

RED

HOT

COLD

READINGS

# THE PROFESSIONAL PSEUDO PSYCHIC

HERB DEWEY  
AND  
THOMAS K. SEVILLE, Ph.D.

## Forward

*Every now and then a publication comes along which fills a void that has existed in the subject-matter field. In many cases, this is because there are so few really knowledgeable persons in that field, and those who have the knowledge are often reluctant to part with the treasured knowledge that has been accumulated over a long period of trials, errors, and even embarrassments, but which have made them experts. This book fills just such a void.*

*This book is about "reading" - primarily "cold" readings.*

*In a way, I am somewhat sorry that this publication is being released as, over the many years that I have been performed, read and counseled. I have always been rather jealous of the knowledge that I have accumulated and have felt that the best way to learn this trade was by hard experience, in the same way that I learned the magic profession.*

*But we have come to realize that if there are better, faster, and easier ways, they ought to be made available to those who are interested and willing to learn, so that they can do a more effective job for their clients. This book provides that better, faster and easier way. I trust that the reader will ponder each point thoughtfully and carefully, for there is almost as much implied between the lines as is written out for you.*

*Life is not always gravy and roses, and the professional reader will find that he has become a confidant and a problem solver. There will be occasions, particularly in private readings, when the client's errors or the unsolvable problem must be faced. Such unfortunate instances will require all the skill, ingenuity, counseling psychology and positive support the reader can muster with understanding and compassion, the caring reader can lighten the burdens and enrich the lives of his clients and, as a result look back on his accomplishments with pride and satisfaction.*

*This book combines contributions and understandings from psychology with practical, new material. Proven techniques with presentation ideas, and the use of intuition with tips for counseling. It represents a major contribution to the field.*

*Orville Meyer*

## ABOUT THIS BOOK

This book is written for the reader or performer who wishes to do pure cold reading. Nothing presented here requires billets, clipboards, carbons, glimpses, thumb tips or any other apparatus. This material is designed to be used either as a show in itself or as a part of a presentation which may involve other types of entertainment. Everything in this book is from the actual working repertory of the authors. Everything has been tested and has proven to be strong through our personal use in private and public settings.

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## **About Herb Dewey:**

I thought I was a fairly accomplished reader and then I experienced Herb Dewey. I immediately realized that his awesome command of the art far surpassed anything I had previously witnessed. I sought him out. Our rapport was immediate. I have enjoyed and grown immensely within our friendship.

It is difficult to put into words the respect and admiration I have for Herb, professionally and personally. He is a master of the art, with a genuine concern for others. His ethics and methods are above reproach. He realizes the powerful impact he has on others and is meticulous in his care to plant only positive seeds. He strives to help people believe in themselves, to feel better about themselves, to like themselves, and to take responsibility for their own lives. This trait, perhaps above all others, I find to be rare and prized. Each time I am in touch with Herb, I am touched by him, by his warmth and the support for others.

Herb has been reading professionally for 25 years. He performs for a wide range of groups and organizations, appears frequently in nightclubs and on radio and TV. He has done in excess of 100,000 readings. He is internationally known and respected, and certainly is one of the most commanding and powerful psychics in the U.S.A. today. Herb is booked 2 to 3 months in advance for private readings, and his repeat bookings and clients are but one more index of his success as a psychic reader.

Within the covers of this book are the secrets of success, the seeds from which you can develop your own personal applications.

Tom Saville

### **About Thomas K. Saville, Ph.D.:**

I have worked with some of the leading psychics in the world today. have been exposed to Geller and Kreskin as well as other leading psychics, and I can truly say I have never been more impressed with another person than I am with Dr. Tom Saville. Dr. Tom, as I shall refer to him, Is the Director of the Healing Mind Center in Denver, Colorado, and Is an Associate Professor of Psychology at Metropolitan State College, Denver, Colorado. Dr. Tom is a uniquely gifted and talented individual. He is extremely perceptive, knowledgeable, intuitive, and talented. There are many people who teach, instruct or counsel that really should be in some other line of work. Dr. Tom is definitely not one of those, but rather Is an exceptional and gifted teacher and counselor. He has a Doctorate in Social Psychology, but has really earned an additional advanced degree in the school of life. He has deep insight. He reads people very well, and has immense and immediate understanding, both from his formal training and from his interest in people.

I am very impressed with his abilities, his organization, his dedication and his industry. He has a very deep perspective into the field of parapsychology. I have had the privilege, the honor, the pleasure of participating in some research with Dr. Tom, and I know how he is and how he works. His students are exceedingly fortunate to have the opportunity to be exposed to a man of his caliber, his far-reaching intellect, his genuine care and concern for others. It is a real honor and pleasure to work with such a person. Anyone who has watched him can only be impressed by his creative and inventive mind, his thoroughness, his professionalism - as a Psychologist, as a Psychic entertainer, as a person- I can truly say that a book of this caliber would not be possible without his efforts.

Herb Dewey

## Introduction

Dear Reader,

This book is written for a specific audience, YOU. It is not for the general public. We are aware of your basic knowledge of some aspects of psychic readings, and will try to be sufficiently basic or general to aid you in understanding certain principles, realizing that you are not a specialist versed in psychology and related academic disciplines.

We feel that you are a person of mature judgment. a person interested in other people. You are a people watcher, a perceptive and observant individual. You avoid physical violence, you are not a physically aggressive person. You would not intentionally harm another, and, in fact- would like to be of assistance to others. You enjoy entertaining other people. You enjoy being in the spotlight, and are at times a bit of a ham. Although you enjoy dazzling or mystifying others, you can be open and direct about what you are doing when it is appropriate. You have good stage presence, and have an interest in hypnotism.

You have always had an attraction to others and, though enjoying a sense of personal power, have a desire for fairness in your dealings with others. You have a dry sense of humor. and your sense of humor is enjoyed by those around you. Your dedication or diligence in developing your skills and abilities is also an admirable trait. You have a certain duality of being, which is expressed partly in your performing and public self which is quite different from your private self. You are able to see things in people, and this is an asset in entertainment as well as in other aspects of your life, it is also what makes you a very capable teacher when you are so inclined. Your thirst for knowledge has made you, if not an avid reader, certainly a well-versed person.

Your above-average intelligence has enabled you to grasp things well, but has also at times been the cause of frustration when you were attempting to explain things to others who are not as capable as yourself. You tend to forget that you are in the upper ranges of the population, and that you are more capable of seeing both the subjective and the objective aspects of things.

Whereas many people can't see the forest for the trees, you are very resourceful and balanced as an individual. In fact, the number two seems to be significant- You would tend to have two cars rather than one, two loves in your life. With respect to children, again the number two seems to be relevant, you would have two career options or opportunities rather than just one. This book will be of value to you in achieving some of the things you are seeking and added to your ability to read people, can produce very powerful results.

Thus said, shall we commence?

