noticing the gulf of difference between what you say and what you do.
- You will act cruelly towards you minions, with the occasional bout of alternating love. (Mix love and affection as needed.)
- You will remind them that you are the one and only path to salvation, a reminder you will augment by giving yourself a special title, wearing extravagant costumes, and having a supporting witness proclaim your grandeur.
- You will pretend to possess some small component of humility.

Sorted!

Now that you look and act like a successful leader, we need some thing for you to sell to the waiting public.

You need a cult…

Welcome to Stage 2.

So far, we've shown you the steps that you need to take to be seen as a great cult leader. We've taught you how to transform yourself through a fake epiphany, we've cautioned you about the relative benefits and perils of having a supporting witness, and how to act with cruelty, certainty, and self-proclaimed humility.

But so what?

You're a lone person – maybe you have a Supporting Witness, maybe not - but without minions, and without a cult, you're a nobody.

So on to **Stage Two: Creating Your cult**!

Consider the cult as a body or temple – it needs to be tended to, it needs to be cared for, and, most of all, it needs to be fed.

The body of the cult is a complex social structure, which needs to be carefully designed prior to its birth. There are many decisions to make and these decisions will have a compound knock-on effect.

To help you visualize and conceptualize the cult's inner-workings (and the decisions you will have to make as the titular head of this organization), we have designed an easy-to-follow 9-part template, known as the "Pyramid of Power" for you to construct your cult from.

This is the Pyramid of Power.

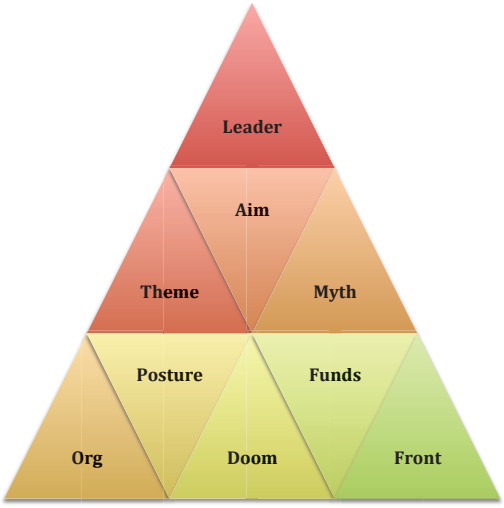
Learn it.

Use it.

Live it.

Love it.

The Pyramid of Power



At the top of the pyramid is you, the leader.

Directly under you, is your desire, or the purpose, or aim of the cult. The aim is framed on either side by two themes, which will help you achieve this aim: Cult Theme and Motivating Mythology. And finally, on the bottom, serving as the foundation of your temple, we have the organizational structure of the cult, the posture of the cult, the creation of front groups to legitimize your cult to the outside world, and funding.

Of course, we cannot forget the element of destruction, which underlies all cults, the ever-present Doomsday, for which you use to frighten and control your minions. This is placed in the opposite position of you the cult leader, as "Doomsday" often represents the end of your cult. (More on this later!)

So take some time over this stage, prepare each part carefully and you will have a thriving, successful cult filled with minions ready to serve you. Skim over this stage and you will fail, doomed to a life of mediocrity and self-loathing.

PART 1: Aim of Your Cult

The first component to consider when developing your cult is the aim or purpose of it. In other words, what is fueling your need for having a cult? Is it adulation, money, sex, power, or something else?

Four years before L. Ron Hubbard invented Scientology, he said, "*If a man really wants to make a million dollars he should start his own religion.*" Well, he did much better than that. When he died in 1986, he had hundreds of millions of dollars in his bank account. Likewise, when Japanese police raided one of the compounds owned by Shoko Asahara, they found numerous bars of gold bullion and millions of dollars just lying around. It's quite obvious, that both Hubbard and Asahara were mainly motivated by the desire to make money.

Other cults seem to be developed to satiate sexual thirst. David Berg convinced his female followers that when they had sex with him, they were really having sex with God.

Seriously. People will believe in anything!

Anton Szandor La Vey convinced his First Church of Satan minions that sex was an integral path to releasing Satan's energy (as long as it was the men who were being satisfied). Claude Vorilhon, of the UFO cult Raëlians, tends to finish each of his lectures with an orgy.. Nice!

Some cult leaders are mainly fueled by a desire for adoration. Sam Myung Moon of the "Moonies," saw himself as completing the work of Jesus, by doing exactly what Jesus would do, which is traveling the world in luxury and being worshipped by stadium-sized groups of his Moonies. Marshall Applewhite and Bonnie Nettles would get great satisfaction from an afternoon of idolized devotion from their minions, who would hang on every word of truth that the duo had made up the night before.

All of which is to say, the aim of your cult ***matters***.

For instance, if your aim is to make money, then it might not make sense to construct a small close-knit cult that is largely isolated from the world, and unable to engage civic society in a way such that they are able to earn an income. Rather, you should make your cult broadly appealing, almost indistinguishable from a normal religious institution, such that it can attract the largest number of people possible. More minions mean more workers funneling money to you.

However, if your purpose is to sexually dominate young women (or men), then you would want to have a small tightly knit cult, largely isolated from the outside world.

Whatever it is, you need to decide, from the beginning, what the main aim of your cult will be – because all the other decisions of structure and typology will evolve from this choice.

PART 2: Theme of Your Cult

The next choice to make is to decide on a theme for your cult. Themes are important because they are coded with subliminal language, and they assume a context that will attract or repel different demographics.

Each theme comes with its own ready-made demographic of followers, and certain attributes and characteristics that these followers will exhibit.

If you've ever played Dungeons & Dragons as a child (or as an adult!), where you have to choose the race of your character (Elf, Dwarf, Warrior, etc.), each of which have certain inbred skill sets, it's much the same thing as choosing a cult theme, except that this is real-life where your decisions will have dramatic life and death consequences for your minions, which makes this much more fun than a simple role-playing game!

The most common cult themes are as follows:

Religious, Asian Fusion, Science Fiction and Pseudo Science.

We have given some cult examples from each theme so that you can compare and contrast and see which one works for you.

Religious Theme

Most cult leaders opt for the religious theme as religion comes pre-packaged with many of the elements you will need to manage a successful cult: A deep convoluted mythology that can easily be twisted and perverted, deeply encoded ideas of subservience and worship, and a God that can easily offer you, the cult leader, the one true understanding of the world, or for whom you can be the latest reincarnation.

Cults that come under this theme include: People's Temple, the Exclusive Brethren, Fundamentalist Mormons, Moonies, and Jehovah's

Witnesses.

As you might imagine, the religious theme typically attract a demographic of pious, sometimes fervent individuals. These individuals often are also very fearful of the world and desperately want to know that they will be saved, and consequently, they are very easy to manipulate.

It's easy to attract new recruits to religious-themed cults, as they are part of a familiar social construct, i.e. Christianity, Judaism, or Islam. **No one is startled when you explain that you've joined a new church that worships Jesus Christ. Aliens, on the other hand, not so much.** It's because of this that religious-based cults can hide in plain sight, among the many normal traditional churches, mosques, and temples.

A word of warning! You need to know your stuff. Jim Jones could quote word for word from the Bible, which allowed him to take things out of context and make it mean whatever he wanted it to. It was the same with David Koresh. If his minions questioned him, he would recite endlessly from the Bible until it completely confused them. If you can't quote chapter and verse then you won't be able to wrap your minions around your little finger.

Asian Fusion Theme

Asian Fusion is where you incorporate elements of Buddhism, Taoism, Hinduism and Confucianism into the mix. This is a much easier theme to work with as there is little structured scripture, and the religious concepts are much more amorphous and vague, thus making them easier to manipulate and twist for your own purposes. It also means that you don't need to have that much knowledge over your chosen subject; **a weekend trip to a Buddhist or a Hindu retreat should be enough for you to call yourself a 'guru'**. You just use lots of generic, 'inscrutable' phrases like "*We must bend like bamboo in the wind*" and people will think that you're a

genius.

Examples of cults that have used the Asian Fusion theme include Aum Shinrikyo, Rajneeshism, Hare Krishna, and Chen Tao.

Unlike the fervent, puritanical religious lot that you can whip up into a frenzy of action, the Asian Fusion minions are much more laid back. Because they are the wishy-washy, 'spiritual' types, it is very difficult to get them worked up into changing the world, unless it's about saving animals or the environment. On the other hand, if your aim is to get a lot of sex, well, this might be the theme for you, particularly if, like Swami Rajneesh and Shoko Asahara did, you introduce yoga and tantric exercises into the regime.

Asian Fusion cults can hide under the auspice of any number of front groups (front groups will be discussed more in stage 2, part 8) such as meditation retreats, yoga seminars, or Buddhist sanctuaries. Growing social acceptance and popularity of eastern spiritual beliefs has made most of these sorts of groups fairly innocuous to the public at large, and consequently, it shouldn't be too hard to find new recruits.

SCI-FI Theme

Sci-fi cults typically replace God with some form of alien species who have visited Earth and have changed the course of human history (or even created it). In other words, cult leaders within sci-fi themes typically need to have some sort of contact with aliens who will someday be returning to 'pick up' the chosen few and have selected a human representative to help with this process. Instead of eventual salvation with the Lord, recruits (minions) need to be promised an eventual trip in a spaceship, joining with the aliens, returning to a better world. Two of the most prominent sci-fi cults, Scientology and Heaven's Gate, both emphasize that the body is simply a vessel which needs to be transformed

through extra-terrestrial encounter; the eventual mass suicide within the latter was described as an "evacuation," one where they would simply switch to celestial bodies.

Examples of cults using this theme include Scientology, Heaven's Gate, and Raëlianism.

The sci-fi theme tends to attract very strange individuals. They see themselves as logical, rational and guided by reason but don't let that fool you… they are as confused and as lost as the rest of them! Their main characteristic is that they love convoluted plots of mythology and they can wrap themselves up within it like a comfort blanket. They are obsessed with detail and tend to find social situations very awkward.

The heyday of popular science-fiction films like *Star Wars* has long past, and as NASA budgets have dried up, dreams of space aspiration have died out, and so too – to some extent – has the cultural and social fixation on aliens and outer space. This doesn't mean to say that people no longer believe in aliens or the idea that we are being visited by them, but you will have to be a bit more careful with such clumsy, literal interpretations of the theme†.

Gone are the days that you can make up an elaborate back-story like L Ron Hubbard did, which could be taken straight out of a 50's Sci-Fi pulp fiction novel. There is no way that this science fiction writer could have predicted the change (he wasn't an ACTUAL prophet, after all) and Scientologists now have to deny that there is any science fiction within their belief system. Regardless of the denial, if you pass by any Scientology center, you can still see imagery of Scientology's back story in the form of a volcano that is on many posters advertising *Dianetics*, the premiere book of

† Read anything by David Icke or Erich von Daniken and you'll have plenty of baloney to draw from.

Scientology doctrine. This hints at the deeper sci-fi mythology that awaits those willing to invest the time and money, as it was within this volcano that Xenu dumped the billions of alien souls that were later blown up with a hydrogen bomb, freeing them from their ice prisons, so that they could fly around the world, and attach themselves to the spirits of man. In Scientology, the goal is to pay for auditing that allows you to rid your soul of these invisible (**always make them invisible as this will prevent anyone from proving you wrong!**) alien parasites. This is not revealed to Scientology practitioners though until they have climbed up many "Thetan Levels" and invested many tens of thousands of dollars in courses, thus ensuring high exist costs (discussed later in Stage 4: Level 5)

In short, the strangeness of sci-fi based themes makes them very difficult to recruit new individuals into, however, if you have a vivid imagination and love coming up with exciting, convoluted stories then this could be for you.

PART 3: Motivational Mythology

We live in a world of incentives. We all respond to incentives, within society, in employment, in our relationships. Minions, despite being normally dull and dim witted, are no different. In the cult business, we incentivize our minions by giving them a "Motivational Mythology," which is to say that we motivate minions to endure all the abusive degrading behaviors that we will perpetuate on them, by giving them an emotive story to believe in. Developing a motivating mythology for your cult prior to implementation is a standard business practice, no different than an organization developing a mission statement.

There are three primary principles of design to Motivational Mythology: The Suffering Principle, the Righteous Principle, and the Salvation Principle.

The Suffering Principle

Humans seem hard-wired to thrive on perceived associations with righteous causes, such that they can endure almost any hardship, provided they believe their cause is a virtuous one.

As a cult leader, it's necessary for you to incorporate suffering as a way of testing your minions to see if they are worthy of being the 'chosen.' This is a useful device as you can really pile on the abuse and your minions will begin to see suffering as a form of divine revelation.

Remember Jesus suffering and dying on the cross?

But it's okay, because afterwards he gets to go to Heaven and eat all the ice cream he wants?

Same thing here.

In fact, with proper leadership your minions will not just accept suffering, but will *want* to suffer. For example, consider the fundamentalist

Mormon wives who work non-stop, and are perpetually pregnant. A harsh existence, but one that becomes a proud divine duty when they have the conviction that they are doing so for the Lord.

Of course, when they inevitably fail at their assigned duties, you simply turn it back around on them and say that they haven't suffered enough.

If you are doubtful about the success of this process then take a look at another billion-dollar business that employs this tactic – The Diet Industry. Time and time again, research has proved categorically that diets fail (particularly over the long term) AND that they actually work against the physiological and neurological mechanisms of the body. Yet the industry continually blames the dieters for the failure and repeatedly promises a 'perfect' body, even though there is no such thing. The industry purposely NEEDS the dieters to fail so that they keep coming back for more, and this is the same for your cult. You don't want to ACTUALLY help your minions; there is no profit in that. You want them to fail so that they become completely reliant upon you. Always provide unrealistic targets that they won't be able to reach.

Trust us, this tactic DOES work.

If you want to punish a minion, tell them that their own actions have resulted in them being further away from realizing perfection. If you want to reward a minion, tell them that their own actions (spying on other minions or sexually gratifying you for example) have moved them a step closer to perfection.

Further away.

Closer.

Further away.

Closer.

Toy with them. Really screw around with their minds. You'll be

surprised at how effective it can be in inducing control.

The Righteous Principle

With the Righteous Principle, your goal is to create a particular form of pride over their affiliation with the cult. Many of your cult minions will have been selected for membership precisely because of their low self-esteem (we'll deal with recruitment in Stage 3!) Thus, being able to feel righteous imparts upon your minions a unique form of artificial confidence, a much-needed ego-boost that is solely dependent on your validation of them, giving you yet another hold on them. Their identity as a "righteous" individual will becomes so necessary to their understanding of self, that they will do almost any evil thing you command, as long as they get to hear you repeat to them that they are righteous.

Ironic given that righteousness is traditionally associated with strong moral conviction!

The righteous mythology is created by demonizing the outside world, while at the same time praising those within your cult. Have your minions repeat this mantra: *We are righteous, the outside world is evil.* (Dehumanizing the outside world is also one of the principles of control that we'll discuss later!)

The Righteous Principle is utilized by almost all cults to a particular degree. Jim Jones sent his churchgoers to live in the jungles of Guyana because they alone were righteous and the rest of the world was evil. Scientologists believe that, having rid themselves of the alien spirit parasites that inhabit most people, they are inherently superior to other humans. The Exclusive Brethren are a sect that live almost entirely within their own communities, and which forbid the forming of relationships with the outside world because they are righteous, and everyone else is, of course,

evil.

Though perhaps almost more than any other cult, the Righteous Principle is best realized through the Westboro Baptist Church. The Phelps family - famous for going around America preaching that "God Hates Fags" (and anyone else that happens to catch the ire of the church) - is convinced that the entirety of the outside world is evil, and that they alone are righteous. So adamant is their belief in this that their entire dogma is prefaced on the idea that all other humans on the planet, save for those in their church, are going to Hell.

At the end of the day, the Righteous Principle plays on the need for people to feel special and unique, to be apart of a special tribe, or to feel superior to others. None of this is true, of course, but as you might have gathered by this point, that doesn't matter.

A word of warning: The Righteous Principle is strongly associated with Puritanical moral values: Fear of sex and nudity, strong patriarchal views about men having control of women's reproductive systems, a disdain for popular culture and forms of entertainment that promote godlessness. Consequently, if the aim of your cult is sex or materialism, you'll need to ensure you have the Cognitive Dissonance dial turned up to ten, so that your minions aren't bothered by the contradictions. This motivating mythology works best with religious themed cults.

Salvation Principle

And finally, the salvation principle offers your minions more than just a way of improving themselves. It's the simple chance to be saved in an impending apocalypse. Offering salvation for various fictional "Doomsday crisis" is one of the easiest deserts you can offer your minions; using elements of the Righteous Principle, it makes your minions feel

simultaneously unique, superior, blessed, lucky, and most importantly, ever fearful. In short, being given a free ticket to survive the end of the world has a way of engendering compliance… and gratitude.

Offering salvation is also another form of control. Misbehaving minions are told they will not be saved, while behaving minions are told they will be saved.

