The Full Facts Book of Cold Reading

by
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This book comes from:

www.thecoldreadingconnection.com

The Cold Reading Connection is maintained by Ian Rowland. The aim of the CRC is to bring you the best information, training and resources about cold reading and related fields.

The website features lots of information plus a range of books and audio books you can download instantly, FREE of charge!

I am constantly adding to the material on the website, so it’s worth checking back from time to time!

- Ian
Dedication

I dedicate this book with love to my Mother and Father, two exceptional, wonderful and admirable people.

I also dedicate it to my partner in life and in love, Careena. Together forever, ‘g&s’.

Finally, I’d like to dedicate it with lasting thanks to my many friends around the world who have shared with me their knowledge, respect, love, kindness, fun, laughter, good times, great travel experiences, dreams and miracles of many kinds.
Contents

Section 1: Welcome to the Psychic Circus.................................9
  The greatest scam in history? ......................................................10
  What this book is about...............................................................12
  What this book is not about.........................................................13
  Defining terms.............................................................................15
    What is cold reading?..............................................................15
    What is a psychic reading?......................................................15
    Readings classified by type....................................................16
    Readings classified by content..............................................17
    Readings categorised by delivery........................................17
    Readings classified by client................................................18
  Terms in this book.....................................................................19
  Popular misconceptions...............................................................20
    Body language........................................................................20
    Shrewd observation................................................................20
    Fishing....................................................................................21
    Vagueness..............................................................................21
    Gullibility................................................................................22

Section 2: How Cold Reading Works.................................23
  How CR Works 1/7: The Set Up..................................................26
    Meeting and greeting.............................................................26
    Encouraging co-operation.....................................................27
    Intimate atmosphere..............................................................27
    Credentials..............................................................................28
    Belief system...........................................................................29
    Excusing failure.......................................................................30
    Recent readings........................................................................30
    Setting the client at ease........................................................31
  How CR Works 2/7: Main Themes...............................................32
  How CR Works 3/7: Main Elements.............................................33
    Elements about character.......................................................34
      Rainbow Ruse....................................................................34
      Fine Flattery.......................................................................35
      Psychic Credit.....................................................................37
      Sugar Lumps.......................................................................38
      Jacques Statement.............................................................39
      Greener Grass....................................................................40
      Barnum Statement.............................................................42
How CR Works 5/7: Presentation ..................................................106
  Cultivating feedback .............................................................106
  Prompts .............................................................................106
  Open questions ...................................................................106
  Eye contact ..........................................................................107
  Body language .....................................................................107
  Types of feedback ..................................................................108

  Sensory empathy ..................................................................110
  Cream principle .................................................................111
  Emphasising the conditional ..............................................111
  Allowing for interpretation ..................................................113
  Forking ..............................................................................114
  Keeping it clear .....................................................................115
  Keeping it ‘folksy’ .................................................................115
  Sustaining pace .....................................................................115
  Reprising with gold paint ....................................................116
  Summarising the reading ......................................................117
  Looking good for the crowd ..................................................118

How CR Works 6/7: Putting It All Together ................................ 120
  The psychic toolbox .............................................................120
  Almost improvising ...............................................................120
  Principal phases ....................................................................120

How CR Works 7/7: Handling Sceptics ......................................125
  Making no claim ...................................................................125
  Praising the caution .............................................................126
  Offering sugar lumps .............................................................126
  Giving up ............................................................................127

Interlude: On Explaining Miracles ..........................................129

Section 3: Demonstrations .....................................................133
  From tarot to astrology .........................................................134
  Two points about me ............................................................134
  Test conditions .....................................................................135
  Example 1: Improvised tarot reading ...................................136
    Review ..............................................................................136
  Example 2: Prepared astrological reading ..............................157
    Review ..............................................................................157

Interlude: On Keeping An Open Mind ....................................175

Section 4: Blocking Techniques ..............................................177
Five rules...................................................................................178
Stay reasonable........................................................................179
Identify questions..................................................................179
Do not answer questions.......................................................180
Do not provide feedback.......................................................181
Sabotage the elements..........................................................181
Bonus section: psychic baiting.............................................183

Section 5: Additional Notes...................................................187
Instant readings..................................................................188
Stock readings....................................................................188
Mnemonics..........................................................................191
Hot reading.........................................................................192
Can anyone learn cold reading?.........................................195

Section 6: Applied Cold Reading......................................197
Introduction to ACR.............................................................198
A brief history.......................................................................198
Defining ACR .................................................................200
The ACR model.................................................................200
The purpose of ACR..........................................................201
ACR in practice....................................................................202
Direct sales..........................................................................203
Business to business sales.................................................206
Management.......................................................................207
Therapy ............................................................................208
Criminal interrogation.........................................................208
Criminal profiling..............................................................210
The PUA community.........................................................211
Learning ACR....................................................................212

Appendix..............................................................................215
Thanks and Acknowledgements..........................................220
Section 1: Welcome to the Psychic Circus

“In the matters of religion, it is very hard to deceive a man, and very hard to undeceive him.”

- Pierre Bayle. ‘Dictionary’
The greatest scam in history?

They are found throughout history.
They are found throughout the world.
And they seem to defy explanation.

They are psychic readings, and everyone has either had one or knows someone who has. People find these readings astonishing, and with good reason, since they are often intriguing and incredible. Let me describe what happens.

You go to see a psychic. She (most are female) has never met you before, yet she describes your personality with pin-point accuracy. She identifies events in your past and present. Her reading may include the names of people you know, and specific facts about your personal life, career, and plans for the future. She seems aware of your innermost thoughts and problems, and she offers glimpses into the future that have an uncanny way of coming true.

This is a psychic reading, and it is the essence of today’s psychic industry. Countless thousands have been moved, impressed and thrilled by such readings, offering testimonials like this:

“I found my reading absolutely fantastic, I really enjoyed it. Everything that he said was absolutely spot on, and everything that he said that was going to happen to me seems absolutely fantastic. I was very impressed actually. He did a personality analysis on me and it was really right, spot on.”

There are many testimonials like this. If sincere and enthusiastic testimony were an infallible guide to truth, then the authenticity of psychic ability could not be doubted. But it is not. And it can.

The above is a real quote, from a real person. However, the reading she had been given was a complete sham. I know, because I gave the reading and there was nothing psychic about it. Instead, I used ‘cold reading’ — the psychologically influential technique described in this book.

A global industry, and growing

Glowing testimonials such as the one above are the fuel of today’s psychic industry. If people were not impressed by psychic readings, the industry could well collapse. But people are, and the industry is global and growing. Today, it enjoys unprecedented popularity thanks to TV ‘infomercials’,
You may also like The Cold Reading Connection. This is Ian Rowland's commercial site where he sells "The Full Facts Book of Cold Reading", his definitive work on the subject, and a series of related publications (many of which are free). Cold reading is an amazing communication skill that is usually associated with the 'psychic' industry. However, it has many applications in business and everyday life. Ian Rowland is a freelance writer offering over 35 years professional experience. He has completed a vast range of both technical and creative writing projects for coun