## Basic Groundrules

We are practitioners of an art. A discipline which has tremendous power. Accordingly:

*“Let each person for whom I read be entertained, and let that person leave my presence feeling better, better about themselves, their potentials, and better about their life than when first we met”*

Few people realize the impact that a casual remark may have on the life of a person with whom we are dealing' Research, has demonstrated that even when prefaced with a very direct disclaimer, the need or tendency to believe may be overriding. College students have indicated a greater belief in a description based on their birth data than when that same description is based on a personality test. Other college students have seen presentations given by a magician, who was introduced as such, and who explicitly stated that what he was going to do was all based on deception, and at the end of the performance many students still believed that he was doing psychic miracles.

One of the authors (TS) had the experience of having to deal with an extremely distraught young woman who was on the brink of a collapse. She and a group of her friends were having fun on a Friday night. They purchased a book on palmistry and were reading each others' palms. Someone, in reading her palm had told her she would die in her early 20's. She had been in a panic, had not slept all weekend, and was practically in hysterics when she entered the office Monday morning. Motto: Be very careful.

We are not physicians. We have no business in making any kind of diagnosis or in prescribing in any way a course of treatment. We have no basis for suggesting potential health risks or hazards, past or present or future.

### **The power of cold reading.**

There seems to be a growing appreciation of the need for entertainment in the presentation of mentalism. Gone are the vaudevillian days of watching the entertainer awe an audience with his "special powers", except perhaps for a relatively few master showmen such as Geller. Today's audiences are fed a diet of 'TV and movie, fast-action programming. To sit back and watch a slow moving plot that intrigues only the performer is definitely not "HOT."

A majority of the people in the world today believe in some form of ESP or Powers. Every poll conducted in the U.S. indicates that a sizable portion of the population feels that at times they have experienced a telepathic communication, or know someone who has. To present a program that relates to this belief is to involve the audience.

We feel that cold reading can be presented with real impact and entertainment. It can be an act unto itself, or it can radically alter the nature, power and entertainment value of effects. Consider that the most powerful word in any language is that person's name. It has the lowest auditory recognition threshold. It is a proven winner in sales as witnessed by anyone who has taken a Dale Carnegie course, and it is central in each person's interest. If we can involve each member of the audience in the presentation of our programs, we have created interest.

Consider the divination of a card. Which of the following is more powerful to you:

- A. Now your card is clearly lost in the deck, isn't that so? You have cut and shuffled the cards, and there is no way for me to know the location of your card. Wouldn't it be interesting if I could find your card? It would be a miracle, wouldn't it? Now, (location achieved by counting, spelling. or whatever means is preferred by the performer).

- B. Mary, do you believe in ESP? Jung talked about synchronicity, a kind of cause and effect that isn't coincidence. There is a kind of meaning to events. Now in this case, I believe that the card you selected wasn't just due to chance. I sense that you are concerned about a relationship (money, love, work, communication, etc.), and that you are in a sense, trying to understand or perhaps make a decision. That would indicate to me that you would be likely to choose a heart (name the suit), and that the particular card in that suit would be either a 2 or a 3. Since you seem to be a very sensitive and concerned person, and are more creative in your thinking than many people, I would suspect that it would be the 3 rather than the 2. Was your card the 3 of hearts? Your intuitive powers and ability to concentrate, your will power is, in fact, very strong when you really want to apply it. Your open-mindedness and your determination can work for you.

## READINGS

“Psychic” is an emotionally-charged term. People have strong reactions to it, some of which are positive and some are negative. Some people, perhaps due to their religious views or other beliefs, are bothered by and uncomfortable with the term. Others are drawn to psychic fairs and book stores. Exercise caution in the selection of the means by which you will present your readings. You might use terms such as personality readings, character profiles, psychological sketches or simply impressions and be more generally acceptable.

Cold reading is the description of the personality, characteristics, features, past experiences, and sometimes the future of a person without the use of standard psychological or other formal diagnostic procedures. It is presented as coming from psychic channels, auras, astrological sources, tea leaves, lines in the palm, or almost anything else ranging from soup to nuts.

Profiling is similar in nature and procedure, but is presented as less specific, more of a general reading about the nature of the person, a profile. It is not inclusive of specifics about any future events, and avoids any medical diagnosis or implications.

### **Why are psychic or cold readings done?**

Throughout history, man has sought to understand, predict and control his life and nature. In primitive cultures, primitive religion emerged, with totems and other ritualistic procedures. Usually, a special person or craft developed these aspects of prediction and understanding, the medicine man or shaman. Gradually, in our western tradition or heritage, we find the emergence of empiricism and cosmology, the naturalistic study of the cosmos or, universe. A second route to knowledge was opened and moved away from religion and knowledge by revelation or divine revelation. However, religion or the non-scientific approach to understanding is still popular today. People love a little mystery, romance, intrigue, and they still like to know about themselves and the future.

Psychology has learned much about the behavior of people. One facet of man is that under conditions of stress or uncertainty, the search for information is increased. Thus, when

people are uncertain or insecure, they are likely to search for answers. This search may lead them to seek out the seer or psychic reader.

We also know that people who have lost a close friend or family member may seek to establish communication with that person, whether a Bishop Pike or a Houdini, a grieving parent, spouse, or child. Religious rituals, seances, and other forms have long been a part of man's behavior.

People need contact, social support. Lack of relatedness with others leads to a condition known as morassmus and, in infants, institutional morassmus is a known and described condition. Even Harry Harlow demonstrated this effect in monkeys, using surrogate wire and terry-cloth mothers. The organism withers, fails to thrive. It has been claimed that psychiatrists are basically hired listeners or rented friends. The service of authenticating the worth of the individual, of paying them attention, of helping them feel special is an important role and one that is needed. The psychic may well serve this need.

In a similar vein, a person who is insecure about a specific condition will seek information. Many a person has come with specific questions about the fidelity of a spouse, the likelihood of getting a job, a better or different job, a promotion, or for advice in making an investment. Some wish to know about the health or welfare of a friend or relative.

Depending upon the location, the person may be a drop-in type of client, as in a psychic fair. Often these people are more curiosity seekers, and desire to be entertained. These people are perhaps less vulnerable, but at times may be more shaken by events than those who have had exposure to a variety of psychics and are more aware of the fallibility of different readers.

**Public Performances.** The psychic entertainer who is putting on a public show or demonstration is working in a somewhat different vein than the person who is doing a private reading. There is no confidential nature to the reading. However, the astute performer realizes that there is still a self-selecting principle at work. Generally, those in attendance will be more interested than the general public, and those that arrive early and sit in the front are more interested and involved. They are also likely to be better subjects to work with.

In public performances, the readings are much faster, brief in nature, and may be incidental to other effects, a part of a question and answering routine, or an entire show in and of itself. The entertainer may make a few quick and brief comments about the character or nature of the person that are the "basis" for the performer's ability to make a particular prediction, or may do a more direct reading as a part of an effect. For example, in doing a variation of the living and dead effect, each card can be returned to the respective person by doing a brief reading on the handwriting and impressions of the person whose card the performer is returning. Here, the person being read is much less exposed and/or vulnerable in general. The chief purpose is clearly to entertain, and except for an occasional awkward or embarrassing moment, pose little in the way of ethical problems (however, legal considerations which vary from locality to locality must not be overlooked).