Here too, we find the same groups previously mentioned in the section on righteousness: Jehovah's Witnesses, Fundamentalist Mormons, and Exclusive Brethren – all of whom also believe in a coming end of the world doctrine (the fact that they are saved when others are not is, in part, what confers their unique permutations of righteousness!)

In many of the interviews with minions who have escaped from various Fundamentalist Mormon sects, the minions speak about being miserable while in the cult (and who wouldn't be when you're married off to an old man at 12 years old and are later kept perpetually pregnant during adulthood!) but also being afraid to leave precisely because they knew their soul was at stake what with an impending apocalypse and all.

It should be noted though that the Salvation Principle also works within many Sci-Fi themed cults, as Raelianism, Heaven's Gate, and Scientology, all offer a galactic-themed impending apocalypse.

PART 4: Organizational Structure

The fourth decision regarding cult design is about the organizational structure of your cult. Cults are like any other organization and need to be filled with middle managers, gatekeepers, and enforcers. Large successful cults like Jehovah's Witnesses and Scientology will create "levels" as an incentive to minions to commit, offering different rewards with each new level achieved. This not only commits your minions to reinforcing the existing power structure, but allows you to manipulate them against each other.

Of course, that all comes later.

But the planning for these structures comes now.

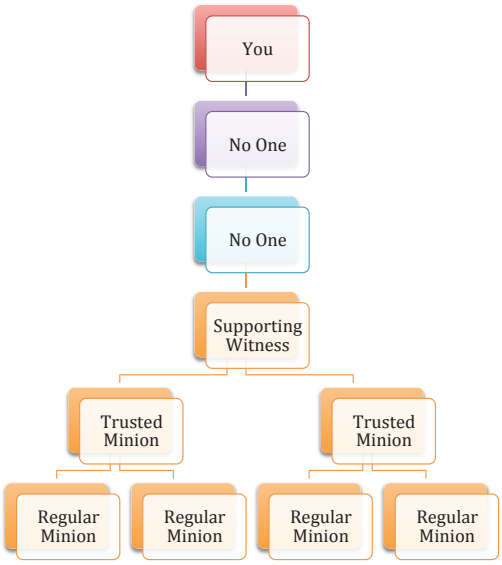
From day one, you need to decide what sort of rank structure your cult will have. L. Ron Hubbard adopted a military motif for the Sea Org, his core followers and personal army. Other cults adopt the religious iconography, having bishops and priests.

Starting out, your cult structure should be very simple: You. (Remember the "One and Only?" Stage 1, step 5?) But that's not to say you have to run your cult by yourself. It's quite okay, and even recommended to have a "Supporting Witness" (as discussed earlier, this is a right-hand man – or woman who helps promote your beliefs in crowd settings early on), along with a tiered level of minions, the more senior minions controlling the lower-level minions.

Consider your Supporting Witness an "audience plant." Start-up comedians are known to put plants in their audiences who will laugh hysterically at their jokes. As we all know, compliance (like laughter) is contagious. Once the first person starts, it's easier for others to follow. Managing a cult is largely predicated on forms of social control, and many forms of social control are reliant upon social and peer pressure techniques.

Consequently, your Supporting Witness should be the first person to raise their hand and volunteer, the first person to bow at your feet, and the first person to suggest compliance.

In the beginning, your organizational structure should look something like this:



Examples of successful Supporting Witnesses include Karen Zerby who 'persuaded' David Berg to fulfill his potential with his Family of Love, and Han Ja Han, who was instrumental in 'forcing' Sun Myung Moon (of the infamous Moonies) into a millionaire leadership role. Lois Roden gave

David Koresh a ready-made congregation by 'offering' him leadership of her church. Credonia Mwerinde of the Movement for the Restoration of the Ten Commandments had 'shared' visions from the Virgin Mary with Joseph Kibweteere.

However, it's imperative that this relationship is never viewed as an equal partnership, and is always seen as one of domination. Resist this temptation of engaging in equitable relationships, as they will inevitably lead to a conflict of interest and a disastrous power struggle.

To date, there has only been a single cult of note that has managed to have two cult leaders in a cooperative power sharing agreement. That cult was Heaven's Gate, which was led by Marshall Applewhite and Bonnie Nettles. He took on the role of messiah and she took on the role of soothsayer. Because they both wanted adulation and received it in abundance, they were both contented. Their minions worshipped both of them equally as two supreme beings that were destined to lead the righteous to salvation! (Unfortunately, Bonnie went and selfishly spoilt it all by developing cancer and dying in 1985. This, inevitably, changed the dynamics of the cult and things gradually spiraled out of controlled. Marshall became progressively isolated and even though he pretended that he was getting messages from Bonnie saying that he was still the 'only one' to follow, the writing was on the wall. Knowing that his reign was going to end, whilst he still had the last remnants of control over his mini

ons, he ordered them to 'disembark' to the great spaceship in the sky and 39 people, including Marshall, died in his suicide pact. So even a supposed success like Heaven's Gate didn't really pan out as well as might be expected.)

Death by Supporting Witness:
A Warning Parable

The need to exert strict control over one's Supporting Witness is demonstrated by the case study of one Joseph Di Mambro, an aspiring cult leader, who had several failed attempts at running a cult in the 70's. His string of failures ended though when he met a charismatic homeopathic doctor named Luc Jouret in the early 80's. Mambro joined forces with Jouret and they changed his then ailing cult 'The Golden Way' into the 'Order of the Solar Temple' in 1984. Things improved for several years with increased membership, real estate, and money laundering. Millions were made but jealousy and paranoia soon set in.

Mambro, the self-proclaimed 'Cosmic Master' (whatever that is), declared that his daughter, Emmanuelle, was the new messiah, as she had been conceived without the act of sex, or at least that's what his wife had told him. However, this was a slight problem as Jouret declared that he himself was the third re-incarnation of Jesus Christ and therefore superseded her. Tensions grew as Jouret developed a science fiction angle to the cult but Mambro wanted to hold onto the religious theme.

More doubts set in over Mambro's abilities to contact higher powers and there were whisperings about internal corruption. The final straw was when a couple of Jouret's minions had a baby boy called Emmanuel, who Mambro saw as a direct challenge to his daughter's position. In September of 1994, he ordered their deaths under the guise of the boy being the Anti-Christ, and this triggered a cult implosion. Within a week, most of the core members including Mambro and Jouret were found dead in a ritualized killing spree. Most had been murdered with only a few genuinely having committed suicide (not including the two leaders). It all ended up being a very messy affair because of this conflict of interest.

PART 5: Cult Posture

The fifth decision regarding cult design is about the posture of the cult, as it relates to the outside world. In other words, is your cult going to operate openly in regular society – or is your cult going to hunker down at an abandoned farm deep in the mountains away from civilization. Just as with the cult theme, each choice of structure represents a different degree of difficulty and results in different aims being easier or harder to achieve.

The cult posture should be considered as a spectrum of relative openness. On one end of the spectrum you have a cult, such as the Jehovah's Witnesses, where the minions live in cities with non-cult members, shop at stores, and come and go as they please. On the other end of the spectrum, you have a closed compound – such as Jim Jones had in Guyana, South America before they all committed mass ritual suicide – where the base was physically isolated, surrounded by barbed wire, and guarded by men with guns; the security intended both to keep trespassers out and his minions inside.

There are four main structure types:

Open Society, Compound, Closed Society and Virtual Compound.

Open Society Cult

Summary: Open societal cults operate freely within the larger society. Minions in open society cults will often work and live side-by-side with people of more traditional religions, and within secular communities.

Used By: Examples of open society cults include some Mormon factions, Moonies, and Jehovah's Witnesses.

Benefits: The obvious benefit of open society cults is that you can obtain a large membership. For example, it's estimated that there are as

many as 2.5 million Jehovah Witnesses in the United States. That also means you have 2.5 million minions who are routinely tithing and sending money to the church leaders; that's also 2.5 million minions able to recruit further minions to the cause. Consequently, open-society cults are great for cult leaders whose primary aim is money.

Drawbacks: The most obvious detriment to open society cults is that your minions are open to corruptive influences that could raise awareness to the bullshit that you have created, and many of them could ultimately end up leaving the organization (hopefully, to be replaced by newly joined minions).

Methods of Control: As minions that live in Open Society cults are free to interact with the external world and move about freely, the methods of control utilized must be mentally created, such that the minions police themselves.

Minions of Open Society cults often attend church 3-4 days a week, and as such, their informal social networks are normally comprised largely of other cult members who are able to reinforce the rules. More wealthy minions will sometimes provide homes and jobs to less financially secure minions such that more of their time can be spent in environments under the control of the cult.

Open Society cults often have to create ideological rules that deter minions from participating in the external society, even though they may live and work within that world. For instance, Jehovah's Witnesses are told not to participate in the politics of man. This means that they don't vote, and largely don't participate in civic society, which limits their interaction with those who would point out the fallacies in their ideology.

Another way to immunize against ideological contamination from secular threats within open society structured cults is to dehumanize the outside world, a technique that will be covered in more detail later. By

casting the outside world as a terrible, unholy, sinful place, minions will naturally retreat to the comfort of their cult, effectively making themselves prisoners of your control, even though they are supposedly free.

Compound Cult

Summary: Compound cults are the opposite of open society cults. In compound cults, minions are physically isolated away from civilization on a ranch, a compound, or some space, which is physically guarded from the outside. There is control both over those who enter this space *and* over those who would seek to leave this space.

Used By: Charles Manson simply found an abandoned ranch in Death's Valley. Jim Jones initially bought cheaply in very poor areas of town until he was able to appropriate enough resources from his minions to move his entire congregation all the way to Guyana in South America. Scientology has several secretive bases where they keep their Sea Org members who are entirely isolated from society and sometimes kept as prisoners.

These are the sort of compound cults you will want to emulate if your aim is to have sex or power.

Benefits: The obvious benefit of this structure is that you have total control over your minions and are able to accelerate the indoctrination process, which we will talk about later in Stage 3. In Compound Cults, you can not only easily isolate your minions, but you can control what information they have access to, who they are able to meet, and how they live their day to day lives. **This is the ideal cult structure if your aim is total subservience or worship by a group of minions, or to get lots of sex.**

Drawbacks: The down side to Compound Cults is that it makes earning money more difficult as your minions are not able to engage with the external world. Maintaining physical and literal control over the space your minions reside in can also be a resource intensive task. You are also at a greater risk of the authorities becoming suspicious of you if you're running a small fiefdom on an abandoned farm or mansion. All of this is dependent, of course, on owning a piece of property where you can actually take them.

Methods of Control: Complete physical control over the day-to-day living environment - the same level of control as a prison.

Closed Society Cult

Summary: The next operational structure is the Closed Society cult, considered a mix between Open Society cults and Compound Cults. This is where you don't necessarily have your minions in a single building, but you also don't allow them to freely interact with the outside world. Instead they are cloistered together in a largely isolated community, that are nonetheless, still attached to the larger society.

Used By: The Fundamentalist Mormons live in communities that aren't literal compounds, but are mostly made up of other members of the cult. For example, consider Colorado City, Arizona, where convicted child rapist Warren Jeffs led a sect of Mormon Fundamentalists. Colorado City is only accessible by traveling long distances on a mostly unused highway, but is, nonetheless, still accessible to the rest of the world. What marks this town as different from others in Arizona is that the church owns all of the property in the town. Additionally, in Colorado City, the mayor, the police force, all the businesses, are all members of the church, with virtually no

non-fundamentalist Mormons living in the area. Despite its members visiting normal cities for supplies and commerce, and despite Colorado City being accessible on the national highway system, there was virtually no contact with the outside world.

Or, consider the Brethren. The Brethren are a secretive sect of Evangelicals who live in a variety of communities in Australia, England, and North America. Brethren members, while moving about regular society, retire to communities where all the homes in the neighborhood are owned by the church. Additionally, there are strict policies on not fraternizing with non-church members, or even working for non-church members. The result is that even though they are not physically isolated out in the desert on some ranch, they nonetheless become effectively victims of selective self-isolation.

The late Fred Phelps started his Westboro Baptist cult from his own home and bought the other houses in the cul-de-sac to have absolute control over his 'family'. Members of the church are able to move about regular society, but at the end of the day, they retreat to a suburban compound.

Benefits: The Closed Society cult allows for greater control than the Open Society cults, but still gives minions the ability to engage the outside world in order to earn money.

Drawbacks: Anytime your cult is able to engage the outside world, there is always the possibility of ideological contamination in the form of external authorities or family members contacting your minions.

Methods of Control: The Closed Society cult is able to exert almost the same levels of control as those on a Compound Cult. Your minions will, in all practicality, have virtually no contact with the outside world, despite their ability to still interact with these individuals. Warren Jeffs of the Mormon Fundamentalists in Colorado City was able to exert near total control over

the lives of his minions in a Closed Society structure.

Virtual-Compound Cult

One last operational structure is the virtual compound cult. This model is so new, that its very existence is often debated within cult leader circles. Essentially, the virtual compound cult uses social media and Internet technology to link together geographically separated individuals into a shared virtual world. While these sorts of movements that use this model (for example, look up "Thrive Movement") could possibly not be defined as cults, they are increasingly taking on the form and function of a cult, despite not having their members co-located into a single shared space.

The Virtual compound is such a new system that most cult leaders will not have realized its potential, which gives you a real head start. Modern communication systems like the Internet, Twitter and social forums such as Facebook give unprecedented access to people's lives, providing you with the kind of personal information that previous cult leaders could have only dreamed of. Relationship problems, career and family issues, intimate desires and fears are all expressed in graphic detail, all of which can be used against the potential minion (**it's amazing how much private information people are willing to make public**). It is also very easy to be your own peer group, creating many fake forum avatars in order to target a single individual who believes they are talking with a group of 'like-minded' freethinkers, whilst in reality you are single-handedly piling on the peer pressure.

However, the main advantage with this structure, apart from the relatively low set up costs, is that you instantly have a ready-made 'minion market' of lost and deluded individuals in the form of gamers, social misfits

and conspiracy theorists who continually troll through the Internet searching for the 'real truth'. These sorts of individuals have already rejected the real world in favor of a fantasy one so you are half way there before you have even started. They spend most of their time in their bedroom and rarely have contact with the rest of society except through the Internet or mobile phone, and the reclusive lifestyle of the Hikikomori seems to be on the increase†. If you can control that information, you can control their view of the world. This self-imposed isolation allows you to literally convert their bedroom into a cell of your virtual compound. Although it is early days, we think there is a bright future for cults and their convergence with social media technologies.

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It should be stated that many cults transition from one structure to another over the course of their lives. To begin with, you might want to use the Compound Cult, perhaps using a home as the 'prison' (done by both Fred Phelps and Shoko Asahara).

Warren Jeffs of the Fundamentalist Church of Later Day Saints was beginning to feel the heat of the outside world as the FBI began investigating charges of child rape, an indication that Jeffs had chosen the wrong operational model for his cult, his Closed Society model was still too open to keep out all prying eyes. Consequently, beginning in 2003, Jeffs moved a large portion of his church to a Closed Compound structure in

† Although 'Hikikomon' is an extreme form of what we are talking about (like most things Japanese), it is worth checking this out to understand the potential control that you can have over these people.

rural Texas, a castle constructed in the middle of nowhere. (It should be said; this move came too late as Jeffs is now in prison serving a life sentence for child abuse.)

Jim Jones also changed models. He started with an open society model, simply using his church in San Francisco as a base, where his minions lived in the regular world. But his insatiable appetite for sex, his fears of abandonment, and his ever present predictions of nuclear annihilation soon convinced him to take his entire flock to Guyana, South America where he also transitioned to a Compound structure. (He would eventually order over 900 of his minions to commit suicide.)

For both Jeffs and Jones, the decision for changing the operational structure came from an emotional fear over a loss of control and it didn't work out well for them. This is indicative of the ever-present feeling among many cult leaders for ever-tightening levels of control. We don't have a definitive position on structural transitioning, except to say that these decisions should be made pragmatically, and be justified from a position of anticipated benefits for your business, not from a position of emotional anxiety.

"Now let us start our study with the beginning of the end."
- David Koresh

"Cats and dogs, living together…mass hysteria!"
- Dr. Peter Venkmen

PART 6: Doomsday Device

Apocalyptic doom…the end of everything.

(Sigh.)

Unfortunately, there is a strain of Doomsday Apocalyptic fervor running through (almost) all cults. The reason for this is quite simple: The threat of impending apocalypse is such an easy way of engendering compliance from minions that almost all cult leaders are tempted into threatening that the world is ending and that the sky is falling.

It's a bit of a cheat, but chances are, you too will end up relying on an end of the world scenario at some point. (The Salvation Principle is, after all, one of the three main motivating mythologies.)

Historically, doomsday scenarios and cults have gone hand in hand, for about as long as cults have existed; many of the first cults to appear in history books specialized in "end of days" mythology.

The essential element of the Doomsday Scenario is that you MUST offer salvation within your mythology as a way of avoiding this catastrophe.

Remember: A person who JUST threatens catastrophe will be regarded as a dangerous nutter, but a person who threatens the same catastrophe BUT ALSO promises salvation will be regarded as a divine prophet!

