

The Full Facts Book of Cold Reading

by
Ian Rowland

Publication

The Full Facts Book of Cold Reading by Ian Rowland

Sixth edition, first revision

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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.

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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