Generally speaking, little specific information is given, and certainly, no advice. The question and answer may be used in such a way as to include a little cold reading in the response or answer. However, it is quite possible to do an entire program based only upon cold reading.

This would be a part or even the entire program given for a group ranging perhaps from 7 to 25 people, perhaps a social club or civic organization. Again, quick readings for each of assembled group, which may accompany and either precede or follow a general lecture.

**One-on-One.** The one-on-one reading is a private affair and most often involve a quasi-counseling flavor. The reading may involve the use of s or aids such as a crystal ball, tarot cards, or birth data. The reading be done at a booth or table in a public place such as a restaurant, a shopping mall, a side table at a party, or may be done in the office or home of reader. The time may range from a 5 or 10 minute quick reading to an hour or more. In this type of reading, the information is tailored to the individual being read and is the most likely to involve the use of information or feedback from the client.

In this situation, the client is likely to come to the reader for a specific purpose, which may range from entertainment to intimate counsel and advice. Reasons for the popularity of readers, as opposed to trained psychological type therapy or counseling, range from the immediate availability, the cost, the lack of threat in seeing a member of the establishment, avoiding the label of “sick”, to seeking magical answers to questions. Regardless of the reasons, the person who seeks a one-on-one audience with a reader is in a much more vulnerable position, and the dangers from unwitting comments and advice are much greater. We strongly recommend that if your needs, your personal motives, include the need to impress others with your powers, that you stick to entertainment.

**Small Groups and Parties.** Small groups would include talks given to organizations ranging from a women's social to formal groups such as a Lions Club to purposive groups such as a sales meeting. Parties are most likely evening events hosted in a home or banquet facility. The readings are brief and public, and may be done either as a demonstration of reading or as a part of some other effects such as Annemann’s Pseudo Psychometry. The function is primarily entertainment, introduction, or motivation. The cultivation of potential private clients is often a secondary goal of the reader/entertainer. Readings are kept short, lively, humorous, and superficial.

In such situations, versatility is a must. The performer must have a variety of readings or approaches, as a single reading repeated over and over will, surely lose its impact. The ability to generate different approaches, to contrast readings or people, is a basic skill, especially if the readings are heard by other people at the gathering. However, the angle-proof nature and ability to perform under almost any conditions make cold reading a skill that is perhaps unsurpassed in the entertainment field.

**Formal or Stage Shows.** The readings performed in this context are less flexible and spontaneous, and are planned to fulfill a particular part of a larger program which may range from a question answering act to traditional mentalism show. These presentations may involve prior information from or about selected individuals. They are done in front of a larger audience, often from an elevated platform, and are least likely to involve ongoing feedback from the individual during the course of the reading.

Since the pressure is on the performer, it is likely that these readings will be a stereotyped presentation or at least require prior planning as to the specific people in the audience to be used. Speed, entertainment value to the entire audience, and pacing are of utmost importance.

**Impromptu Readings.** Rare indeed is the “Psychic” or mentalist who has not been confronted with the request to “read my mind”, or who is asked perform or demonstrate “on the spot.” This is where the skilled psychic reader has a powerful tool that is not dependent upon props or equipment whether the reading is presented as psychometry, astrological information, or just the aura of the person, it is a very handy skill. The need to always carry a crystal ball or a deck of cards is certainly less demanding than for those poor individuals who would have to carry doves, the boxes, and - heaven forbid - elephants. The individual who is always prepared, even sitting beside the ocean or swimming pool does have an advantage.

Impromptu readings are done “on the spot”, without prior preparation, and may be a part of some other activity, a part or the whole of a small group or party activity, or of a show. The spontaneous nature gives them a great deal of power.

Again, the versatility of being able to cold read is unsurpassed. Having a variety of techniques ranging from psychometry to palm reading to auras is wise. Whether you decide to respond with a put-off such as 'You think I will read your mind for free’ or to do a brief reading is up to you. But always being prepared is a decided advantage. If it is a spontaneous request, then probably entertainment and brevity is the rule. However, there will be times when you may be called upon to do more than that, and it becomes an impromptu show, involving more lengthy readings and several or even a goodly number of people. In public and multiple readings, the ability to generate a variety of different readings is a crucial and paramount skill.

**Scheduled Readings.** Scheduled readings may be either the anticipated one-on-one or as a planned part of a program. They permit the arrangements that may facilitate the outcome, having a tarot deck, birth data. Or other supports as well as the possibility of collecting some data or Information to be used in the course of events. These can be planned. Rehearsal of specific aspects, data, or whatever make reading somewhat easier for the novice or non-professional performer. Scheduled readings would include the private reader who works in a home, the psychic reading at a psychic fair, and the performer who is scheduling a reading as a part of an act. Scheduled readings will generally require more specific information and greater detail than other types. It is here that the ability to read the person's responses, to get feedback, becomes more important. The scheduled reading is also far more likely to involve a counseling aspect, and hence the need for caution and ethical awareness.

**As Part of An Effect.** The performer who has not incorporated a little psychic reading to sell or enhance an effect has missed a very powerful tool. Tactfully and artfully done, a brief explanation of your understanding of the person enables you to make the prediction of an outcome. For example, in equivoque, it can make the difference between a clever magic trick or puzzle and a true miracle. It is one of the greatest forms of misdirection available.

A word of caution is in order here. A brief explanation does not mean a drawn out and boring presentation to the audience. Remember that a presentation is never boring to the performer. You may enjoy it, but the audience may not. Clever little asides to make the individual feel special or unique are always appropriate.

**Entertainment vs. Counseling.** One of the authors is a professor at a large metropolitan college and teaches a paranormal and parapsychology course. As such, he has a degree of exposure to people in a different setting than most readers or practitioners will achieve. The horror stories, accounts ranging from mild concern and anxiety to major trauma, are enough to almost make one a crusader for the abolishment of “psychics” of any kind.

As a consequence, it is suggested that any time you are doing a reading, even an effect that involves a brief profile, consider that what you are doing may subsequently have a major impact upon the self-concept and the self-esteem of the individual. Whatever your intentions, be exceedingly careful about your phrasing of any comments. Listen to yourself on tape. Have others listen with you. Watch for such phrases as “you allow others to treat you like a doormat, to take advantage of you,” and replace them with something akin to “I sense you might profit from becoming more assertive.” Realize that just as a prediction “you will meet someone named (like, looks like, who is)...” is likely to be fulfilled, so may any inference or statement about physical or emotional condition become a self-fulfilling prophecy.

You are a planter of seeds. The seeds that you plant in the mind of the other person are potentials. They may be positive potentials, the potential for travel, for better financial conditions, for happiness, for an improvement in the number and nature of relationships, or you may inadvertently plant negative potentials. Most people have had an experience in which a remark about not looking so good totally ruined the rest of the day for that individual. Research has documented the role of expectancies in physical health and illness. You are planting seeds!