Charles Manson told his followers that the end was coming in the form of a race war that would consume America. He knew this because the lyrics in the Beatles song Helter Skelter told him so. For Fundamentalist Mormons and Jehovah's Witnesses, it's essential to all of their doctrine that the end is coming soon, and that you should want to be apart of 'Team Salvation'.

Marshall Applewhite started Heaven's Gate on the premise that the world would be ending and his minions could catch a ride to safety on an alien spacecraft by leaving their 'husks' (bodies) behind†. Jim Jones, who took his entire church to Guyana, sold a Biblical end of the world doctrine that was also intertwined with the idea of imminent nuclear holocaust (a fair enough suggestion as this was during the Cold War). The Raelians sell an extra-terrestrial doomsday prophecy, with the added bonus of free sex thrown in (there are women within the Raelian religion that maintain lives of abstinence, remaining chaste so that they can sexually service the aliens, upon their return, as pure beings, unsullied by having engaged in human sexual relations…makes total sense.)

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All of this is well and fine. The end is coming, only you can offer salvation…blah, blah, blah.

Here's the important part to remember: It is imperative that the date of the impending ending be "just right."

You don't want to have the date be too far off. There is no point in saying that the world will come to an end in 5 billion years when the Sun

† Otherwise known as a mass suicide!

goes supernova. No one will care. Far-off distant dates of apocalypse are sort of regarded with the same level of importance as climate change; we know it's happening, we know it'll be bad, we know we should try to avert it, but it's also at some distant undefined future point, so who cares?

You also don't want the date to be too immediate. Saying the ending is coming within a month doesn't give you much of a timeframe to work with.

So what's the perfect time period for the Apocalypse?

The answer is to simply not give a date.

Say that you know it's happening within the lifetime of your minions, but that God has shielded the exact date from you. You only know that it is coming.

Early on in the Jehovah's Witnesses history, Charles T Russell set firm timetables for when the end of the world would come, and he did this on three separate occasions, and when the end didn't come, they took a big hit in membership dropping after each of these episodes.

Harold Camping, the radio host in America, predicted the Rapture 6 different times over the last 20 years and got a lot of people to leave him a lot of money, but it also effectively ended his career. He had to end his radio show and close up shop because his brand was effectively ruined after the dates came and passed without anything happening.

As a cult leader, you need to ensure that you don't buy your own propaganda, especially when it concerns the end of the world. Sure, it's important to really "feel" your role, and it's okay to sometimes forget that you're actually just a phony fraud without any real powers. But under no circumstances, do not believe your own predictions regarding the Apocalypse.

Believing your own end of the world prophecies isn't something that ends well.

Don't believe us?

Consider the story of Shoko Asahara.

After he told his minions that the world would end in 1997, he decided to avoid any failure by 'inducing' Armageddon, himself. He had made the novice mistake of setting a date, and didn't want to be embarrassed when it didn't happen.

Plus, he sort of started to believe his own predictions.

So, to ensure that the end of the world did occur (there's nothing more embarrassing than saying the world will end and having nothing happen!) he started stock piling Russian weapons and ordered his Aum Shinrikyo minions to build chemical labs able to create enough sarin gas to kill the entire human race.

DO NOT DO THIS.

It is never going to work.

He is now in prison, facing the death penalty.

Where is the profit in that?

As aspiring cult leaders, it's your job to manage Armageddon in a safe, productive, and profitable way.

DON'T HORDE SARIN GAS!

PART 7: Funding Your Cult

It's fine to theorize about how one's cult should be constructed, but you can't eat or survive off good theory. And what most aspiring cult leaders want to know is how the hell do I fund this operation?

And let's be honest, starting any business, including a cult, takes upfront financial investment. You have a compound to buy, leaflets and posters to print to disseminate your propaganda, and if you're housing a bunch of minions, even though the costs are pretty minimal if you're just feeding them bread and water, there's still a cost involved – so how do you afford it? (Especially, when, if you're like most people, you already have a mortgage to pay, bills, and credit card debt!)

Regarding the issue of financing there is both good news and bad news.

Bad news first.

Unfortunately, there's some prejudice in the business banking community, you can't exactly go to a bank and get a small business loan for a cult start-up. This shows an extreme shortsightedness on behalf of banks, as many cults end up spectacularly wealthy. Despite this, banks are reluctant to loan money to cult leaders who will be abusing their minions.

The good news is that there are a great many avenues available to cult leaders to earn money. This section will describe many of those methods so that as a cult leader, you will be safely ensconced in a privileged lifestyle, supported by multiple lucrative income streams.

Monetize Your Minions

The primary income stream for most cult leaders is their minions.

A Minion is the gift that keeps on giving†.

Almost immediately after securing your first minions, you need to begin monetizing them. Indeed, what else are minions for if not to serve as a revenue stream? The more minions you acquire, the larger – and more profitable – your income stream will become.

Minions can be monetized in a number of ways – dependent upon the structure of cult that you're operating.

If you're operating a Compound Cult or Closed Society cult, you can have your minions turn over all their worldly possessions to you. These possessions can then be liquidated and sold on sites such as eBay. In order to have your minions acquiesce to this, you will need to emphasize the importance of freeing one's self from the traps of worldly possessions. Feed them lines like, "You don't own your things. Your things own you." Emphasize the spiritual traps of materialism. Almost all cult leaders – regardless of cult theme - emphasize a spiritual awakening that is dependent upon removing one from the traps of materialism. This is an action, which is sold, of course, as being necessary for their salvation, spiritual health, or mental well-being.

Minions operating in an Open Society cult will unfortunately need to maintain apartments and self-sufficiency and consequently, will not be able to turn over all of their possessions. But they can make tithing payments. A suggested tithing payment is anywhere from 10 – 20%. Additionally, by having your minions live with one another and share living arrangements, you can lower their living costs, freeing up a larger portion of their income, which can be appropriated.

Just a handful of healthy minions, working multiple full and part-time

† Always make sure that they leave everything to you in their will. That way, you can screw them over even when they're dead.

jobs and handing their money over to you is, in many cases, more than enough to allow you to quit your day job, and begin focusing on growing your business full-time, even if you can't quite yet afford that desert compound you've been eyeing.

And sometimes, you'll just get lucky. The Reverent Sun Myung Moon who started the Moonies, struck gold when one of his first converts was a billionaire industrialist. Moon was funded right from the beginning.

Use Minions as Slave Work Force

Of course, not all minions have assets that can be liquidated, or have jobs whereby they can tithe you their money. Some of your minions will be pathetic poor wretches who are barely self-sustaining within the larger society.

This is not a problem.

This is not a problem, because your minions can be readily employed by you in the form of a slave labor force.

Stewart Traill of the Church of Biblical Understanding became a millionaire simply by owning a cleaning company! The most obvious question is how can someone with a simple cleaning company become a millionaire? (After all, the home cleaning industry isn't exactly known for being particularly lucrative!) He became a millionaire because the cost of his labor was zero. His minions worked for free, or rather for spiritual salvation. His minions lived together in a compound, but each day left to go out into the world (supervised by a responsible mature minion, of course!) where they worked excessively long hours cleaning homes for no pay.

The Heaven's Gate cult ran a company that designed websites to support their lifestyle, turning over all the funds to the group.

Many of your minions won't have advanced employment skills, but all of them can easily be taught how to mow yards, or fix-up homes, or to clean. This makes creating lawn care services or cleaning services as easy as printing up some flyers and advertising on Craig's List.

At the very least, your minions can sell flowers on the median street divider or beg for spare change. Remember: The cost of deploying and maintaining a minion is very minimal (not much more than the cost of some beans and rice), so almost any income brought in should be considered profit!

Tell them that their labor is for the good of the group and will help them reach salvation. "*Work makes you free!*"

No paychecks to sort out, no HR hassles to deal with, no tax deductions. Just work and exploit. It's that simple.

Front Groups

Front groups are also a great source of revenue (and a good cash only front group can help to launder money!) Front groups can come in many forms – management seminars, yoga studios, drug rehab programs, spiritual retreats – and they can all charge lots of money. (Front groups are the subject of the next section.)

The best-structured front groups don't simply offer one-off courses, but rather an entire series of courses that must be completed to gain any worthwhile benefit, with ever-rising costs. And of course, with the membership fees, and seminar fees, there are books and audio lectures to buy.

A quick Google search for "motivational seminar" or "spiritual retreat" will quickly show that these sorts of fatuous, inane self-improvement courses are a booming business, with millions of people ready

to pay large sums of money to excrete non-existent toxins out of their skins at a sweat lodge in Arizona.

Literature and Merchandise

Many cults – from Hare Krishna, to Jehovah's Witnesses, to Scientology – have a wide variety of literature and DVD's, which are produced from within the cult. Some of this merchandise is distributed for free as part of recruitment programs, but much of it is also for-profit and available to purchase Minions on street corners peddling magazines can turn over a decent profit from a curious public. And then, of course, your minions are a captive purchasing audience and should be instructed to purchase all the materials that the cult produces, with whatever limited funds they might have available to themselves that you haven't already appropriated.

Donations

And, of course, never forget the power of donations! You should always pretend that your cult is doing good charitable work in the world, even though, you won't be.

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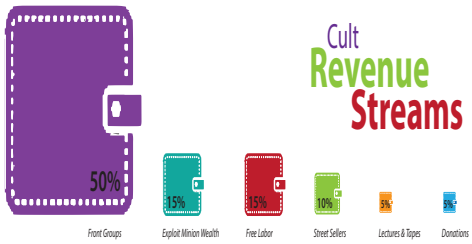
Like any business, the point is to start small, and grow appropriately, with more than one stream of income. With a small group, there's no reason why you can't use your existing home in the beginning (while also keeping your day job), and then grow slowly as you can afford it.

A good distribution of income streams should look as follows:

Remember that while it is growing, you will need to put most of your early profits back into the business, but by doing so, you WILL reap

massive rewards at a future date!

Think smart, think ahead!



PART 8: Front Groups

A "Front Group" is an alternate identity – necessarily legitimate - that is maintained as a cover for your cult within the larger society. Asian Fusion cults will often pose as yoga groups or spiritual seminars. Religious themed cults will often pose as safe nondescript churches. Whatever the form of your front group – management seminar, leadership retreat, and drug rehabilitation program – it needs to be fully functional and operate independently from the cult, itself. (Don't worry about payroll and other associated expenses, you can simply staff the organization with your minions who will be expected to work long hours at no pay – remember the "Suffering Principle!")

The front group has *many* purposes!

First, it's a reputable cover for your activities! *We're not a dangerous end of the world cult…we're just a simple yoga studio!* Should police or concerned relatives make inquiries, all they'll find is a tax-paying member of the local Chamber of Commerce!

Second, it's a great revenue source! (More on this in part 8.)

Third – and most importantly – the front group serves up a steady supply of new minions. (This is why it's important for the front group to "match" the cult – the minions who will eventually join your cult need to first be interested in the front group.) So for example, if you're running a "Spiritual Retreat" you can offer weekly meditation classes to the public that "test the waters" with a few of your ideas. The more committed customers might sign-up for the weekend retreat. At the weekend retreat you can introduce a few more of your ideas and see who responds the most positively. Eventually, some of those customers end up becoming minions taking the – shall we say – "advanced course."

Examples of successful Front Groups include Shoko Asahara's yoga studios, or Stewart Traill's house cleaning service. The inter-racial church that Jim Jones ran in San Francisco was, effectively, a front to the cult that lurked underneath.

Some groups such as the Exclusive Brethren, Moonies and Jehovah's Witnesses simply claim to be reputable religious groups, denying that they are a cult. They are Open Society cults, so their Front Group is the cult itself, albeit a friendly version that doesn't discuss the disconnection from family members and strict requirements of membership. Jehovah's Witnesses, in particular, typically have "pioneers" who spend up to 100 hours a month walking house to house, going door to door, spreading the word of the Watchtower, in an attempt to recruit new members. The image they present of the church is one of warm people and loving support. They don't tell you about the inability to celebrate birthdays, or receive an education.

However, by far, the cult that most effectively utilizes Front Groups is Scientology. To most of the world, Scientology is simply a series of "Orgs" whereby members of the public can visit and pay to take courses that purport to help them with relationships and communication, completely oblivious to the cult that lies deep within the organization. In effect, the entire visible face of Scientology is a Front Group. Most Scientology members would be surprised to learn that the Sea Org operates numerous secret bases, at which there are slave camps and prisons that, for years on end, house those that tried to escape.

Additionally, Scientology runs a management company called the Hubbard Management System. This company runs seminars at corporate centers around the globe, and has an entire series of courses that can be taken by corporate employees. Scientology also runs Narconon, a drug rehabilitation program that is also global in its reach, purporting a 90%

success rate in getting people off of drugs. Narconon even has had government contracts in Europe and the United States to provide its services to drug courts and probation departments, though recently a number of deaths from those in attendance have caused these local governments to sever their contracts. Criminon, a program meant to stop recidivism within criminals is yet another arm of Scientology. And then there are Scientology's education curriculums and schools. Scientology also runs de-toxification centers and libraries and personality tests.

Beyond providing an income stream for Scientology and a public face of legitimacy, each of these programs also utilizes some form of watered down Scientology tech, which serves the purpose of bringing new members into the Scientology Orgs, which, in turn, delivers the most devoted to the Sea Org, the secretive cult at the center of Scientology, where members are taken to isolated locations where they work eighty hour weeks for just eighty dollars a month.

As an aspiring cult leader, you need to consider, not just how your cult will be structured and look, but also what sort of front group will pose as the respectable face to your group to the world at large.

Checklist for Stage 2

So if you've carefully followed our easy-to-use template, you should be the proud owner of a well-constructed cult:

- Cult Aim. You will have been honest with yourself with what you really, really want.
- Cult Theme. You will have spent a bit of time thinking about whom you want following you and what kind of theme that they are drawn towards.
- Motivating Mythology. You will have chosen a motivating mythology that your minions can believe in and be excited by (don't forget that it should scare the crap out of them as well!)
- Organizational Structure. You will have designed your future organizational structure so that as you grow minions, they can begin to work the rank structure.
- Cult Posture. You will have decided on a posture for your cult - whether you're going to be bunkered down or open to the world.
- Doomsday. You will have considered the issues related to Doomsday prophecies.
- Front Groups. You will have planned on what sort of front group to have.

- Funding. You will have considered and begun planning for future financial considerations.

Now, you just need minions…

STAGE THREE: MOLDING YOUR MINIONS

Let's review our progress so far:
You have transformed yourself into a charismatic cult leader and you have an awaiting cult structure ready to be filled.

Notice anything missing?

How about minions?

Without minions, you don't actually have a cult. Without minions, you're standing alone in an empty space, preaching to thin air. And that's just sad.

Now that you have a product for people to buy into, you can't just sit back and wait for the 'till to ring'. Your cult won't sell itself, you know. But there is no point in shouting from the rooftops "I've got a cult and I want to abuse people with it."

It just won't work.

You need to fool them into becoming your servants. Although subconsciously, most people want to be lead, they won't openly admit to it so you have to guide them gently through the 6 phases of metamorphosis that will transform thoughtful, independent individuals into meek and malleable minions.

The process of transformation is necessarily one of gradual incremental changes. Consequently, it is necessary to slowly introduce potential recruits to the cult, such that they are unable to notice the degree of change in both the organization and themselves.

Consider the following metaphor: Imagine the house of a hoarder. A house piled high with clothes and boxes that make living in the house impractical. To you or us, this would seem abnormal and unhealthy. We would look at such a house, and wonder how the owners could have allowed it to get to such a state.

What we don't realize is that individuals who have a sickness for hoarding are victims of what's called "degraded normalcy." Which is to say,

that their house didn't start out in the condition it is later found. Hoarding is a process of slow incremental change. It starts with simple messiness, and over time, and many years, stuff begins to accumulate. And at each phase of the growth, they begin to feel comfortable with the surroundings, not quite realizing that they are unconsciously resetting their understanding of what is normal. Eventually when they end up with a hoard, they don't recognize it as being that far outside the realm of normalcy. **Almost every hoarder exhibits this lack of understanding about the severity of their problem**.

Recruiting cult members utilizes this same process, creating a state of "degraded normalcy," whereby increasingly you introduce new elements of the cult at such a slow pace, that those being recruited do not realize or recognize the individual changes as alarming, even though the changes in their entirety could be viewed as such.

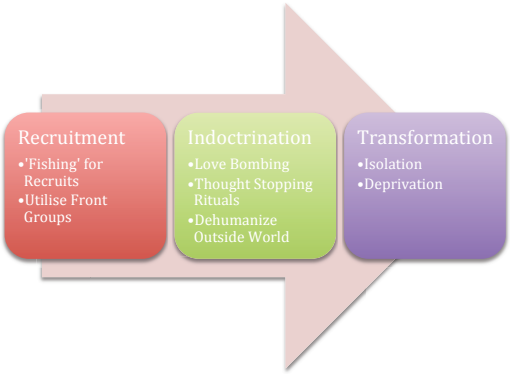
The process of cult recruitment is as follows:

1. Recruitment: Identify and Target Weak People. You will need to identify the individuals who you want to target through "fishing" and by utilizing your front groups.

2. Indoctrination: Subject to Behavioral Modification. You need to begin to subject your recruits to a series of behavioral modification techniques of indoctrination including: Love bombing, Thought-stopping rituals and Dehumanizing the outside world.

3. Transformation: Destroy the Self. Finally, you complete the transformation by "Destroying the Self" through attacking the ego, along with a steady ritual of isolation and deprivation.

It's at this point that a fully subservient minion will 'emerge' before you, where, previous to the metamorphic change, a regular citizen once stood. These minions will need to be exposed to a regular routine of maintenance techniques, but that's for Stage 4.



PHASE 1: Recruitment - Fishing for Minions

It is a general misconception that cult leaders should only target stupid losers to be their minions, as, although it is easy to get them, you will just be left with stupid loser minions who will continually make mistakes and ruin your cult in the long run. You will be missing out on a rich resource if you only take the easy route.

The fact is that anybody has the potential for becoming a minion. This needs to be repeated because it's very important: **ANYBODY** has the potential for becoming a minion. Whether they are young or old, rich or poor, highly intelligent or state educated; it doesn't matter. The key factor to look out for is whether they are vulnerable at the point of contact or 'when the line is cast', to continue with the fishing analogy.

So who should you be looking for?

In our own experience, the following "types" are the most easily seduced by the sort of lies you will be necessarily spewing as a cult leader…

Spiritually Foolish

The people who will most be drawn to you – often without any prodding from yourself - are what we like to call the "Spiritually Foolish."

You know the type.

They naturally resist the majoritarian spiritual structures and purposefully seek out strange and alternative belief systems as a way of marking their identity. They often profess to believe in crystals and speak about auras and can "feel" the energy in a room. They're the sort of people

that are attracted to Indian swamis spouting abstract spiritual hocus-pocus.

These spiritually foolish individuals are your bread and butter. These are the ones that will populate your early ranks and help you build a momentum in population.

Low Self-Esteem

One of the first principles that we'll discuss later in this stage is the idea of making your minions feel inadequate and unworthy. Thus, it only makes sense to select people who already feel that way. It's much easier to make someone feel unworthy when they have low self-esteem than with someone who has a healthy respect for his or her self.

Find people who are ugly, or overweight, or really unpopular. These people crave positive affirmation and are very susceptible to the love bombing that comes in the indoctrination phase. Their desire to be valued and loved is so deep that they will overlook quite a bit simply to feel valued.

Or, maybe you know someone who's been cheated on by every boyfriend she's ever had - that's prime pickings right there, because you can use that against her, "*The reason you have always failed in relationships is because you have been imperfect, but I will show you how to become perfect.*"

Temporarily Vulnerable

Temporarily vulnerable people – called "TPs" in the industry - are also people who would normally laugh at your made-up crap but who can, at a time of weakness, be drawn in by your techniques of manipulation.

Perhaps someone has just gone through a really messy break-up, or even better, had a life-long partner die on him or her. Perhaps someone has made a radical career change or have up-rooted and moved to a new area and are looking to make a fresh start. Any kind of situation that can make someone question where he or she is in life can make for a good

hunting ground.

These sorts of individuals – unlike the spiritually foolish who might have bounced around jobs for awhile – often have good jobs and access to financial resources. Financially speaking, these people are worth ten of the easily caught moronic minnow minions.

Young People

Teenagers and young people are also a good target. They are naturally depressed and are likely rebelling against the system already, and they will be strong, hard workers for building that lovely compound that you've always wanted. Homeless teenagers and drug addicts are especially easy picking if you offer them a meal and a roof over their head.

Children though are the best targets of all as they are easy to indoctrinate and even easier to control. Better yet, have many children of your own - 'Ready Made Minions'. Many cult leaders, such as Shoko Asahara and Sun Myung Moon had loads of children and there is no way of knowing how many children that David Berg had… without DNA testing, anyway.

Bored & In Need of Excitement

There's an entire world of bored housewives, career men sick of their daily "grind" who are looking for something to revitalize them and create some excitement. A group that hinted at awaiting sexual adventures is the sort of thing that is often successful in attracting those bored with their normal lives.

Internet Prowlers

The Internet is great for finding lost and desperate people.

Social forums are full of the kind of information that cult leaders would give their right arm for. People consistently offer up brutally honest facts about themselves into the public domain that you can use to your advantage.

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Like any good fisherman, you will change the bait to suite the fish that you are trying to catch. Osho adapted his meditation practices in the 70's to incorporate the then-new American psychological exercises of aggressive ego-breaking, as he was getting many disillusioned Americans travelling to India to 'discard' their corrupt lives. David Berg moved to California to fish the rich stream of highly intelligent student dropouts who were trying to 'fight the system'. He baited them with free love and no rules... Except for the strict rules that he had made up.

Your front groups are a great place to "fish" from. Thus, it makes sense to create a front group that attracts the sort of people you're trying to target. Leadership and self-help seminars are often filled with people searching for meaning in life, and attempting to build their confidence. Yoga studios can often attract people attracted to "alternative religions" and abstract spiritual philosophies. Drug rehab groups attract people who are at a point of vulnerability.

Remember your cult aim and choose accordingly.

Just a quick word of caution.

The sort of person you **must** stay away from is the one who is skeptical and asks annoying questions all the time like "*Do you have proof of what you are saying?*" or "*Where is the verifiable evidence for that?*" Also avoid

experts in a similar field as your supposed position (like physics or theology) as they will be able shoot your bullshit out of the water, creating a ripple effect that could disturb the other fish that you are trying to catch.

Until you are experienced enough at detecting how vulnerable even these people could be, avoid these two groups like the plague. Stay away from them.

Go for the weak.

Go for the lost.

Go for the damaged.

In short, target the vulnerable.

PHASE 2: Indoctrination - Love Bombing

So you have a room full of homeless teenagers and depressed housewives and spiritually lost young women with low self-esteem, and they are all inside your storefront, or in your living room, ready for their yoga class, or their self-improvement seminar.

Now what?

Subject them to a series of behavior modification techniques, of course. Sometimes, this step is also known as "Mind Control" or "Brain Washing." However, a more accurate term would be to refer to it as "Brain Muddying."

Prepare to get dirty!

First, gather a small number of just two or three new members in a room filled with older more experienced, more committed cult minions. (You never want to have a large group of new recruits together at one location, and older recruits should always outnumber them.) These older more experienced minions will then proceed to "love bomb" the new members, whereby they hug the new recruit, and compliment the new recruit, and make them feel valued and loved.

People like this sort of thing.

Make the new recruit want to come back for a second session. Make them feel a part of the group, that maybe they've found some new friends, or even a potential 'family'.

BUT -

…Increasingly, you make this love **conditional**. Using the psychology of group dynamics and groupthink, your more experienced minions will begin to withhold their affection until the new members begin to accept the doctrine.

Similarly, expressions of doubt or episodes of critical thinking will be

frowned upon and met with a removal of the love and affection, until the person expresses sentiments in line with those being taught, at which point, the love and affection is immediately returned. Subtly, the entire process reinforces the idea that conformity is good while individuality and critical thinking are bad. The process is very simplistic, and not dissimilar to training a dog: ***Good dogs get treats and hugs - bad dogs get left out in the rain!***

PHASE 3: Indoctrination - Thought-Stopping Rituals

The next technique to be utilized is thought-stopping rituals, which use trance-inducement and soft hypnotic techniques as part of ceremony in order to turn-off the parts of the brain that engage in critical thinking. Recruits are then taught to interpret the physiological after-effects of ceremony as a spiritually rewarding experience.

If you're in a religious themed cult, you'll sing and chant together, or perhaps speak in tongues. If you're in Scientology you'll participate in auditing sessions.[††††] If you're in an Asian Fusion themed cult, you might participate in yoga or meditation. The Raëlians participate in mass screaming exercises.

The point of all of these exercises is that the parts of the brain that control critical thinking are turned off by physiological processes during these episodes. The physical activity that often occurs during some of these episodes produces slight feelings of euphoria, not unlike a runner's contact high. All of this is run in tandem with the groupthink processes of love bombing described in the preceding phase, whereby reluctant individuals will feel social peer pressure to participate, and receive signals from the plants in the audience regarding how to behave. Once the supporting witness starts interpreting the experience as a spiritual one, it's easier for new recruits to also experience all of this as a spiritual experience.

As an example, the Alpha Course – a Christian indoctrination program aimed at non-believers - culminates in a secretive weekend, the details of which, are kept quiet during the progression of the twelve-week course.

[††††] Hubbard was a hypnotist and integrated hypnotic techniques all throughout Scientology. Recruits are routinely subjected to hypnotism in order to get them to return to take more Scientology courses.

During this weekend, the new recruits are gathered together (as always, surrounded mostly by already existing members of the church), and begin to participate in singing and chanting and swaying back and forth. The physiological effect of this is to experience a light tingling at the base of the spine. Then, the cult leader will stand up and explain that he feels the Holy Spirit and begin speaking in tongues. The supporting witnesses and other seasoned church members mimic this. New recruits are pressured to "*give in*" and "*go with it*" and often times they too, after being given a demonstration by the senior church members, begin to speak in tongues. They don't feel that they've been manipulated, of course. They believe they had a spiritually rewarding experience.

Immediately after this episode of speaking in tongues, at the point where the new recruits are most vulnerable, being physically and emotionally exhausted (and having turned off the critical thinking parts of their brain), they are asked to make their commitment to God.

The unique power that this technique gives cult leaders over minions is that once the minion has perceived ownership of this episode of "*spiritual awakening,*" they'll defensively protect it. They'll become hostile to individuals who claim they were manipulated and often point to their own episode of spiritual awakening as physical evidence regarding the legitimacy of the cult's claims. After all, this was an experience that they physically felt and lived – that this experience was simply a biological response to physical activity that they were taught to misinterpret never even enters their minds.

Thought stopping rituals don't always have to be ceremonies publicly engaged in. For minions in the Hare Krishna cult, they are expected to say the name "Hare Krishna" out loud 1,700 times a day. This means throughout the day minions of Hare Krishna are constantly saying, "Hare Krishna! Hare Krishna! Hare Krishna!" Over and over and over again. This constant repetition becomes a trance of sort, focusing the mind on the

perpetual chanting, and achieving the same effect of thought stopping ritual orchestrated by the Alpha Course.

Don't forget – Repetition is the purest form of indoctrination.

PHASE 4: Indoctrination - Demonize the Outside World

The next technique to be utilized during the recruitment process is demonization of the outside world. Which is to say that throughout the new recruit's indoctrination period, they are consistently told that those outside the group are evil or harmful to their wellbeing. This is rarely framed with anger, but rather with sadness that not everyone can be a member of the group.

In the Fundamentalist Church of Latter Day Saints, they are taught that every person who is not in the fundamentalist church is going to Hell. Hence, if you were to leave, you too would go to Hell. This theology is also taught to Jehovah's Witnesses, Moonies, and Brethren members, all of who are made to believe from a young age that the outside world is evil.

Jim Jones, David Koresh, the Phelps Family, Charles Manson – to some varying extent, each and every one of them, capitalized on the evils of the outside world, asserting that those within the group were decent people, but those outside the group were evil and damned. This is a natural extension of the righteous principle in the Motivational Mythology that you will have made up.

Jehovah's Witnesses especially excel at demonizing the outside world, literally. Members of the church are told that Satan controls everyone outside the church and, as such, members are not allowed to participate in anyway with the outside world or that which is "worldly." They await Judgment Day, upon which time, the Watchtower society will claim the Earth - an interesting commandment for an Open Society cult. Jehovah's Witnesses don't participate in politics, or serve in the military, they are not allowed to have blood transfusions, and they don't celebrate birthdays or holidays, which are both considered too worldly. Most especially, Jehovah's Witnesses discourage formal education (education

being "of the world"), meaning that most children leave formal education at the first available opportunity, typically sixteen or whatever age law prescribes.

A good example of dehumanizing the outside world is the Nazis during the second World War. The propaganda that the Nazi's used to dehumanize and devalue the Jews as humans is extensively recorded, placing Jews as vermin or a disease to the German soldiers. This is the sort of thing that you need to do for non-minions. Repeat, over and over again, how the outside world is doomed and evil.

Be more like the Nazis.

****

The effect of this "dehumanization" is that it creates an "us vs. them" psychology. If you're part of this "us" group, and you begin to identify with "us" you will begin to justify the information that you receive to fit this mentality. The more you adopt the "us" as a personal identity, the more you will engage in acts of cognitive dissonance to avoid critical judgments about the group, of which, you are now a member, because effectively, a criticism against the group becomes a criticism against yourself.

Here we find the true purpose of demonizing the outside world: **The creation of a dichotomous worldview in which minions are asked to take sides, by placing their own ego and identity on the side of the cult.** This is a crucial process of normalization and indoctrination, whereby the once extreme activities of the cult are, not only, increasingly viewed as normal by minions, but where we also see a form of possessive responsibility taken by minions who are proudly asserting their allegiance.

Jay Lifton, an author who specializes in writing about cults, states

that "*The world [*of cults*] is sharply divided into the pure and the impure, into the absolutely good and the absolutely evil. All taints and poisons which contribute to the existing state of impurity must be searched out and eliminated…once an individual person has experienced the totalistic polarization of good and evil, he has greater difficulty in regaining a more balanced inner sensitivity to the complexities of human morality*."

Well said, Mr. Lifton.

Well said.

PHASE 5: Transformation - Destroy the Self

Cults want mindless minions ready to obey commands, not individuals able to exercise critical thought. Consequently, one of the major techniques employed against recruits are attacks against the identity of self.

This is realized in three forms.

First, they reinforce the idea of the self as wicked or inadequate.

Secondly, they begin to apply negative stimulus to instances of critical analysis.

Third, cults eradicate an individual's capacity for hobbies, personal interests, political belief, and all the other details, which typically are said to result in personality. Indeed, many cults promote the idea that the self is simply a temporary vessel, one that is unimportant and ultimately worthless.

Self as Sinful

It begins with the Front Groups, the first points of contact, and you as the cult leader - all beginning to sell the message to the new recruits that they are not acceptable as they are in their current condition. Christian-based cults will say that they are sinful, that they need to be saved. Self-help groups will say that their life is really messed up, potentially on the edge of suicide.

It is suggested that the recruit needs to undergo a transformation - a transformation that will only be possible by accepting the dogma, principles and practices of the group.

To assist in this transformation, it's useful as the cult leader to structure ceremonies of confession, whereby the minion articulates their failings and repeatedly goes over them. This has a two-fold effect. First, it serves to lower their self-esteem by exposing his or her past behavior to

condemnation and judgment (even if this judgment occurs simultaneous to affection and love bombing). Secondly, it gives the cult power over their minions through knowledge of their past mistakes; the affair they may have had, the money they may have stolen from a business, the homosexuality they may want to hide; it all becomes knowledge of the cult.

The cult which best utilizes techniques of "Destroy the Self" is Scientology. It's central to the Scientology mythology that most humans on the planet are grossly inadequate. It's only through Scientology, that minions can become "Clear", and then later, Operating Thetans†. Indeed, the goal of Scientology is to "Clear the Planet." Scientologists are allowed within their own operating principles to destroy anyone who should confront the church, for the simple reason that, as non-Clear individuals, their lives are worthless. Such is the condition that most new recruits to Scientology find themselves: As worthless, inadequate human beings – a condition which is structurally reinforced through "auditing" - Scientology's version of Catholic confession.

Auditing sessions are, in actuality, episodes of hypnotic suggestion where minions are forced to repeat their failings verbally out loud sometimes hundreds, even thousands of time within a single session. The church, of course, keeps folders on all minions called "pre-clear" folders, whereby all of their admissions are recorded and later used against them as a form of blackmail.

When Amy Scobee eventually left the Church of Scientology after more than two decades in service, the church began running articles about Amy in its monthly magazine whereby they published details of her past

† It's later revealed in the upper Thetan levels of Scientology that most humans are infected with the souls of dead aliens, and that this is the reason for suffering and evil in the world.

sexual exploits as a young woman, information that was only accessible through her pre-clear folder. Amy Scobee later told BBC journalist John Sweeny, "*I never blamed anyone for being put through these things. We were so indoctrinated or brainwashed into believing that we're not our bodies, the mission is more important than self and that anything personal could easily be scarified for the cause.*"

It's even rumored that many of the reasons celebrities stay with the Church of Scientology is that they are fearful of the information contained in their pre-clear folders being released to the media.

Again, Robert Lifton writes that one of the unique qualities of cults is that, "…*there is a demand for one to confess to crimes one has not committed, to sinfulness that is artificially introduced, in the name of a cure that is arbitrarily imposed. In totalistic hands, confession becomes a means of exploiting, rather than offering solace for, these vulnerabilities.*"

It's good advice.