Perhaps you will remember, each time you do a reading, and certainly every time you make any kind of statement about what might happen, even what the person might watch out for - or other cautions - **you may be determining that person's future. Be very, very careful!!!**

**Style.** Within the ethical constraints mentioned above, develop your own personal style. Find something that fits within your own character. Your style may be the mile-a-minute chatter. It may be the slow almost trance-like groping for words. It may be touched with humor, or it may be earnest and empathic. What works for one may not work for others. You may not have the personality to fit a particular style that you admire in someone else. Experiment. Try different presentations. Get feedback from others.

In the sections that follow, there is sufficient material and formats to enable roughly 132.987 different presentations without a repeat, and that is a conservative estimate.

## INPUT FROM PSYCHOLOGY

There are many aspects of psychology that are relevant to performing in the psychic arena. The research in the areas of person perception, language and thought, developmental and social psychology is a rich source of material for the person who wishes to understand everyday human behavior. There is even research on how and why people are misled by “psychics” that is very useful.

The “**Barnum Effect**” describes how a general personality profile that fits everyone will be accepted as accurate when given to an individual, especially if it is tied to some individuating or credible source such as birth date. Most readers are probably familiar with the now classic example developed by Forer in 1949.

“You have a strong need for other people to like you and for them to admire you. You have a tendency to be critical of yourself. You have a great deal of unused energy which you have not turned to your advantage. While you have some personality weaknesses. You are generally able to compensate for them. Your sexual adjustment has presented some problems for you. Disciplined and controlled on the outside, you tend to be worrisome and insecure inside. At times, you have serious doubts as to whether you have made the right decision or done the right thing. You prefer a certain amount of change and variety and become dissatisfied when hemmed in by restrictions and limitations. You pride yourself on being an independent thinker and do not accept other opinions without satisfactory proof you have found it unwise to be too frank in revealing yourself to others. At times, you are extroverted, affable, sociable, while at other times you are introverted, wary and reserved. Some of your aspirations tend to be pretty unrealistic.”

In 1982, Robert Duetsch altered the situation somewhat. He shortened the description and then wrote a reversed description. His findings indicate that either of two revised descriptions will be just as acceptable as long as there is some individuating information, some particular or unique information requested from or about the individual as a basis for the reading.

1. “You have a strong need for other people to Like you and for them to admire you. You have a tendency to be critical of yourself. Your sexual adjustment has presented some problems for you. Disciplined and controlled on the outside, you tend to be worrisome and insecure inside. At times, you have serious doubts as to whether you have made the right decision or done the right thing. You have found it unwise to be too frank in revealing yourself to others.”
2. “You are basically self-sufficient: you don't have a strong need for other people to like you and for them to admire you. You tend to accept yourself as you are, rather than be critical of yourself. Sexual adjustment has not presented problems for you. Although you may appear to be worrisome and insecure on the outside. you tend to be disciplined and controlled inside. You seldom have serious doubts as to whether you have made the right decision or done the right thing. You are quite frank in revealing yourself to others.”

Thus, almost any given tendency will apply to nearly everyone some of the time. When delivered with an air of confidence, when there is some basis for the individual to assume credibility of the source, and when it has apparent individuation, the psychic has an almost unlimited realm from which to draw.

One of the authors (TS) has explored this principle by discussing “cultural and regional” personalities. For example, in conversations about predictions based on palms or stars, he has brazenly stated that he feels much can be determined by the place and year of birth, often even when the person moved from that area as an infant. He then proceeded with the stock reading presented in the astrology section of this book. He has yet to have anyone criticize the limits or accuracy of the “Regional Personality,” and, in fact, most are astonished by its accuracy. In cases where two or three people are being done at the same time, the reading has been either reversed or an alternate done. Results support the robust nature of the individuating information hypothesis.

Another feature of any person who basically has a positive self-concept, and perhaps all people, is the **self-serving bias**. The self-serving bias is a tendency to interpret information in line with our existing beliefs, and especially to believe positive things about ourselves. Thus, any information which fits in with our preconceived notions, or in this case, that of the person we are reading, will be believed, whether true or not. Any statement pertaining to the self that is reasonable and is positive will be accepted and believed.

Yet another feature of cognitive functioning is **selective perception** and **selective recall**. People tend to focus their perceptions upon those aspects of information that fit with their existing or present schema. For example, I was visiting with a gentleman who had been a “confirmed” skeptic for 15 years. He awakened about 2:15 a.m. over the middle of the Pacific Ocean, en route to Hawaii, with the sudden realization that he was fulfilling the prophecy a reader had made some 15 or 20 years prior, that he would travel to a distant place, crossing water. The place would have different kinds of trees, like an umbrella, would be warm, and there would be dark-skinned people there -- selective recall, after 15 years. It is common for people to listen to a speech and each get entirely different things out of it. Given enough information, especially ambiguous information, and people will remember that which supports and maintains their existing beliefs. The classic “rumor” demonstration is based upon this feature of cognitive functioning.

The **Vividness Effect** should be remembered by example. It refers to the fact that a personal testimony carries more weight than statistical averages, although the latter are clearly a more accurate base for decisions. The continued existence of our art could be considered testimony to the power of a vivid experience or personal testimony, even given the long history of research and statistical summaries.

The **Base Rate Fallacy** refers to the tendency to ignore or under-use basic rates or averages and instead rely upon the immediate situation. Talking about a particular person who earns less than the average income for his or her occupation, they will still agree to “you are better off than most other people in your occupation.”

In a similar vein, the **Self-Serving Bias** is one of the stronger, more clearly substantiated findings in psychology. On any dimension that is both subjective and socially desirable, most people see themselves as better than average. It has been found that:

- Most business people see themselves as more ethical than the average business person.
- Most people see themselves as less prejudiced than others in their community.
- Most drivers, even those in hospitals following a car wreck. see themselves as safer and more skilled than the average driver.
- Most Americans see themselves as more intelligent than the average.
- A majority of citizens living in smog-infused L. A. see themselves as healthier than their neighbors.
- In a study of over 800,000 high school students, it was found that 70% felt they were above average in leadership ability while only 2% felt they were below average; 60% felt they were above average in athletic ability while only 6% felt below average: and in ability to get along with others. 25% feel that they are in the highest 1% and 60% feel they are in the top 10%. Thus only 15% would feel they are below the top 10%.
- 94% of college professors feel they are better than the average professor (maybe that is why merit pay produces such feelings of unfairness).
- The majority of stock brokers and stock investors feel that their business intuition is superior to most of their peers.

Substantial evidence for what we have known all along. Tell them they are better than average on any subjective scaling of any socially desirable trait.

It would also be possible to draw upon theories in psychology to generate additional features. For example, the theory of psychological reactance maintains that when a person is faced with the actual or threatened loss of a right or freedom. That individual will experience reactance, a drive to reestablish that right or freedom. Thus, people in general don't like to be told what to do! They may go the extra mile if asked, but being ordered creates resistance. Ya-hoo, "You don't like being ordered around. You will willingly cooperate if asked, but don't like being bossed around." or "You are the kind of person that if someone tells you that you can't do something, you really want to do it if nothing more than to prove them wrong."

Other psychological theories and facts abound. Cognitive Dissonance, postulated by Leon Festinger, provides a basis for many predictions about how and when we rationalize, and often makes predictions that might go against common sense. Predictions like 'the less we are paid to do something, the more likely we are to change our attitude and/or like the task', and conversely, 'the more we are paid to do something we initially enjoyed the less we like doing it, it then becomes work'. That is why Dale Carnegie hit it right when he said if you want someone to like you, ask them to do you a favor.

Any good textbook on child or developmental psychology, social psychology, or personality theory is a gold mine of information waiting your unique application.

Before leaving the topic of psychology, mention should be made of the self-fulfilling prophecies. When a person has an expectancy, he or she will look for data which confirms that expectancy. Thus, telling someone that they are going to come by some money, meet a person named \_\_\_\_\_ or whatever may create a schema or expectancy. Within reason, that expectancy will be confirmed, and the person will exert effort in an attempt to fit information into a conceptual framework to fulfill the expectancy or prophecy.

## HOW TO READ

An understanding of the process is helpful in successful reading. Many skilled readers automatically do some processing of information without conscious awareness. Other readers work well within the confines of a particular setting, but are at a total loss when put into a different context or situation. The ability to logically identify relevant aspects and information will aid in the smooth and successful reading.

The steps can be broken down as follows:

### **Purpose**

### **Setting**

### **Framework**

### **Sizing up the person**

### **Presentation**

**PURPOSE.** The purpose for the reading includes your goal. Is your purpose to create a diversion or misdirection, to sell some effect, to personalize an effect, as a separate routine as a part of a show, as the show itself, as a teaser to get a booking, as a promotion for a show, as an individual session of a one-on-one reading? The goal or purpose should be clearly in mind before you begin to develop the framework, what you are trying to accomplish, and with whom. Just as you would be foolish to order a load of lumber from the lumber yard without having an idea of where to have it delivered or what you are going to do with it, so you need some plans to build a successful reading.

**SETTING.** Just as an architect needs to know the topography and geophysical nature of the building site, the reader needs to know the parameters of the situation where the reading will be done. Is it to be a quick, one minute sketch, or a 30-minute or one-hour session? Will you be standing in the middle of a stage or other place, or will you be sitting with your props available? If you are going to tailor your presentation, you might want the person setting in a relatively uncomfortable chair to facilitate reading body language rather than a comfortable overstuffed chair. Will you have a tablet or note pad, cards, table? Will you be working with billets or written questions? What role does each of these factors play?

**FRAMEWORK.** The development of a framework for doing a reading is very important; the sequencing of events, the structure, and the expectancies of the audience. If you are doing a series of readings in a group, obviously there must be a variety in the content of each reading. For the beginner or novice, some aids can be very helpful. These aids can be memory devices and routines, Tarot cards, or handwriting samples. If you are doing a quick reading to cover an effect depending upon equivoque, then a 5-minute introduction of how and what you are doing is

inappropriate. A presentation to a business luncheon is much different from entertaining a ladies social club. Totally different themes, introduction, patter, and applications may be required.

**SIZING UP THE INDIVIDUAL.** Depending upon the situation and length of the reading, as much as 90% of the information you will draw upon may be determined as the person stands or approaches you. Reading body posture, dress, jewelry, grooming and other cues is best done prior to speaking. Trying to assess these things while the reading is underway is very difficult, especially for the beginner. Noting how they responded to prior events and information may be very telling and powerful. Do they have a feature that might convey information, a feature such as weight, limp, a toupee, a speech inflection or dialect, or make-up. Do their hands have calluses, indicate dishes and laundry or the long fingernails and complexion of the leisured.

A body scan starts with the head. Is the hair natural or colored (Compare with eyebrows)? Does it reflect beauty parlor care? Is it practical or stylish? Is his haircut conservative? What about glasses, earrings, make-up? The lips and eyes, do they show tension? Exposure to weather?

The color and style of clothing is also very rich in Information. Does the fit indicate that the person has perhaps lost or gained weight? Or is making do with last year's styles? Is it polyester or is it wool? Is it flashy or conservative? What does he have protruding from his pocket. the pens of a bookkeeper, an artist or tools of a mechanic or repairman? Is the person meticulous or careless?

Hands may be another source of information: the texture, callused, temperature and coloration, and the fingernails. Is the offer to shake hands authoritative or meek, tentative or firm?

Shoes are an often overlooked source of information. Notice coordination of shoes with the outfit color and style, cost, and whether they are cared for or not. Does he have white socks or color coordinated? Are her hose fashionable or conservative? Are the shoes work-type shoes, as with nurses and mechanics, or western boots? Is there a matching belt, a belt buckle with a name or symbol?

Where and with whom was the person sitting or standing? What are they like, and how are they responding? Do they urge the person forward, do they laugh or encourage, are they experiencing concern?

Are there any identifiers, key chains with car models, birth signs or names? Did a friend mention their name? If at a luncheon or dinner, did they pass on dessert or avoid a particular vegetable, use sweet and low or sugar?

Do they have an insignia ring, class ring, fraternity ring, a crucifix around their neck? Do they have a book or magazine with them, and if so what kind?

Is their posture open, expansive and casual or is it closed, defensive and protective? Is their language refined or coarse, their voice soft or loud?

A few observations here can be the basis for a very powerful reading. It is just as important, perhaps even more important to deal with what is absent as what is present. To identify what the person is not is just as strong as what they are. To narrow things down in terms of what is not characteristic adds strength to the reading. "You are not the kind of person who

puts on a show. You are not pretentious” or “You are not making a living by working with your hands. You are rather a person who uses your mind” is as strong as “You like nature, the out-of-doors, plants and trees.”

**PRESENTATION.** The end result of your efforts should be a smooth and powerful presentation.

Remember, just as Samson slew a thousand Philistines with the jawbone of an ass, so, too, thousands of programs are killed by the same means each day. Whatever style you use, let it be relevant, meaningful, coherent colorful, entertaining and positive.

If you have a framework, have sized the person up, and have some Ideas as to what you are going to say, you are in a position to present your impressions. You may choose to be the master, the insightful psychic, or you may be more casual. You can be funny, witty, or earnest. Whatever your approach, consider the implications of what you say, be careful of the seeds you plant.

Your appearance should be congruent with your intended role. A tux is a formal role, and classifies you as an entertainer or performer. A suit is formal and may intimidate or distance you from the client, depending upon the setting in which the reading is done. A more informal appearance will make you more approachable, and may put you more on a par, again depending upon the situation. Regardless, you should be neat and well groomed.

Your use of aids or props should likewise be considered carefully. A tablet or deck of cards sets a particular mood or climate of expectancy. They can be powerful selling tools if properly used, and a bust if not. Herb had the experience of having a table at a psychic fair and watching people walk by. He was occasionally asked "What do you do?" but had no takers. The next outing, he had a deck of Tarot cards on the table and did readings all day. However, those same props would be out of place at a stand-up lecture where he was to do psychic profiles based solely upon intuition. The presence or absence of various props becomes relevant only in relation to your intended purpose and the setting. However magical looking or unnatural props are generally a poor idea.