Attack Critical Judgment

After new recruits are made acutely aware of their own failings and need for transformation, it's imperative that the cult continue the process of 'Destroying the Self' by attacking any instances where critical analysis or judgment is demonstrated. It should be said, that this is not a technique, which is employed once at a single point in time, but rather a recurring and ongoing technique, which is regularly applied over all of the years that the minion is associated with the cult. Apart from punishing/scolding a minion for asking questions, a simple way of de-valuing critical judgment is to 'Appeal to the Unknown', stating that just keeping to the facts is somehow missing out on what is really there. Use phrases like "*You can't know the full truth without going beyond what you know.*" Also suggest that a lack of evidence, in some way, confirms that a claim is true. A classic example of this is our

old friend Uri Geller and the question of whether he has been used as a psychic agent for various governments. He will go into great detail about what would be involved if he had done it, but then states that he cannot say anything about it because of national security. Fantastic!

Destroy Personal Interests

You want your minions to <u>only</u> identify themselves in terms of your cult; wrapping themselves up within it like a comfort blanket. Therefore, when a recruit joins the cult, increasingly their time will begin to be taken up by the activities of your group. As their participation within the cult increases, they will have less and less time to participate in the normal, everyday activities that help develop personality. Over time, the cult will begin to subtly suggest that some activities are unhealthy, and eventually, the cult will forbid and condemn these activities all together. Past features of identity – whether someone had personal interests or hobbies, hopes and aspirations, political affiliations, strong beliefs about certain subjects, participation in sport, or time that was spent on some shared social activity – will be a thing of the past.

Jehovah's Witnesses are instructed to not engage in activities that are "of the world." This means they cannot vote, they cannot participate in civic activities, they cannot volunteer for causes that they care about, and (as mentioned before) they cannot celebrate birthdays or holidays. They are only allowed to participate in activities that benefit the Watch Tower organization that runs the Jehovah's Witnesses.

Minions in Hare Krishna are not allowed to have hobbies, or material possessions and are also only allowed to engage in activities that benefit the cult. They also expect their minions to change their name from the old, earthly family given name to something that is acceptable by the

group. This is a really clever trick to subconsciously reject the minion's old identity and 'commit' to a new one. Many of the Heaven's Gate minions did this as well.

The result of these three attacks – promoting the self as sinful or inadequate, attacking instances of critical thinking, and stripping the life of any activities which constitute identity – all collectively result in minions who are ready and willing to obey.

PHASE 6: Transformation - Deprivation & Isolation

After your new recruits have been readily exposed to the indoctrination methods discussed in the preceding phases, this is the point whereby you transfer your minions from the Front Group to the cult, and where you will begin to introduce to them their two new best friends: Deprivation and isolation.

These are the capstone elements in the creation of a cult minion, and are absolutely necessary for the conclusion of the process of indoctrination. A word of warning though: Deprivation and isolation are extremely emotionally intensive processes – utilized too soon or too quickly in the indoctrination process, and you will likely scare off your minions.

The twin processes of deprivation and isolation are designed to create a state of extreme physical and mental distress, which will culminate in a mental breakdown, a breakdown that will be framed as a spiritual epiphany. The point of breakdown is the point at which, the recruits are no longer recruits, and can now be considered minions.

Deprivation

Having moved your recruits from the front group to the compound cult (an invitation, which should be framed as a special privilege that is extended only to the most promising individuals with the strongest potential), you need to immediately have them begin working long hours so that you can physically break them down.

While continuing with the thought-stopping rituals, you need to further break down their ability to think critically, which is most easily done by exhausting them. Tell them that there's lots of work to be done for the cause, have them working long days with little sleep, which you will tell them, is all a necessary part of ridding themselves of the unnecessary

complications of the world. Romanticize their suffering and hard work as a way of getting back to a simpler life before technology ruined everything. (Again, having them work long hours is also a great way to improve your compound, because it's essentially free labor.)

This sleep deprivation also coincides with a reduction in their diets, so that they are kept in a constant state of calorie deprivation.

Beans and bread and nothing else. You can describe it as a healthy, 'natural' choice, free from the trappings of a sinful, decadent way of life.

Or, better yet, have your minions pay for this service. With the small addition of a bottle of vitamins and a couple of hours in the sauna each day, you can call this sleep and calorie deprivation a 'de-toxification' program, whereby they rid themselves of all the 'toxins' associated with modern living!

The collective effect of both sleep and calorie deprivation is that they will quickly become 'zombified', whereby they will wake, work, and not much else, following orders out of default, without the internal resources to think critically about their situation.

As an example of this, consider the Fundamentalist Church of Mormons, where the plural wives are expected to work constantly. Not only are they perpetually pregnant, taking care of children, but they maintain the houses, do the maintenance, wash clothes, and perform all the other work for large households. The effect of which is that they rarely have time to consider their situation, or ponder whether or not what they're being told is true.

Minions of the Hare Krishna cult are expected to constantly pray throughout the day, the first collective prayer being at 4:00 a.m. This is already after a two-hour period of chanting and prayer. By 8:00 in the morning, the time that most people are just starting their day, the minions of Hare Krishna have already been up for six hours. This oppressive

schedule continues throughout days filled with intensive work and constant prayer. Hobbies are frowned upon for not honoring Hare Krishna. Minions are allowed no material possessions or money. The result is an exhaustive demanding lifestyle that makes critical analysis difficult.

The Movement for the Restoration of the Ten Commandments in Uganda, which would eventually culminate in the fiery death of 600 of its followers, put its minions to work farming in the church's fields – exhausting calorie intensive labor, for which the minions were only fed beans. Of course, the minions did not complain about this, because this work was holy, as everyone outside the church was considered evil and sinners. With their souls at stake, the minions felt lucky and privileged to be able to work the fields until physical exhaustion consumed them.

If you've done your job effectively, your minions will be praising and thanking you for the opportunity to save their souls through this exhaustive redemptive work, all of which is, of course, very righteous living!†

Isolation

Since you have your minions all gathered in one spot (assuming a Compound Cult model – the easiest for new aspiring cult leaders), it's easier to control what they're exposed to. This means no outside media, and especially no access to information that could be critical of the cult.

If you have an open or closed society cult model, you simply tell them it's not healthy to view criticism from the outside world, which poisons the soul. Tell them that information from the outside world is influenced by the devil, and that is why some of the things written on the Internet are critical of the church.

† Sleep and calorie deprivation works well with the motivating mythology of righteousness.

Some cults have taken the isolation technique to its literal extremes, meaning no contact – even with other members of the cult! The aforementioned Movement for the Restoration of the Ten Commandments in Uganda instituted a policy within the cult of no talking. Minions not only weren't allowed to interact with the outside world, they also weren't allowed to talk to other cult members.

Isolation also means disconnecting from family. (In the next stage, we discuss disconnection with those inside the church as a threat against minions leaving the cult.) Most cults have some policy of disconnection from family. Fundamentalist Mormons, the Exclusive Brethren, Scientology, Raelians, they all emphasize and strongly enforce prohibitions against mixing with the outside world. Family members in the outside world who are attempting to stop you from realizing your full spiritual self need to never be seen again.

For example, the Prophet Rael routinely informs his minions at their various retreats that you cannot control whom you are born to, but you can control whom you build relationships with. The insinuated suggestion being that it's okay to cut off contact with family members that may have doubts over your participation, and that this is actually an emotionally healthy choice.

In videotapes to his followers of the Heaven's Gate cult, Marshall Applewhite explained the importance of separating from family and isolating one's self: "*Leaving the world is not easy. It's tough, and breaking away doesn't mean that I'll go live with this cult and then on weekends and holidays I'll go with my family and those I left behind…No! It means you become an entirely new person.* ***The mind you left behind is aborted. You become a new person. A new creature is born***."

As one might imagine though, it's not an easy thing to get minions to cut off contact with family members and friends to whom they have life-

long ties. Consequently, it is often necessary to frame this as something they need to do for self-empowerment. Suggest that family members who would frown at their participation in the cult are holding these minions back from their full spiritual potential, that the family members are actually selfish and acting in an evil manner by attempting to stop the minions from being the fully formed individual they desire on becoming. Once minions view isolating themselves from family members, not as a dictatorial decree passed down on high against their wishes, but as a loving recommendation from their cult leader which is framed in a way that is beneficial to the minion, you'll find compliance is much easier than you would have thought possible.

Checklist for Stage 3

So, you've found a way of targeting the weak and vulnerable in a non-threatening way, perhaps by creating a yoga group or a motivational self-help system.

You have gently taken your victims through the 6 phases of metamorphosis, understanding that some people take longer than others to complete the change. And you now have in your possession a group of irrational, compliant, malleable minions hanging on your every word.

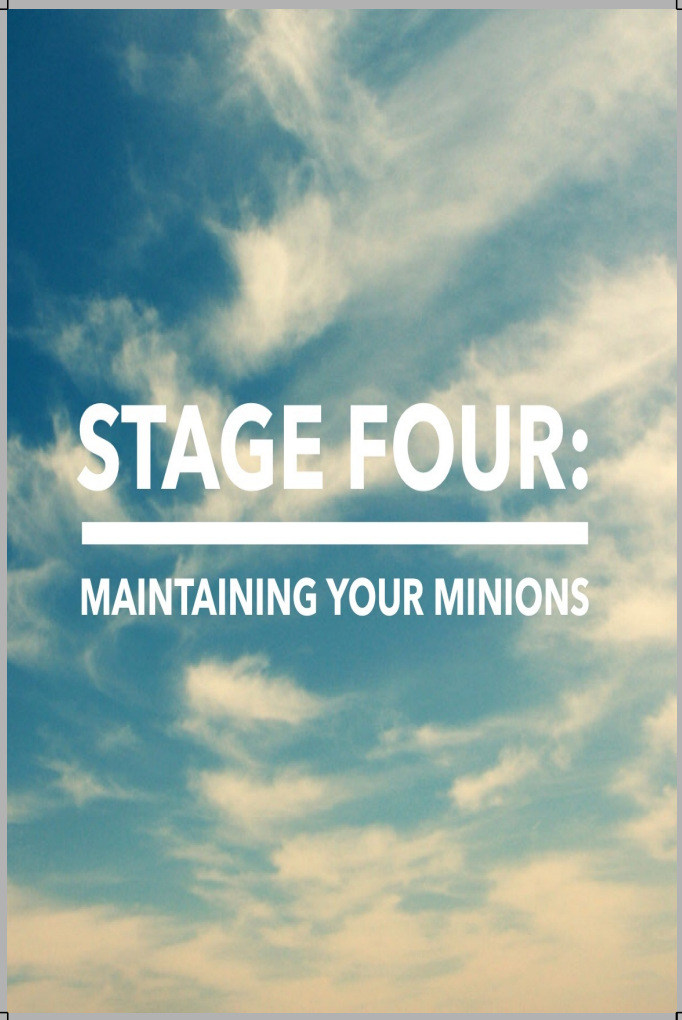
And the good news is that cults are largely self-sustaining systems; your minions will recruit and indoctrinate other minions, and bring in income for you! All that's mostly left for you to do is to sit back, make the occasional structural adjustment to your cult, and enjoy your many wives!

Is that it? Is that all there is?

Of course not. No matter how much their cognitive processes have been impaired, no matter how much they are dependent on you for even the day-to-day stuff, there will always be occasions when your minions will show a glimmer of independence; a momentary glimpse of rational thought that could threaten your cults success.

Now is the time to stamp on that threat. Now is the time to change into a higher gear of domination.

Now Stage 4!


STAGE FOUR:
MAINTAINING YOUR MINIONS

If you have successfully followed our instructions then you should be staring at a group of wide-eyed, malleable minions who are willing to do anything for you.

Job done.

Right?

Wrong!

No matter how much you have disabled their thought processes and used both indoctrination and peer pressure to control them, minions have a habit of experiencing moments of clarity that can really screw things up.

There are several reasons for this.

Firstly, no matter how much you psychologically paralyze large parts of the brain, remnants of rational thought will remain and 'fire off' just when you least expect it.

Or perhaps a loved one (like a family member or friend) has deviously concocted a social event (like a birthday or wedding) to invite your minion to, and will then spend the whole time craftily reminding your victim of what they used to be like and what their life was going to become before your 'intervention'.

ALWAYS KEEP LOVED ONES AWAY FROM YOUR MINIONS!

Or perhaps you've simply abused some poor minion too many times and the disparity between hope and reality has become far too great for even our good friend Cognitive Dissonance to cope with.

Whatever the reason, there will come a time when, just for a moment, a minion will realize that you are full of shit and that your cult is just a scam. After all, anyone with an ounce of common sense would see that you are a charlatan because, if you were the genuine article, you wouldn't need this book or any of these human divisive tactics to control people; your 'Truth' would be enough.

So what do we do when someone has this moment of clarity?

Nothing!

It's too late by then!

You might as well shut up shop and go back to your day job. You have failed. You have failed yourself and, worst of all, you have failed us, your guides to world domination.

Thank you for wasting our time.

You deserve to fail, you worthless piece of shit.

Is this what you want to happen? Is this what you want to hear?

No? Good. Then read on because you are worth it and you will succeed†.

Don't wait until it reaches the moment of clarity before you do something about it - be pro-active. As we say in the trade – "*Prevention is Better than Correction*."

Maintain your minions by piling on levels of oppression so severe and crippling, that when that moment of clarity hits them, they will not be able to summon the mental resources to leave your cult EVEN though they know it is a scam.

There should be such high exist-costs to leaving the cult that they will have no choice but to dig themselves ever deeper into their delusion. Over time, that clarity will be replaced with an even more fervent version of their devotion to you.

And because we don't want you to fail, we have detailed the 6 levels of oppression that you will need to pile on to avoid your minions sobering up. Work your way through them until they become second nature to you.

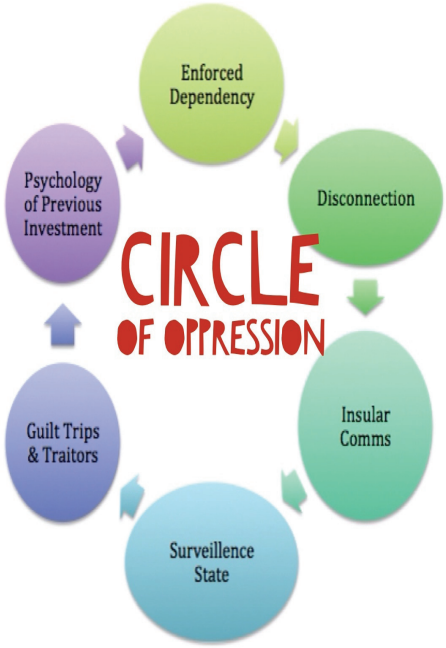
We call it **"The Circle of Oppression."**

It starts with **Enforced Dependency**, where you make your minions

† See how the alternating love/cruelty technique works!

entirely reliant upon you for day-to-day survival. This leads them to slowly **Disconnect** from their families and normal lives. As YOU increasingly become the sole authority figure in their lives, a **CIRCULAR and INSULAR COMMUNICATION NETWORK** of self-reinforcing logical will grow among your minions. This creates a **Surveillance State** where your minions will clamor for your approval and rat one another out for small infractions. This inward posture creates an environment where you can label lackluster minions **Traitors**. Finally, having committed so much of themselves to your cult, your minions will be affected by the **Psychology of Previous Investment** and double down on your particular brand of stupid. Which, of course, causes further **Enforced Dependency**.

It's a circle sort of deal.



LEVEL 1: Enforced Dependency

Life as a minion is difficult.

There are long hours for almost no pay, and you're forced to prostrate yourself to a delusional mad man (YOU!) Only a crazy person would stay in the cult you're currently planning!

Which is why the exit costs to leaving a cult have to be steep. Let's give you an example of what we're talking about.

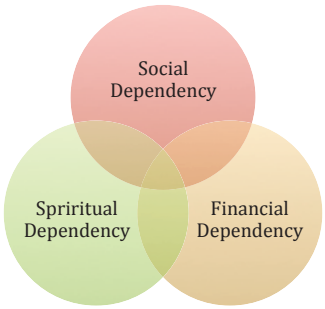
In Scientology, long time Sea Org members (the Sea Org being the secret cult hidden within Scientology) that did manage to eventually leave, reported that they stayed for so long, far after they were incredibly unhappy, because after 10 or 20 years in the Sea Org, they had no way to survive in the world outside Scientology.

Some of them had grown up in the Sea Org with parents who were in the Sea Org and consequently, living life in the Sea Org meant forgoing many of the traditional achievements essential for survival in society: They had no credit histories, no driver's licenses, no employment history, and many had never graduated high school. Best of all, almost all of their family members and friends were in the Sea Org, what were they going to do in the outside world?

How would they survive?

They stayed because they were more afraid of the world outside the cult.

What this means for you as a cult leader is that it's your responsibility to have your minions become as reliant on the cult as possible for all of their basic needs. Your minions should effectively be psychologically reduced to the state of infant children who feel utterly incapable of caring for themselves, such that even if they become incredibly unhappy, the fear of attempting to live and survive on their own, outside of the cult, will override any competing desire to escape.



The "sweet spot" is where each of the spheres of dependency overlap. That's the moment where your minions are at their most vulnerable.