The use of gimmicks, switches, and steals are unnecessary to a skilled reader. They may well serve the role of entertaining you - but may not really add to the entertainment of the audience. Like the beginning magician who buys every catalogue item in sight, lacking in discrimination, many mentalists and readers desire to employ these techniques. It is not the gimmicks, apparatus, or whistles and bells that make entertainment, it is a polished performance. Polish with planning, practice, practice, practice, and more practice. It would be rare indeed for a person to remember which or how a forced card was divined a week after the performance, or a social security number, or any other related effect or book test. It is common, however, for people to remember who was able to read their character and see their potentials, and in fact what personality characteristics were mentioned. Your audience is less impressed with whether or how you divined their question than with the answer.

## COMMON NAMES: USES AND APPLICATIONS.

Nothing is more important and personal than the person's name. Use it. You might write it on a pad of paper, and then launch into a characterization based upon the meaning you sense in the letters of the name. For example, the name 'Mary' might be interpreted as follows:

“Mary. M might stand for merry, as a cheerful disposition, or for material things, liking to have nice things. But I sense here more of a magnetism, a personal magnetism that draws people to you. You are gifted, charming, and others seem comfortable confiding in you. They are drawn to you, feel comfortable in sharing their thoughts and concerns.

The A seems to be a combination of things, Alpha, the beginning, and able. Alpha, alpha would seem to indicate that something is changing for you. You are entering a new stage or new possibilities. And “able to” means that you have learned many things and are in a position to make the most of your new potential, your abilities, that you are indeed a very capable individual. Once you decide what you want, you can achieve it.

The R would indicate to me that you are resourceful. You have had some interesting experiences in your life, and at the time they were not pleasant. But you have profited, learned from them, and now have resources that you did not have before. In your mind, you have grown and have learned how to survive, how to get along. You have acquired many skills. You are a flexible and resourceful person. You are very good at figuring out how to get something as well as getting something done.

The Y represents a fork, a choice. You are making some choices, and some of them involve the new beginnings or new possibilities, like the Alpha. Listen to your inner voice. Pay attention to your own intuition. You alone know what is best for you. The advice of others is sometimes helpful, but you must make decisions and experience the consequences. Your magnetism, ability and resourcefulness are strong points that win work in your favor.”

Below is a list of words you might use to associate with the letters. If you make up your own list, it will have the value of being meaningful to you, more easily remembered, and fit in with your own personal style.

- A. Able, active, Alpha, accepting, adaptive, advanced, agile, alive, alone, aquarian, ardor, assertive, awakening.
- B. Beautiful, blue, brave, books, brain, busy.
- C. Calm, clever, companionship, careful, cat, charismatic, clothes, communicate, committed, compassion, competent, conscientious, contemplative, courage, creative, champagne.
- D. Deep, delight, dependable, detail, devoted, diet, discerning, disciplined, doer, dominant, doubting, Dreamer, duty, dove.
- E. Eager, earnest, eclectic, education, effective, eloquent, emotional, engaged, enjoy, enterprising, entertaining, eros, even, exact, exercise, explorer.
- F. Fair, fast, feminine, fighter, finance, far-sighted, forgiving, free
- G. Giver, generous, gentle, glamorous, good-hearted, green.

- H. Happy, healthy, helpful, harmonious, headstrong, healer, heart, high-minded, honest, honorable, home, hope, humane, humble.
- I. Ideas, idealistic, imaginative, independent, information, inner-insight intuitive, intense.
- J. Just, judge, judgment, justice, Joie de vivre.
- K. Karma, kind, kin, knight.
- L. Love, laugh, leader, learned, level, liberated, library, light, lively, logical.
- M. Magnetic, manager, master, maternal, mellow, mercury, moderation, money, moon, motivator, musical, mystical.
- N. Nature, neat, new, Nova, nursing.
- O. Open, obey, observant ocean, old-fashioned, onion, open-minded, opportunity, orderly, organized, original, out-of-doors, out-grown, out-spoken, over-see.
- P. Peaceful, pacifist, paint, parent, Paris, patience, peace, professional, perfection, perform, persistent, personality, persuasive, Phoenix picture, pioneer, playful, pleasure, poetry, power, pragmatic, privacy, proficient people, prophet, psychic, psychology, psyche, publish, pure, purple, purpose, pygmalion.
- Q. Quiet, qualm, questions, quick.
- R. Regal, radar, raven, read, reawaken, reality, rebellious, referee, refined, renaissance, rescuer, reverent, riddle, rifle, romantic, romance, rose, rough.
- S. Spiritual, sagacious, sales, school, science, script, search, secret, secure, security, seductive, selective, self, self-confidence, self-reliant, self-sufficient, sensitive, sensuous, sentimental, shop(per), shrewd, sincere, skeptic, skillful, smart, sociable, solitude, soul, sporty, stage, statuesque, status, strait, strong, style, success.
- T. Trust, true, tact talent taste, telepathic, temptation, tender, tenacity, theatrical, thoroughbred, thoughtful, touchy, traditional, triangle, tough.
- U. Uneven, union, unite, universe, untamed, up-beat, up-right, useful.
- W. Water, wavelength, wealth, well-balanced, wheel, wife, wings, win(ner), wise, wisdom, wit, will, work, workmanship, writer.
- X. X-ray, the sign of a burden, cross-roads.
- Y. Yellow, yoke, youth(ful), yo-yo, fork.
- Z. Zest, zeal, zero.

An excellent follow-up on this is to use the names of friends. This might be done immediately or, following an excursion to other areas. One technique is to doodle after their name, and write a word such as Dreams or Dams. Dams hold lots of water, meaning and potential. Dreams are also a rich source of material for elaboration. However, the use of the word is a means of identifying people in their life that are important. Since “Dams” is shorter, it will be used for illustration.

The word 'dams' has come to me, and I have written it down here. It seems significant somehow. I relate it to a key or symbol, not important in and of itself, but reflective of something important in your life. I have the impression that it may relate to people. For example, the first letter is D. Is there someone close to you whose name begins with a D? David, Duane, a Don or Donna? Perhaps a last name, like Donaldson, or Dewey? And what about the A, perhaps a middle name, Ann, like Mary Ann or something? The M. does that make sense to you, a Mike, or Mary or Martha? S - Sam, or Sue, or perhaps more likely a last name (pause). So, these are people who are a part of your life, they play or have played a role, a significant role, in your life."

An awareness of the most common or frequent names in different time periods is very helpful. Maude is not a common name today, but to someone in their 60's or over, it was during their childhood. The use of names is a very powerful tool. It can add a touch of the personal, a kind of knowing intimacy.

Common names of people between 20 and 50 include: Jim, John, Dave, Richard or Dick, Harold or Harry, Robert or Bob, and Paul for males: Sharon, Kathy or Cathy, Mary, Carol and Susan. A very common middle name for females is Ann.

Another way to use the concept of names without going through the Dams type exercise is to suggest a name. "A name flashed into my mind, does the name Don or Ron mean something to you?" An old standby is "Someone whose name starts with D, a D or perhaps P. Don or Donna?" It is also possible to use the sound, as in "ba, as in Bob, Bill. Barney, or, is it Pa. as in Paul?" Last names should not be forgotten as a source of potential as well. If you are using this type of technique, try it only briefly. If it hits, well and good. If not, pass it off and move on. The person may connect it later, but if you push the issue, it becomes clearly forced, a fishing expedition, and then you lose credibility.

**Exercise:** Make a list of all the people who have been very influential in your life, or who presently are. Use the names, first and/or last, to generate a list for your own use. See how quickly it expands, from parents, family, significant Aunt or Uncle, close friend, boss, fishing buddy, an idol or model, a confidant colleague, neighbor, or your psychic guide. Then do it with friends until you get the feel of it. Develop confidence!

## **COMMON THEMES AND SPECIFIC GENERALITIES.**

The concept of common themes builds upon those experiences which are common to people raised in a given culture. Specific generalities are words and phrases that sound specific, but are ambiguous or general in nature and application. Some examples might be:

I sense a memory of an early experience, in school, getting an award or something, there are letters above the board (and you were sitting there, at first, and then you knew, - your name, the teacher calls you. reads off your name, and you remember the feeling. Proud, you can feel that pride now, that same sense of pride. And that was a significant experience - you felt good about yourself - and that is part of the confidence that you can feel now, as an adult.

There was a time when you felt very hurt, kind of - is it ashamed, like That bothered you for quite a while, and you were afraid it might happen again. You are not a child anymore, but sometimes as adults we need to remember that we are not still children. We have grown up and learned from our experiences, learned some powerful lessons. Now, as adults, we don't have to have those same childish fears. Now we know how to handle them.)

A time when you felt rejected, embarrassed. You were really embarrassed, weren't you? That really bothered you, didn't it? And you learned that you can handle it, didn't you? And now, now that you are grown up, you can deal with things differently. But when you were younger, it really bothered you.

Something, something about an animal. Was it your pet? Was it fear, fear of the animal, or fear of losing it?

Losing something, something important to you. Was it taken away from you for some reason, or did you lose it?

Yes, the first time you earned some money, on your own, a little job of your own, a task you performed. You got paid, really paid, money, not a gift but earned.

A kind of a strange person, like maybe a little weird or unusual. Is it a relative or a neighbor? Kind of spooky, scary to you as a child. Kind of funny now, but it bothered you then.

And that time you were trying to be grown up, really act big. Like an adult, polished and smooth, and do it right, and goofed up? Isn't it funny how those things happen?

An impression. Dark. It was dark and you were really afraid. Not so much of the dark, but that there was something dangerous there. You can laugh at it now, but back then, when you were small, a child, it was really frightening, in fact several times. Now, since you have grown and are no longer a child, you realize that you don't have to be afraid of all those kinds of things.

What was the name, the name of the - the one you got into the fight with? You took something, something that didn't belong to you, picked it up. You took it. And you thought about it a lot, those feelings. You learned something about yourself from that.

What was that song? You used to sing it and they got so tired of hearing it, and you kept humming and singing it.

Embarrassment. You had a little accident, an awful, embarrassing thing. Just couldn't hold it. You kind of - how should I say - made a mess - in your pants.

I see a hideout. a den or fort a secret a hiding place. You kind of made it. Made it comfortable or safe.

Writing. - you wrote some - what was it? not really poetry, poetic - prose? Kind of mushy, a little romantic. Was it your junior year? Whatever happened to that? Your creative urge is there, a potential that you could use for your own enjoyment.

I see, \_\_\_\_\_ (books. words, art, children, people, plants, a paper - a legal paper). I see lots of \_\_\_\_\_ around you, and that might indicate \_\_\_\_\_ .

**Exercise.** Think of other themes you have experienced. Make a list of your own. Then try them out in informal situations and keep track of your results. If they work, continue to use them. Trying them is the best way to remember them.

### **ADDITIONAL ITEMS.**

Everybody has at one time or another had a premonition about something. Many have had a premonition about an impending disaster or death.

A great number of people have experienced an Out-of-the-Body experience. Astral travel, or at least know someone who has.

Women in shopping malls spend almost as much time studying other women as they do the window. Men likewise study other women.

About 80% of the women who are asked what animal they would turn into reply "Cat".

Most women feel they are intuitive and would like to develop that ability.

Purple and blue are significant colors for most women. They often have or are contemplating purchasing something of that color. Especially strong when they may be wearing brown.

Most people feel they are resourceful, and could make it by themselves if stranded on a tropical island.

Most women have had the thought "what if I had twins."

Most people, especially females, had an imaginary playmate.

Nearly everyone has - perhaps during adolescence - thought about suicide.

People fear rejection, are afraid of saying or doing the wrong thing.

80% of all females wear or have worn gold chains.

Don't forget the scar on the left knee.

Tall thin people are likely to have back problems.

Light complexioned individuals with freckles, especially with blue eyes, sunburn rather than tan.

Most light-complexioned people have red highlights in their hair.

Young girls usually think about nursing and teaching. Young boys think about becoming an animal trainer.

Nearly every adult has lost someone close to them, separated by death, divorce.

Mature women seem to like to visit flea markets, like handmade items rather than machine-made, may make things themselves, and spoil their grandchildren.

Older men dislike grocery shopping, fear being "just a meal ticket."

It is common for people to agree that they had some difficulty relating to their father, especially during adolescence.

People avoid getting into things they don't understand.

Most have some difficulty dealing with authority.

78% of adults have aches or problems associated with their feet, more for women who wear high-heeled shoes.

When we were young, mothers tended to be open and treat us like little adults.

Were romantic, wrote prose or poetry of a romantic nature in high school.

Had great dream about what they would do after graduation that were not fulfilled.

Respond favorably to all Self-serving Bias statements.

Feel reassured and positive when told they have outgrown hurts, needs for or overcoming self-limiting behaviors.

Most people at one time or another in their life are told they have too many teeth in their mouth by their dentist.

Most women own lots of shoes - when they buy a new pair they seldom discard the old.

Most women are never totally pleased with the way their hair looks.

Most women at one time or another have owned a black nightgown.

Most women feel they are better kissers than their husbands or boy friends.

Most women remember having long hair as a child.

Most women like the smell of a pipe - and dislike cigars.

Most women dislike freckles.

Most women have had their ears pierced as teenagers.

Most men fear baldness.

Most men have a key that they have forgotten where it goes.

Most women have attempted writing poetry as a teen.

Most women will stop at a gas station for directions - men won't.

Most women get cold feet in bed.

Most people feel they have untapped artistic potential.

Most women dislike kissing a man with a mustache.

Most women - given a choice - would believe in palmistry over astrology, tarot cards, numerology, tea leaves.

Most people fear rejection.

Most women over 30 wear one-piece bathing suits.

Most people prefer gold jewelry to silver.

Most red-haired people get hay fever in the summer.

Most women like blue-eyed males over brown.

Most women pick out their husband's shirts and ties.

Most people have one leg longer than the other.

Most women have one breast larger than the other.

Most people feel they married too young.

Most men fear an IRS audit.

Most women prefer cats as pets.

Most men prefer large dogs as pets.

Most people have had at least one memorable sunburn.

Most women would not go hunting.

Most women feel they are not photogenic.

Most women enjoy reading books written by women.