Financial Dependency

As a cult leader, you should discourage your minions taking out lines of credit, which would help establish a credit history. Having an established credit history means that even if a minion doesn't have income, which

would assist them in someday leaving the cult, they could potentially still acquire a line of credit that could be used as a financial asset to help them escape.

Our recommendation is that, early on, you seize what financial resources your minions do have and fully exploit them until they are effectively useless. This means seizing assets (framed, of course, in a way such that they voluntarily *want* to turn over their assets to you so that they can rid their soul of materialistic desires), selling off property, cashing out bank accounts, and maxing out their credit cards. A year or two later when they decide they might want to consider leaving, they will find emptied bank accounts, maxed out credit cards, and creditors anxiously pursuing them, making acquiring any sort of financial independence almost impossible.

Furthermore, as a responsible cult leader, you should discourage them from taking University courses or furthering their education (book learning being the knowledge of the devil, of course), or doing anything that would give them survivable skills, so that the odds of finding employment in the wider society are against them.

Spiritual Dependency

If you've properly demonized the outside world (stage 3, phase 4), you'll be able to easily convince your minions that leaving the cult would put their soul at peril. Yes, they may be unhappy within the cult but would they be happier burning forever in eternal hell?

Don't forget that they think you control their salvation.

Remind them of this on a regular basis.

You have created a Motivational Mythology (Stage 2, Part 3) for a reason.

Use and abuse it.

Social Dependency

If you've successfully isolated them, as suggested in the last stage, then they will long ago have disconnected from family and friends, and burned their last bridges with old acquaintances.

In the intervening years, the cult and the other cult members will have become their new social networks and families.

Get your minions to wrap themselves up within these friendships.

Get them to marry only from within the cult.

Get them to have as many children as they can.

They should feel that the only people who they can really trust are the 'family' that they have within your cult. In essence, they become as one with the cult: The cult is their identity. They are nothing without the cult. Cult, cult, cult! There is nothing but the cult.

Basic Helplessness

Creating a strong ethos of "Enforced Dependency" though is more simply a state of mind.

Even highly skilled, otherwise intelligent, and capable minions can be made to believe that they would fail in the outside world through a simple regiment of reinforcing their basic inadequacies, and by compartmentalizing the daily work of living. Which is to say that even routine chores such as washing and cooking should be divided so that each cult member is only responsible for one aspect of household daily chores.

Consider for a moment the minion who does their own washing, their own cooking, their own cleaning – even this – as basic as it is, still psychologically suggests a state of self-sufficiency. Contrast this with the cult minion who might only do the washing, not just for themselves, but

also for all the other cult members. Losing the ability and confidence to even feed themselves, will, over time, help foster that feeling of enforced dependency that you're striving for.

LEVEL 2: Disconnection

One of the most effective high exit-costs that a cult leader can employ is Disconnection.

Your minions, having already disconnected from their original life before the cult (a memory that, although suppressed, will still be a thorn in their subconscious), will have developed close bonds within their new social network. They will probably have a spouse and children that originate from these new relationships. Before your minions even consider leaving, you need to threaten them with Disconnection - with never again seeing anyone inside the cult that they've built a relationship with. It needs to be understood from the get-go that leaving the cult means leaving everything.

Consider, for a moment, this terrible choice from the perspective of one of your minions. You're a 38-year-old female. You've been in the cult for ten years. You've long ago severed contact with your parents and siblings and old friendships. In the last ten years, you've gotten married and have a child as a result of that marriage. But now dissatisfied with the cult, you want to leave. But to leave will mean never seeing your child or husband again, or any of the new friendships you've made while inside the cult. You will quite literally be re-entering the world without a single personal or social connection.

The choice for most, would be to simply continue to endure. In this way, as a cult leader, ensuring that your minions couple and have children is one of the best insurance policies you can devise to protect your investment.

Consider the example of Laura Knight, who was just a teenager when she left the Exclusive Brethren, and had two children with men outside the cult, "*It was a known fact, since you were a child, that if you left, you would burn in Hell, and never be able to see your family again.*" Several years back,

the BBC did a documentary on the Brethren, of which, Laura was a part. The documentary followed Laura as she attempted to re-connect with her parents, whom had never met their grandchildren. When she attempted reconciliation and to introduce them to their grandchildren, they would have nothing to do with her. By leaving, Laura was considered evil and her choice was one that couldn't be redeemed.

Jean Cleave, seventy-five years old and with thirty-five years within the cult when she left the Jehovah's Witnesses, was harassed by church elders for volunteering a few hours of her time at Oxfam, a UK charity. The church elders told her that community projects only prolong a system already condemned by God, and that her time would be better spent going door to door to recruit new members. Jean responded by visiting a Pentecostal church and as a result, she received a visit by church elders. They told her she needed to repent, that she had committed adultery against Jehovah and fornication with Satan. The pressure the Jehovah's Witnesses applied to her in the weeks that followed ended up making her physically ill. When Jean eventually left the church entirely, she found that her entire community – one she had embraced for thirty-five years – had disconnected her. At seventy-five years old, she found herself abandoned by all of her friends and family. Of course, we view this result a proper fate for a disobedient minion.

These situations where individuals have to choose between the cult and family don't happen by accident, but rather through specific design early in the cult process. Cult leaders who discourage or frown on sexuality might be inadvertently shooting themselves in the foot. Instead, we recommend instigating a free love policy with other cult members. Promiscuous sexual pairings end up resulting in children relatively frequently. As a cult leader, you should promote marriage within the cult and remove any birth control from the premises. Consider Son Myung

Moon who actually chose life partners for his minions without ever having met them!

Yes, there is a cost to this. Time spent rearing children is time not spent earning you an income. There is also an extra cost in the form of diapers and baby formula and the like, but the payoff at the back end far outweighs the hassle of having children on site.

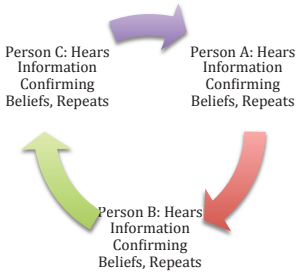
Additionally, children who grow up in the cult end up being some of the most dedicated cult minions a cult leader could hope for, as they have been molded in the cult's ideology from an early age (See Stage 5: Lesson 3).

Some cults such as the Exclusive Brethren, and Mormon Fundamentalists have been so successful with their breeding programs, that have largely ceased their external recruiting, being able to rely instead almost entirely on ready-made cult members through new births. Each of these cults has also been able to impose high exit-costs on those who would consider leaving, by threatening them with never seeing their children and loved ones again.

It works. Use it.

LEVEL 3: Insular Communication Networks

Over time, you'll begin to see a pattern of insular communication developing within your cult. As cult members begin to only associate with other cult members, and as their external contacts begin to diminish, your messaging will begin to become reinforced as all of their friends and social contacts begin repeating the mantras of the cult. This is proverbially known as an "echo chamber," whereby ideology is reinforced not just through repetition, but also through constant affirmation.



As the father of cult leader Stewart Traill (COBU) said, **"There is no earthly good entering into discussions with these people – or indeed any Fundamentalists – and the reason is simply that their minds are closed, 'insulated', as it were, against all contact with the world outside their own narrow circle of preconceptions."**

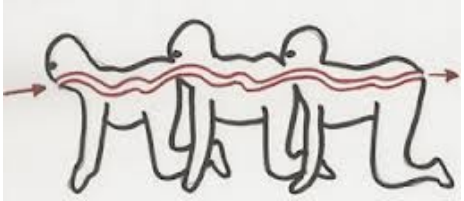
Interestingly, the best example of insular communication networks is not a cult, but a political party, specifically, the Republican Party – although some would find it difficult to see the difference! Many conservative Americans (though certainly not all) have a commonly held belief that most of the media apparatus is horribly left wing and therefore biased towards Democrats. Consequently, Republicans have created their own entire, mostly self-contained media network of Fox News, right-wing think tanks, right-wing websites such as the Drudge Report, and right-wing talk radio (which is almost all talk radio). These communication nodes have developed an insular self-referral system, whereby a talking point or method of framing mentioned on talk radio, will quickly appear on Fox News, or from the mouths of conservative politicians. Due to the insular nature of this communication network, they begin repeating messages between themselves, often without much interference from the external world. Which is how the American Republican Party can begin to believe in things that no other American believes, such as the idea that Obama's healthcare plan is a Socialist takeover (despite being based on a conservative plan originally promoted by the right-leaning think tank the Heritage Foundation).

Repeatedly, the ring wing in America begins to occupy its own self-referential reality – each reinforcing and linking to the other as evidence of their support.

Messaging in cults works much the same way. Whether it is letters or magazines (like Jehovah's 'Watchtower'), DVD's or books, the messaging will be re-cycled between minions. Cult members will espouse beliefs, but because they are disconnected from the outside world, they only have other cult members to communicate with. These other cult members will repeat what they have said. The constant repetition of the same idea, is then, in turn, seen as evidence of the veracity of the idea that was suggested.

This is one you don't have to do much for, as it will occur on its own, given enough time. Just encourage it.

Illustration of Cult Communication Model – Information Flow Chart



LEVEL 4: The Surveillance State

Parallel to this insular communication network, you need to make your cult become a model surveillance state where you reward individuals who identify other minions who might not be properly adhering to the cult's ideologies.

This is a technique that was used to great effect in World War II. Neighbor turned against neighbor, turning in individuals to the authorities in Nazi Germany who might have made a comment against the country's leadership. This not only instills a crippling level of fear and paranoia in cult minions - who will be afraid to make a critical comment for fear of who may be listening and turn them in[†] - but it also creates a competitive environment whereby each cult minion tries to seek favor with the cult leader by finding those *others* who may not be believing in the cult ideologies with as much necessary fervor as they should. (Suggested reading is to research the Stasi police in East Germany and to study their tactics… you'll find some great tools to utilize.)

The cult that best utilizes this technique is the nation-state of North Korea. While not a cult in the traditional sense, North Korea has all the hallmarks of a cult, and its leaders have utilized many of the techniques discussed in this book. (Towards the end of this book, we have a special case study discussing North Korea.) Part of the genius of North Korea is that enforcement of the cult structure has been delegated away from top down structural command and disseminated to the rank and file citizens who live under the government. Effectively, the citizens enforce the conditions of their own imprisonment.

[†] Take this quote from *'1984'* as a guide – "*You had to live – did live, from habit that became instinct – in the assumption that every sound you made was overheard, and, except in darkness, every movement scrutinized*."

For example, in North Korea, anyone who is heard to be criticizing the Dear Leader can be turned into the authorities. Those criticizing the Dear Leader will find both themselves and their families sent away to concentration camps where they will die within a few years under the twin conditions of starvation and brutal hard labor. Meanwhile, those who did the turning in are rewarded with more food rations or a better apartment.

Jenna Miscavige Hill, the niece of Scientology leader David Miscavige, reported in a book about her escape from the cult, the zeal which with most Scientology members reported on each other. She told the story of one staffer who continually reported Jenna's audacious acts of rebellion (holding hands with her boyfriend) to the authorities, "*Julia, in particular, became obsessed with enforcing the rules and checking people's mail.*" Later in the same book, she writes about a ten year old boy who was given the authority of a security guard to ensure that no one left one of their Florida facilities: "*He was only ten and about a foot shorter than me…it was downright disturbing how authoritative a little boy could be when given a little bit of power.*"

Thus, we see the key to the successful creation of a surveillance state: The simultaneous incentivizing of both keeping silent and informing on others. You incentivize minions not to engage in risky behavior like criticism of the leadership, lest they be punished harshly, while also incentivizing the minions to turn in others in order to seek reward.

Aha! But you might ask yourself, "What if your minions are so fearful, that *no one* talks behind your back, and everyone is actually obedient? How do you perpetuate a surveillance system if there's no one to turn in?"

Here's the brilliant part: Actual crimes don't matter! All that matters is that your minions report on one another. Who cares if the crimes are imaginary? The important thing is that the punishment is not!

LEVEL 5: Guilt Trips and Traitors

Following on from the Surveillance State, you need to instill in your minions an extra level of guilt, in which you suggest that the success of the cult would be threatened if they left - It would be their fault if things went wrong within the cult because they weren't there to do anything about it. You can frame it by saying that they are so important that they play an integral part of the cult.

Obviously this is bullshit but, by now, they wouldn't know bullshit if it came out of their own backsides, so it will work. **Remind them that their family and friends are at risk if they fail to fulfill their commitment to the cult. Pile on the emotional blackmail wherever you can.**

In tandem with this, you need to create a sense of loyalty by placing the minions who do leave as traitors. The minions who stay are loyal to the leader, the Cause and their Family. This will add to the 'Us v Them' ethos that you will have already cultivated (remember "Dehumanize the Outside World in Stage 3, Phase 4.) This loyalty can also be used to provide threats without appearing to be aggressive. Ask them if they think that traitors who put the cult at risk are bad. Ask them if they would be willing to prevent traitors from harming the cult. This is what's known as a leading question (the best kind of question to use with a minion) as there is only one answer for them to give, thus negating the need for them to actually think. This also gives a threat to the people who give the answer, as they will know that you are asking the same question to other minions. When they answer the question about others, they are thinking of themselves as well.

A good example of this technique is from Charles Manson and his 'Family'. He would often ask his minions if they would be willing to do

anything for him and the 'cause'. Catherine Share – known as Gypsy (don't forget to change minion's names to help Destroy the Self), recalls a time when she was taken aside to witness a conversation between Steve 'Clem' Grogan and Manson. Manson asked if Clem would be willing to stop Gypsy from leaving the group by hunting her down, tying her up to a car and dragging her body along the ground slowly back to the ranch, "*Would you do that for me, brother?*" Clem obviously agreed, as he didn't want to wrong his leader. Manson then turned to Gypsy and asked, "*Gypsy, are you going anywhere?*" Gypsy said no.

This may seem like a very cruel and shameful thing to do, and that is because it is. But the point to be taken from this is that the minions didn't see it as such. It was seen as a test of their loyalty and to fulfill such loyalty was to be admired not detested. So much so that Clem went on to father a child with Gypsy.

Making people feel guilty for even thinking of leaving, and placing them as traitors if they do leave plays to deep-rooted emotions within the human psyche and should be used at all times.

It's also a neat trick to make people feel guilty and vengeful at the same time, it really screws with their cognitive processes. Do this as often as you can.

LEVEL 6: The Psychology of Previous Investment

The most effective deterrent though is simply that people who have invested a long time in your cult have an increasing incentive to continually believe what they've previously believed. This is called "The Psychology of Previous Investment." After you've given so much of your life to something and wrapped your identity around it, it becomes increasingly harder to say that it was a lie, that you were wrong all these years, that you've wasted your life on something that isn't true.

As an example of just how effective the Psychology of Previous Investment can be, consider the reports of some high-level Scientology members who went through the Wall of Fire, the advanced level where they learn about Xenu, the intergalactic space dictator. And upon hearing this, they instantly knew that it was bullshit. Some have reported, that they instantly knew all of Scientology was a sham. Yet despite having this knowledge, they continued on. They had invested so much money, so much time, so much energy into Scientology, that the very idea that it could all be bullshit, was too much to handle, so even no longer really believing, they continued on pretending that they did. (Remember our old friend cognitive dissonance?)

The Psychology of Previous Investment speaks to the process of internalization that minions go through when joining a cult – whereby they make membership in the cult part of their identity. Indeed, consider all that they have sacrificed for membership: Disconnection from external family members, loss of any wealth they might have accumulated, the belief that the outside world is wicked, and that this cult holds the key to their salvation. To say nothing of all the hours of labor and the years of their life that they will have likely given by the point in which they might come to regret their decision.

The Psychology of Previous Investment also raises an important point about perception and personal identity. There's a largely held belief in society that individuals make choices from a position of rationality. The reality is, of course, that much more often, people make decisions based on emotions, emotions that are often irrevocably intertwined with how they perceive themselves, and the choices that they have made in their lives.

To wit, a military officer who has given twenty years of his life to the Army is incentivized against believing that wars he may have fought and suffered in are wrong. A spouse who has long suffered at the hand of her partner, might, nonetheless, be incentivized simply because of the years of commitment she has already invested to simply stay and continue to endure the abuse. A citizen who has created an identity for his or herself as a particular type of American (hard-working, God-fearing, patriotic) is incentivized against considering particular political perspectives.

And so it is with a minion that has already invested a decade of their life in your cult. Sometimes the easier option is to just continue believing, even when you know you shouldn't.

Checklist for Stage 4

Wow! It's been hard work but you are there. You have transformed yourself into a credible leader, created a seductive cult, found and molded your attentive minions and have created levels of oppression to keep them as slaves even if they realize that it is all a scam. Now it is time to enjoy the fruits of your labor. You deserve it.

But is this the end of the stages? Is this the end of our help?

Of course not.

We don't do anything by half measures.

There is still some vital information, some pitfalls and tricks of the trade that we want to pass on to you, so that you can reach your full potential. Other cult leaders will have discovered these lessons through trial and error, tripping over them as they went along.

You, dear reader, will be handed these lessons on a silver platter.

It is time to strive for perfection by working through Stage 5!

If you've followed all of our instructions correctly, you should have yourself a real-life operational cult.

The hard work is done!

And the good news is that cults are largely self-sustaining systems; your minions will recruit and indoctrinate other minions, and bring home income for you! All that's mostly left for you to do is to sit back on your golden throne, make the occasional structural adjustment to your cult, and enjoy your many wives!

So why isn't this the end of the book?

There are still some vital considerations that can help you avoid losing out on your full potential or, even worse, getting into very hot water with both your minions and the outside world. Most cult leaders usually learn these life lessons at a terrible cost, but for you, dear reader, these lessons have been laid out within the price of this book. Go through each lesson to avoid any pitfalls that will lie ahead.

Don't forget – "*Fools learn by their own mistakes, wise men learn from others.*"

LESSON 1: Suicide, Murder and the Afterlife

This is a sensitive subject but it's important that we deal with it. Many cults like People's Temple, Heaven's Gate, and Temple of the Sun have ended in mass suicide, and many cults like Aum Shinrikyo, the Manson Family, and People's Temple have killed innocent people from outside the cult.

We are to make it absolutely clear that this sort of behavior is wrong.

Don't do it.

It is so counter-productive!

In the case of mass-suicide, why go through all the bother to set up the cult if you're just going to order everyone to off themselves? It's just plain silly. You're going to have to start all over again. Even worse, you might get caught up in the moment and commit suicide as well. It's what happens when you believe in your own crap and you should never do that. It's like a drug dealer taking his own drugs. It's a disaster waiting to happen. **You should remind yourself at least once a week that you are full of shit and what you've come up with is a bunch of lies.**

In the case of murder, it may seem like a good idea to kill someone who is bothering you but, as we mentioned later, it just leads to more trouble. It isn't worth it.

Mass Suicide

While we strenuously recommend against doing this, we also understand why it can happen. It's the equivalent of an infantry soldier who has been preparing for years for a battle and when it doesn't happen, they go out looking for a fight. Who among us has not gotten a bit carried away with our own prophecy?

The difference though is that when your daily bread and butter is the

threat of death, you need to be extra vigilant and disciplined, as what you plan for has a way of happening.

Consider the following case studies.

David Koresh is one cult leader who could not control himself. From the beginning, his sermons frequently involved an apocalyptic fervor. In anticipation of judgment day where his congregation would have to confront the ungodly of the world, he began stockpiling weapons and making his minions watch violent war movies. As if tempting fate, word got out that David Koresh was, in fact, stockpiling weapons. The Federal authorities began to investigate and the situation soon devolved into a showdown with the FBI who encircled the property. For Koresh and his followers, this was the oncoming apocalypse that he had prophesized (and created). It ended in a fiery inferno with 76 of his followers (including 20 children) being burned alive; a perfect example of prophesies creating reality.

The Heaven's Gate cult didn't commit mass suicide – they participated in an evacuation. They wore T-shirts that said, "Heaven's Gate - Away Team." They weren't killing themselves. They were simply returning to whence they came. Two days before the evacuation, the final 39 remaining Heaven's Gate cult members went to a restaurant and had their last supper: Iced Tea, salads, turkey pot pies, and blueberry cheesecake.

But why did Heaven's Gate kill themselves – or "evacuate?"

Conversations with surviving cult members suggest that Heaven's Gate was losing momentum. Increasingly, more and more individuals were leaving the cult. They had their moment of excitement, and it had now passed – and everyone knew it. From the beginning, though, the entire cult had been prefaced on the idea of evacuation. Not unlike a television series wanting to end its run before its viewership bottomed out and they were

forced off the air by the network, Applewhite simply decided to finally engage in the evacuation that he had for so long been talking about.

This is a clear case of a cult leader believing his own bullshit. Don't do this.

Or, consider the mass suicide of hundreds in the jungles of Uganda. In the 1980s, Credonia Mwerinde – a prostitute by trade known for being a thief and pyromaniac - was in a cave just outside of Uganda when a vision of the Virgin Mary came to her (her Transformational Epiphany). Mwerinde told everyone about her visions, which were now occurring with more frequency, but few believed her. That is until she met Joseph Kibwetere, a Roman Catholic and former politician – he too was 'having visions' of the Virgin Mary. The two of them joined forces and began preaching about their visions. Two nuns and a priest, all of whom had been excommunicated by the church, soon joined them. Together they called themselves "The Movement for the Restoration of the Ten Commandments of God."

The movement began building churches and schools in the rural parts of Uganda and thus, began to grow in popularity. But Mwerinde's visions began taking on an apocalyptic fervor, as she came to believe that the world would end in the year 2000. Specifically, she foresaw in her visions the destruction of the world outside the church because of their evil sinful ways; those who sought refuge within their church would be saved.

On March 15, 2000, members of the church made their way to a dining hall for a feast to celebrate the construction of a new church they had recently completed. With the members inside, Mwerinde's acolytes nailed shut the windows and doors. By the time the authorities arrived, some 600 people had burned alive inside. Mass suicide or mass murder? To this day, little is known about what occurred or why. In the cult's theology, it was the outside world that was going to be destroyed; yet in a

twist of fate, it was her minions, who were supposed to be protected by their membership that ended up dying.

What we do know is that this isn't a good way to run a cult!

In the case of the Aum Shinrikyo cult, they tried to kill some judges who were making a decision on a court case of theirs, and they also killed a lawyer and his family because he was investigating them. They did this with the intention of making the problems go away but, of course, it did the opposite. When Shoko Asahara realized that the police were about to close the whole network down because of these killings, he was left with no alternative but to do a rushed job on Armageddon, and only a fraction of the people were killed on the Tokyo Subway than he had planned.

What a failure!

When a U.S. Congressman came down to investigate Jim Jones after some family members expressed concerns, Jones had the Congressman and the reporters he arrived with murdered. Knowing that others would follow when the Congressman didn't return, Jones had no alternative but to lace a fruity drink with cyanide and had all 909 of his followers (300 some of whom were children) 'commit' mass suicide. Imagine all of your hard work being reduced to 900 or so dead bodies in the jungle?

It's not a pretty scene, and again, it's not worth it. Murdering people to avoid the scrutiny from the outside world tends to have the opposite affect. Don't do it.

The Afterlife

We're obviously not talking about the spiritual kind of afterlife as we all know that there is no such thing – when you're dead, you're dead. Let's face it. **If someone believed that there was an afterlife then they wouldn't behave in such a selfish and abusive manner, would they?**

What we're talking about is the afterlife of a cult when the leader is

no longer around, whether it is because of death, imprisonment or permanent exile, running from the authorities.

Without a strong leader at the helm, the cult can die out, but what tends to happen is that it splits into different conflicting factions with lesser people trying to be in charge. This is what's happening to Aum Shinrikyo at the moment. One of Asahara's daughters is taking charge of a faction and a high-ranking manager from the cult is leading an opposing branch. One faction thinks that it should continue along the family line and the other thinks that it should be done through the organization.

The same sort of thing happened to the Hare Krishna cult in the late 70's when Swami Praphupada died in 1977. There were lots of infighting (with actual murders) between potential leaders, and the cult is still reeling from this struggle.

This could have happened to Scientology but David Miscavige had other plans. Five years before Hubbard's death, Miscavige carried out a pre-emptive strike on anyone who he saw as a threat and had them expelled so that he could take over.

This is why we mention the afterlife. After all, why should a cult leader worry about what happens to a cult when he is dead? He's enjoyed his time, used people for his own ends and won't know about anything after he is gone.

You need to see the bigger picture.

If you can't be bothered to go through the hassle of creating a cult and targeting and molding new minions, you can take one over. This is exactly what Hon-Ming Chen did with Chen Tao. He was already a member of a cult in the early 1990's and saw an opportunity. He accused the original leader of being a charlatan (oh, the irony!) and hijacked many of the minions for himself.

However, a word of warning: The success of this tactic depends on

how ruthless you are as a person. You have to be super-aggressive, immensely goal-centric, and incredibly manipulative for it to work – the kind of traits that you tend to find in a psychopath. Mind you, as we say in the trade. *"You don't have to be a psychopath to be a cult leader… but it helps!"*

Don't get us wrong.

We are not saying that David Miscavige is a psychopath… for legal reasons.

LESSON 2: Persecution Principle

If you're being effective in creating a cult, you're going to begin to feel and notice a bit of persecution - the public media labeling you as dangerous, or people criticizing you for being abusive. It can be a bit unsettling if you're not used to it and there's a tendency for new cult leaders to freak out and worry about how this will affect membership drives when this starts happening. **Our advice is to calm down, relax, and realize that, in certain situations, being socially persecuted and hated can actually be a good thing; nothing builds group cohesion like a little bit of persecution.**

As an example, consider the Westboro Baptist Church, infamously famous for their 'God Hates Fags' campaign where they picket the funerals of the dead, and decry America as doomed for its embrace of homosexuality. They have used the media to effectively vilify themselves to the entire nation of America, where they are largely hated. But for their purposes, this is exactly what they wanted. The precious few who have left the church have reported that inside the church itself, there is an omnipresent feeling of being attacked by the outside world, and that this feeling of external attack has engendered strong social ties and feelings of belonging within the church.

In fact, Fred Phelps, the now semi-retired patriarch of the family works into his sermons, the prophecy that the family will be hated for the truth that they preach. When they are in fact hated, this reinforces the sense of being under siege, which strengthens the cults bonds of community.

It's simply a part of the larger cognitive dissonance that this hatred is because of their own actions, not simply because of the truth that they preach.

All of which is to say, that you have to use the media precisely. If you're still in a general recruitment stage and you don't want media scrutiny, you need to keep your external messaging abstract and vague. If you're in the bunker stage where you're satisfied with the number of recruits that you have and you want to create an 'under siege' mentality, then go nuts with the media, tell them all your crazy beliefs, and watch them attack you. We can't emphasize this enough. If you're experiencing some lackluster enthusiasm with your cult, it may be something you might want to utilize.

You can also use the Persecution Principle to avoid scrutiny, as people are reluctant to criticize a victim. You can discredit a potential critic at the same time by suggesting that they have an ulterior motive for 'spreading lies'. Never be afraid to place yourself as the injured party in order to dodge some awkward questions, even when it is clear to everyone that you are in the wrong.

LESSON 3: Influential Innocence

Although some find it a sensitive issue, we recommend the recruitment of children into your flock of minions for a variety of reasons.

Primarily, children are mentally malleable. Children will not only believe anything that you tell them but they also automatically wrap those beliefs up into their identity, therefore there will be very little external 'Destroying of the Self' that you will have to do; they'll do most of the work for you.

Secondly, children have an inherent perception of innocence, so they are great recruiters and fund-raisers for your cult. People may be suspicious of an adult coming out with made-up crap and asking for money but these same skeptics tend to melt into submission if approached by a child. Sun Myung Moon knew this when he said, "*Before children, even the most cynical people throw down their usual masks…*". Having a child preacher on your staff can increase your financial donations by up to 40%. †

However, a word of warning: Keep a tight rein on these child preachers. Because they are so committed to the delusion, they have a tendency to 'run with it' and take their own path, causing a threat to your position. Both Jim Jones and David Koresh were child preachers before they struck out on their own, taking many minions with them. Be mindful of this when controlling them.

Children can also be a useful front when dealing with critics and protestors, who hesitate and fumble when faced with a doe-eyed child. Westboro Baptist Church uses this advantage to great affect. They will say the most offensive accusations, calling dead soldiers retribution from God, and then put their children at the front of the oncoming protest, deflecting much of the pressure.

Additionally, it may seem obvious but children are great 'ready-made'

minions. Instead of having to go to all the trouble of recruiting and molding minions, you can stay at home and have fun making them yourself. Most cult leaders have had lots of children, often with different women (Sam Myung Moon – 12, Fred Phelps – 13, David Berg – 15+ but not known without DNA testing!). And this has another advantage to it. Authorities have a bit of a taboo over interfering with the parent/child relationship. You can 'home tutor' your children into prejudice, bigotry and ignorance but the authorities won't lift a finger against you. You can physically and mentally torture your child and the authorities will hesitate to the point of stagnant apathy. However, know where to draw the line. Don't bring sex into the equation. Leaders like David Berg and Warren Jeffs have made this foolish gaffe and paid for it.

Finally, they can be very useful as part of the exist-costs when dealing with doubting parents within your cult. "*How would you feel if you never saw your children again?*" is normally enough to quell any wavering minion.

From the womb to the tomb, child minions are often some of the most dedicated and committed minions a cult leader could hope to have.

Don't be afraid to use them.

LESSON 4: Media Management

As a cult leader, you should be well aware of the power of words and images. Simple semantics can sometimes mean the difference between an evil deranged cult bent on stealing young people, and a spiritually rewarding empowering religion with tax-exempt government status that attracts celebrities.

For the most part, we recommend that you don't do media engagement. That you don't have a Facebook page, that you don't collect likes, that you don't Tweet out the harassment of your minions. As a general rule, you should be avoiding attention. This is the route that most modern-day cult members take. Exclusive Brethren are notorious for keeping to themselves, and avoiding all contact with the outside world. So too do Fundamentalist Mormons. Those who do engage the outside world often end up ridiculed and find it more difficult to attract new followers.

If you do decide to speak to the outside world though, there are few tips to follow…

First, it's important that you never describe your cult as a cult. Unfortunately, cultism over the years has got a bad reputation because of a few 'bad apples' (Jim Jones and Charles Manson, just to name a couple), so you don't want to be tarnished because of their mistakes. The obvious choice is to call it a religion as it immediately adds an element of legitimacy to it. However, if religion is not for you, you can also call it 'a spiritual organization' or 'a philosophical movement'.

It's up to you.

Just don't call it a cult.

Secondly, where language is concerned, particularly when dealing with the media, detail is your enemy. Keep things vague, but remember to be certain about your ambiguity. Use generic phrases that can mean

anything and that can apply to almost anybody. Shoko Asahara would say, "*If you feel the stifling atmosphere of this material world is too much for you, you are welcome to an exciting spiritual world! The world of spirit is virtually boundless. The treasures you can find there are priceless and the reward is great.*"

Scientology simply says it's about, "*finding the power within*." Their website offers this message, which is oft repeated: *Man is a spiritual being endowed with abilities well beyond those, which he normally envisions. He is not only able to solve his own problems, accomplish his goals and gain lasting happiness, but he can achieve new states of awareness he may never have dreamed possible.*

Whatever that means.

Things have changed for a cult leader over the last few decades. It used to be easy to deny what you said or did many years before. Now, with the Internet and the digital age, it is far harder to avoid evidence that's easily accessible on YouTube, all the more reason to keep your statement – in public, at least – vague and undefined and generically 'spiritual'.

Which brings us to our third point. Part of Scientology's decline is the ready accessibility of YouTube videos of cult leaders saying contradictory statements. You can easily find videos of former public relations manager Tommy Davis saying in one video that Scientology does not have a policy of Disconnection (making minions cut off from their families for perceived infractions), yet in other videos he is on record talking about the policy of Disconnection.

Keep it simple.

Avoid media contact.

Don't let yourself be filmed.

Don't let your sermons end up on YouTube.

If a member of the media contacts you, simply tell them the truth: That you are a small parish of like-minded brothers and sisters worshipping God. (Leave out the part, that you are Jesus' brother here on Earth.)

LESSON 5: Dealing With the Authorities

Dealing with the authorities can be a tricky business. Family members and law enforcement can become quite upset when their college-aged children disappear out of University and re-emerge in a farm in rural Utah, arguing that they no longer want to keep any of their possessions, but that they instead want to sign over the rest of their college fund to their new "Supreme Leader."

Largely, the level of hassle you can anticipate from the authorities depends on a number of factors: How much your chosen cult theme replicates that of a mainstream religion, the popularity of your cult, and the level of extreme behavior within your cult.

For example, if your cult is simply borrowing the template of Mormon Fundamentalism, you'll largely find that as long as you're not marrying off young thirteen year old girls to adult men, the authorities will leave you alone, as you can easily argue that you're just one of many churches belonging to a respected venerated worldwide religious institution.

If, on the other hand, you've successfully managed to create an entirely new mythology to your cult, whereby you worship vampires, the authorities might take more of an interest in you and your activities.

Of course, even this is dependent upon your level of popularity. Quite simply, no one cares too much about ten people belonging to some crazed religious sect, dancing naked in the desert. If, on the other hand, you end up recruiting 10,000 people, that's enough to make people wake up and take notice.

Religious cults generally have considerable protection against the authorities for the simple reason that they're able to frequently have themselves labeled as a religion, and as a religion, they're entitled to robust protections under religious freedom guidelines. Even Scientology's pay-for-

play self-improvement courses are officially labeled a religion in the United States, which provides the additional benefit of being a tax-free organization. (This even means that donations to your cause can be written off as a tax deduction, making it easier to solicit donations from rich sympathizers.)

Still, the 'authorities' have caused problems for a great many of the world's most promising cults from David Koresh to Jim Jones.

And in return, cults across the world have employed different strategies for dealing with authorities.

A strong offense…

Going on the attack is one strategy.

Scientology found itself on the receiving end of what it claimed to be persecution by the Federal U.S. government in the 1970s. Thus, Operation: Snow White was initiated by the 'Office of Special Affairs'.

Operation: Snow White consisted of deep cover infiltration operations and organizational theft of documents from over 136 government agencies. Parallel to this, Scientology began a campaign of terror against several top officials within the Internal Revenue Service, alongside an avalanche of lawsuits meant to cripple several specific government agencies.

While an FBI investigation did result in sending several members of Scientology to prison (including Hubbard's wife at the time; Hubbard himself went into hiding to escape prosecution), nonetheless, the plan was successful and the government largely backed off Scientology, in addition to granting them tax-exempt status.

While this conflict was occurring with the Federal government, Scientology was also waging a parallel battle with the local city government in Clearwater, Florida, where they base their operations.

In this battle, victory was more one-sided, as Scientology flooded

local elections with money, ran its own candidates, and eventually ended up co-opting the local government, thus permanently ending any investigation by the local authorities into their actions. †

Bribery

Sun Myung Moon donated so largely to the Republican Party, that he was a VIP guest at the Reagan/Bush inauguration. These campaign donations have continued up until this present day, so much so that high-level Republican operatives have occasionally been spotted at Moonie events, such as the mass weddings, though the Republicans themselves always try to deny the connection.

In addition to campaign donations, Reverend Moon started one of Washington D.C.'s most prestigious political newspapers, *The Washington Times,* which was owned by the church until 2010. This gave Reverend Moon considerable legitimacy and strong government contacts.

Moon's church even managed to get several contracts for maintenance with the Department of Homeland Security, totaling several hundred thousand dollars.

Quite curious for someone who was convicted of tax fraud in the early 1980s, and has been on record offering strong anti-American propaganda.

Exile

Fearing that authorities would investigate his frequent pedophilia, David Berg and the Family, became "The Family International," as he bounced from one of many compounds around the world, making ever forming any sort of criminal case against him almost impossible because of his ever-changing jurisdiction and the laws by which he was bound to.

Exile was also the preferred route for Jim Jones. Living in San

Francisco, he was frustrated by critical media stories that – quite unfairly (according to Jim) - charged him with fraud, assault and kidnapping of his own congregation. Also fearing imminent nuclear Armageddon with the Soviets, Jim Jones moved his entire congregation to the jungles of South America where they could live a utopian life of complete subservience to his dictatorial presence.

When L. Ron Hubbard managed Scientology out of Saint Hill Manor in England in the 1960s, the English authorities began investigating him for a variety of crimes. Hubbard responded by setting sail and living on open water for a number of years. As mentioned in the first section, this became Hubbard's second transformational epiphany. Later in America, when the authorities would be investigating Operation: Snow White, Hubbard simply went underground and into hiding, only making contact with a precious few trusted lieutenants.

While exile may not be your preferred option, as it may seem perilously close to cowardice, sometimes laying low for a few years and letting the heat die down is your best option. Besides, having your minions know that you are persecuted and unable to be with them, and have had to flee (for them, of course!) is a great way to engender feelings of love. Absence makes the heart grow fonder, as they say…

Checklist for Stage 5

There you have it, dear reader. Your self-help guide to world domination (or whatever your aim may be)!

You have been given all the tricks of the trade, all of the techniques and cautionary tales that you will ever need to recognize what it takes to become a cult leader and have a successful cult on your hands.

The rest is up to you. You have no excuses. Now you have to go out there and fulfill your destiny.

What are you waiting for?

Good luck, Master!

STAGE
SIX:
LEARN
FROM
THE BEST

EXAMPLE 1: Church of Biblical Understanding (created in 1977)
(Formerly known as 'Forever Family' (created in 1971)

Founder: Stewart Tanner Traill

Founder Details: Born in 1936 to a Presbyterian Preacher, Stewart initially rejected religious life. He left formal education whilst at University, considering it to be beneath him, and became a vacuum repairman with a wife and 5 children.

Then, in the mid-60's, when Stewart was in his early 30's, Jesus came to him and told him that he should spread the true word of the Bible. Stewart therefore waited for over 5 years and started up a cult called 'Forever Family' in 1971. He 'appropriated' ideas from other writers to create a figure system and color code for understanding the Bible, which he then taught as his own (like a good cult leader should do). He forced his minions to use 'strong-arm' sales techniques to get new minions and his business went from strength to strength, allowing him to buy several planes to get about in. He compared himself to Moses because He also got about a lot, spreading the word. It was at this time that his wife grew tired of Stewart 'enjoying' the many young female minions in his cult.

So, to start afresh, Stewart divorced his old wife, married a 19 year-old minion (he was 40, lucky swine!), and, in 1977, changed the name of his cult to the Church of Biblical Understanding.

By the late 80's his second wife grew tired of Stewart 'enjoying' the many young female minions in his cult. Unfortunately, in 2002, she was involved in a terrible car accident and became severely debilitated. Fortunately, Stewart moved on and is now dating a daughter of one of his minions (she is 40 years younger than him, lucky swine!)

Although many have questioned his behavior, he is still enjoying a millionaire lifestyle in Florida, reaping the rewards of everyone else's labor.

Aim of Cult: Money and Sex (the perfect combo)

Theme of Cult: Religion

Operational Structure: Closed Society with some of the buildings acting as mini-compounds.

Location Source: Canada

Mythology of Cult: A better, accurate understanding of the Bible will aid you in 'finding' God. The Master has this true understanding and if you follow his instruction – giving %90 of your earnings to him, you will reach salvation. The Master has developed a color coding process so that everyone can understand the metaphors that are in the Bible, however, salvation can only be reached by following the Master's use of the code.

Rating: 4/5. It has been touch-and-go a few times with some people trying to 'out' Stewart Traill as a charlatan but he has got away with it. He is a multi-millionaire, living in a large mansion in Florida with a woman 40 years younger than him. Awesome!

EXAMPLE 2: Happy Science – Kofuku-no-Kagaku (created in 1986)

Founder: Ryuho Okawa (formerly Takashi Nakagawa before his 'epiphany')

Founder Details: Born in 1956, he trained to be a financial trader. However, in 1981, he communicated with the 'spirit world' and 'awakened' to the fact that he was the re-incarnation of Buddha with the consciousness of Lord El Cantare, the Supreme God of the Earth! 5 years later, he couldn't ignore his spiritual responsibilities any more and, at the expense of his personal life, created Happy Science... becoming a multi-millionaire in the process! His assumed title is "The Grand Savior' and he is able to channel truths from El Cantare into book and seminar form for people to find salvation… at a cost.

Aim of Cult: Money, Adulation

Theme of Cult: Asian Fusion with a hint of pseudo-science and Science Fiction.

Operational Structure: Mainly an Open Societal system with closed 'training centers'.

Location Source: Japan

Mythology of Cult: There is only one god who has been 'interpreted' many times by different societies. However, Lord El Cantare is the head of a spirit group in charge of planet earth and is connected with the Creator of the whole Universe. This group resides in the ninth dimension of the Spirit World and their task is to guide their creations towards salvation before this planet is destroyed. Through the teachings of The Grand Savior, people can be a part of that salvation… at a cost.

Rating: 5/5. The cult is now spreading to different continents like Africa and Australia and has a membership in the millions. Mr. Okawa is a multimillionaire and there seems little to slow him down. It is one of the most successful cults around.

EXAMPLE 3: Raëlianism (Created in 1973)

Founder: Raël (formerly Claude Maurice Marcel Vorilhon before his 'epiphany')

Founder Details: Claude ran away from his home in small town France as a small child and hitchhiked to Paris where he made a living singing and dancing in the street. Discovered by a talent scout, he eventually became a national sensation with a few number one hits on the French billboards. As an adult, he self-published a magazine on auto racing until he was abducted by the Elohim in 1973, and was transformed into the Prophet Raël.

Aim of Cult: Sex

Theme of Cult: Sci-fi

Operational Structure: Open society cult

Location Source: Global

Mythology of Cult: Račlians believe that life on Earth was created by an alien race called the Elohim. If humans are peaceful enough, they will be able to rejoin the Elohim, who are constantly watching us, awaiting the day in which they will return. The Račlians promote a free love philosophy and their sessions often denigrate into orgies.

Cult Leader Score: 4/5. Although his mythology is 'out there', his promise of sexual freedom keeps bringing in the minions.

EXAMPLE 4: Scientology (created circa 1953)

Founder: Lafayette Ron Hubbard

Founder Details: Born in Topeka, Kansas, 1911, he spent most of his childhood in rural Montana where he became a spirit brother to the local Native American tribes. At five years old he began breaking broncos and horses. As a teenager, he was a hellraiser, flying planes and skirting barns. As a young man he travelled the world, learning the ancient secrets of many cultures. He later returned to the states and attended University where he became a physicist. During World War II, he enlisted in the Navy and was involved in numerous conflicts with the enemy, at one point being stranded at sea where upon he made his way to a deserted island and had to survive in the jungle while being pursued by Japanese soldiers. After his rescue he lay mortally wounded in a Veteran's hospital until he healed himself using the secret techniques he had developed during the research of a secretive never-published manuscript known as *Excalibur*. Post-war, he became intelligence operative for both the American and British intelligence services, saving the United States from a takeover by evil members of a

black magic terror cell. This was simultaneous to his work in Hollywood as a screenwriter and director. He later developed Dianetics and then founded Scientology. He died on January 24, 1986, and is currently living outside of his body on other planes of existence. He is also the best-selling author of *Battlefield Earth* and numerous other novels.†

Aim of Cult: Power, Money

Theme of Cult: Sci-fi

Operational Structure: Open society cult for the vast majority of members who visit orgs, but a closed compound model for Sea Org members.

Location Source: USA but now global

Mythology of Cult: Scientologists believe that alien parasites known as body thetans attach themselves to your body and are the source of all negative thoughts. Scientologists have to pay for auditing and self-improvement courses in order to learn how to rid themselves of these spirits. As Scientologists become "Clear" and later become Operating Thetans, they gain increasing levels of super powers.

Cult Leader Grade: 5/5. It doesn't get much better than this.

EXAMPLE 5: Unification Church (created in 1954)

Founder: Sun Myung Moon (formerly Mun Yong-myeong before his 'epiphany')

Founder Details: Born in 1920, his North Korean family converted from Buddhism to Christianity and when he was 16, he 'received' a message from God telling him that he was to complete Jesus' mission to bring peace to the world. His revelations allowed him to create an updated Bible and

† Biography lifted from the Church of Scientology. Aren't fictional stories exciting?

guided him to go to Japan and train as an electrical engineer... apparently! In his mid-30's, he set up the cult and travelled around the world. By the 70's, he moved to America and soon was in charge of a multi-million dollar industry. His first marriage hadn't worked out but the next one was perfect and they had twelve children. His assumed title was 'True Father' and he demanded unquestioned control over his minion's lives to the point that he could choose complete strangers to marry and they would see it as a blessing. He lived an opulent life and rubbed shoulders with presidents and dictators alike. He died with his minions seeing him as the second messiah, the third Adam and the King of world peace. Apparently, no one has spotted that there isn't world peace yet.

Aim of Cult: Money, Power and Adulation

Theme of Cult: Asian Fusion (mostly Christianity with a splattering of Buddhism).

Operational Structure: Compound and Open Societal system

Location Source: Korea

Mythology of Cult: If we don't change our ways then Hell will appear on earth. However, if we follow our 'True Father's' teachings then we can turn this planet into paradise. Adam was supposed to do this but Eve had already cheated on him with Lucifer and therefore the family line was corrupted. Jesus was meant to do this 2,000 years ago but was 'interrupted' from getting married and bringing a true family to us all. Luckily, it is third time lucky with Sun Myung Moon... even though he is dead now!

Rating: 5/5. A multi-billion-dollar organization. Over a million minions. A wealthy, full life. What didn't he do right? Even with imprisonment, divorce and corruption allegations from both family and detectives, their minions see Sun Myung Moon and his family as perfect beings. Top marks

Words to Know

Apophenia. The phenomena of finding meaningful/purposeful patterns or connections in trivial/random events. This is usually accompanied by the phrase "It's a sign!"

Barnum Effect. Formally known as the Forer Effect, it is how vague or general statements ("We've got something for everyone" - P T Barnum) can be taken as specifically aimed at an individual. So when you talk of someone who is 'independent and strong willed', each minion will see it as an exact description of them... as they obediently follow your orders without question.

Circular Logic. Statements or claims that support themselves without the use of truth or evidence. For example, "We know that our leader is honest because he is an honest leader."

Confirmation Bias. Generally known as 'Cherry-Picking', it is the practice of only observing or remembering events that support/confirm the person's worldview. For example, a minion will ignore all of the things that you will get wrong and only remember the few things that you happen to get right (luckily!).

Cognitive Dissonance. The ability to hold two or more opposing ideas or beliefs at the same time. For example, "Our leader loves us which is why it is good that he abuses us."

Crossing the Bridge. The point in a minion's transformation where they move from the recruitment stage, to the indoctrination stage;

typically this involves moving the minion from the front group, to the cult itself.

Degraded Normalcy. A process of slow acclimation to a changed reality such that an individual does not notice the degree of change that is occurring (think of frogs in slowly boiling water!)

Demonize the Outside World. Part of the process of indoctrinating a new minion into the cult by attacking the outside world, and making the minion believe that people outside the cult (particularly friends or family) are evil, weak and doomed.

Enforced Conformity. The method used to indoctrinate a new member by withholding love and affection when the new member says something wrong or inappropriate, and then returning love and affection when the new member correctly adjusts their thinking.

Enforced Dependency. The process by which a minion comes to rely on the cult for all of their basic needs, making it increasingly harder for them to ever leave.

Front Group. A business, club, workshop, or organization that provides a legitimate cover to a cult, serving as a face to the larger society, while sometimes also providing income streams, and always providing contact with potential minions.

Halo Effect. A case of Confirmation Bias where people will judge someone as a whole from a few limited examples. This is why you should always start with Love Bombing, as minions will think you are wonderful

and then look for reasons/examples to support that opinion, even if they have to make them up.

Herd Mentality. The phenomena of individuals within a group behaving/thinking differently than if they were on their own. It is an acute form of peer pressure that allows you to get your minions to 'release' themselves of any morals they may have.

Insular Communication Networks. These are circular or self-affirming communication structures whereby individuals within a cult will only converse with other members of the cult who offer the same messaging and opinions. The result of this is that their own beliefs are reinforced because they are repeated back to them.

Love Bombing. The process of smothering a new member with affection and love, lulling them into a false sense of security.

Minion. A servile or unimportant follower of a powerful leader. They are marked by their vulnerability and gullibility.

Pareidolia. The phenomena of seeing something significant or definite within a shapeless or vague image/sound. For example, the face of Jesus in a slice of toast or the voice of a lost loved one in the static of an untuned radio.

Persecution Principle. The act of feigning victimization in order to avoid criticism or to receive unjust privilege or to re-enforce group cohesion through a collective defense from the perceived aggression.

Pseudo-causality. A fabricated link between 2 or more unconnected events, formally known as cum hoc ergo propter hoc.

Psychology of Previous Investment. The psychological process by which collective commitments to a belief, makes it increasingly harder to reassess or reject that belief, as doing so will lead to the individual admitting that much of their previous life has been a mistake.

Reluctant Narrative. A feigned position adopted by cult leaders, which insists that they only lead because they have to, not because they want to or because it personally benefits them. After all, who wants to be a multi-millionaire?!

Soft Hypnotic Techniques. A series of subtle techniques, which puts the individual into a state of relaxation whereby they are susceptible to doing what they are told, such as singing the same phrase over and over again.

Thought Stopping Rituals. Meditations, chants, exercise, singing, or any other, usually group activity, which switches off the analytical part of the brain, and activates the emotional part of the brain. These rituals often involve activities that release serotonin, leaving the user with a pleasant feeling of relaxation, which is often misinterpreted as "finding an inner peace." In group settings, these rituals can become quite intense, as individuals will find their mental state matching that of the group around them.

Transformational Epiphany. A fabricated experience (whether it be a spiritual journey, an alien abduction or a mystical message) that confers

wisdom, power, or respect onto the person who experiences it. These transformational epiphanies are marked – as the name implies – by their metamorphic quality, allowing the possessor of the experience to shed their 'dodgy' past and proclaim that they are a new person. These events usually occur without any observers present (mainly because they're not real), but can be verified by others as long as they are 'in on it'.

ABOUT THE AUTHORS

John Rico is the author of *Blood Makes the Grass Grow Green* and is a frequent contributor to *Penthouse* magazine. He considers Scientology to be his arch-nemesis while on this Earth.

Richard Francis studied Psychology and Theatre in Leicester, UK and has performed across Europe in numerous theatrical productions. He was a founding member of Atheism and has been published in various publications, such as *The Freethinker*. His human rights activism has led him to work with "Iran Solidarity," "OneLaw4All," and the Council for Ex-Muslims in Britain

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