Most-men enjoy reading books written by men.

Most women prefer baths.

Most men prefer showers.

Most people dislike Monday.

Most people love Friday.

Most people feel they are underpaid.

Most women after losing an earring hold onto the mate - sometimes for years.

Most women snore but don't believe they do.

Most women believe they were a man in previous life.

Most elderly women have an unopened box of lace handkerchiefs at home.

Most men have an unopened bottle of after shave in the bathroom.

Most women dislike men who wear white socks.

Most people have wondered what their purpose is in life.

Most men do not wear hats.

Most people have seriously thought of buying a waterbed.

Most older men are veterans.

Most people that sit up front at a performance are the easiest to get to volunteer.

Most people have post nasal drip first thing in the morning.

Most women say they dream in color.

Most women feel they need more iron in their diet.

Most men prefer women in dresses rather than skirts, blouses, or pant suits.

Most men prefer women with long hair.

Most people believe that they have an identical twin somewhere in the world.

Most men believe they cannot be hypnotized.

Most people have suffered an unrequited love.

Most people remember the good old days - not the bad old days.

Most people have at least one broken watch at home.

Most women handle the family budget

Most women see themselves as incurable romantics.

Most women have had stronger attachments to their grandfather than their grandmother.

Most older men have come close to dying once in their lives.

Most people, as children, believed they would not live beyond a certain age.

Most attractive women dislike being called cute.

Most women have an overweight girl friend.

Most women are better dancers than men.

Most tall women feel their feet are too big.

Most women have their mother's eyes.

Most people would say that spring is their favorite season.

Most men prefer king-size beds.

Most women at one time or another have been told they have bedroom eyes.

Most people over 40 that don't wear glasses wear contact lenses.

Most men like their present job.

Most men who smoke pipes are very deep thinkers.

Most women have looked at a Playboy Magazine.

Most women when they are being photographed feel they have a good side and a bad side.

Most people who smoke cigarettes have tried giving them up many times.

Most short people are outspoken.

Most people sleep on their sides, not on their backs.

Most people can wake up one minute before the alarm goes off.

Most older people dislike driving at night.

Most women as children kept a diary.

Most people have at least one ticklish spot on their body.

Most women that wear black are weight conscious.

Most women that wear hats consider themselves fashionable.

Most women do not send as many Christmas cards as they used to.

## **INDIRECT WAYS TO PLAY TWENTY QUESTIONS**

The use of different approaches to cold reading call for or permit the use of different strategies. The twenty question through affirmations will not work for everyone, or in every situation. However, where the reading starts off in a very general fashion, and hones down to deal with specifics, it is a very strong technique. It can create a tremendous sense of involvement or closeness, a type of intimacy. It bears an acknowledged similarity to the procedures of Milton Erickson, the noted-hypnotist in creating a mental set.

Perhaps the key to successful utilization of the indirect 20 questions routine in modern application is discretion. In the days of Nelson, the push for affirmations was advocated. It is still relevant where an audience is watching, as long as you are getting “yes” responses. However, with increasing sophistication of audiences, a few negative responses make it clear that you are fishing. It is obvious from watching many performers and readers that the ego involvement of the reader, the “need to be correct” syndrome, produces a tendency to try to make the statement apply. Of course, those watching, and often the person being read, see what is not often apparent to the reader.

It is quite possible to detect a great deal of information, and to obtain directions from the person being read without directly playing 20 questions (see the following section on body language). By starting off with some statements that are obvious truisms, the sitter is drawn into a climate of rapport and is conditioned to make positive response, head nods or other affirming responses. Establishing a pattern of affirmative responses establishes a positive orientation whereby the affirmative response set can carry into the reading itself.

By occasionally - and only occasionally - asking the individual “do you understand?” or “Do you follow?” or “Does that make sense to you?” the person is drawn into a more active role. By monitoring the responses, it is possible to fine-tune the remarks, or to alter the direction or nature of the comments being made without his or her awareness, and unknown to any audience. This is very natural when you are explaining what you do, how you do it, and setting the stage. For example, you might start the actual reading by stating that sometimes things come to you in images and feelings, and that they may not make sense to you, but they might to the individual.

This might be followed with “I get a rush of impressions, one of these seems to be early school, elementary school, 2nd or 3rd grade. I believe, getting an award or an honor. Does that make sense to you? ... (If the person doesn't supply the context. continue) It may be an attendance or citizenship, but it seems more like a subject, reading, or art, wasn't it? And that was kind of a critical event, a strong thing that started you in the direction of knowing you had ability or talent. Some really good feelings about yourself, weren't they?”

With a little practice, and with an appropriate subject, you discern the events! All they do is confirm the event you sensed, and of course, provide the specifics which they assume you knew, as “and your playmate, the buddy you did so much with, almost like twins – ‘yes, Susie Finch who lived next door.’” A smiling nod, and you proceed.

By such a procedure, it is very possible to pick some type of positive theme to build the confidence or esteem of the person being read. They leave feeling better about themselves, their resources, and are more likely to think well of you, and perhaps want you to read them again.

## **FEEDBACK AND BODY-LANGUAGE**

A direct way of obtaining information, or additional information from the person is by asking a direct question. Somewhat less direct is checking out “an impression.” A third way is Equivoque, “This is not your ant marriage, is it?” If the person replies “No. I was married before” then assume the positive, “I thought so . . . “ and go right on with the reading. If the person says “Yes it is, how did you know?”, produce that “I knew it all along” smug smile and proceed.

Feedback is any form of information you collect from the other person. It is possible to collect a great deal of information from the other person, information about the person, their reactions to what you are saying, the correctness of your statements. And most of the available feedback is nonverbal.

One of the places to start is in your initial view of the person, prior to beginning the actual reading. This would include their posture, grooming, dress, at easiness, mannerisms, jewelry, speech and accent. The other is less obvious perhaps, but can be very powerful.

Pacing is a term or concept that refers to matching the behavior of the other person. It is a powerful source of information and a basis for intuition. By matching some of the postures and gestures of the other person, and by matching their breathing shallow or deep, fast or slow - you can in a real sense tune in to the other person. By establishing the initial, condition of the person, it becomes possible to use this as a baseline against which to judge the responses of the person.

Being sensitive to the other person does not mean you have to stare at them fixedly. In fact, it is often better not to look directly at the person. Your peripheral vision will provide you with a vast amount of information. If you are looking at the other person, they may feel on the spot and are certainly more likely -to attempt to mask their feelings, to keep a poker face. Thus, psychometry, crystal balls, or cards provide a focal point for both you and the other person, and may enable you to get relatively more direct access to the natural reactions of the person being read.

Things to watch for. Don't worry about observing the dilation of the pupils. Much has been written about it, but observation of many readers as well as attempts to use it indicate that it is largely a myth. Changes are rapid, and heavily influenced by other factors. In good lighting with a direct view of the eyes, It is possible. In most other settings, angles of viewing, and other problems, it is not worth your direct attention.

Watch for body language. A shift in seating position, moving closer or further away, leaning forward or leaning back, tilting of the head are very easy to see and monitor, without looking directly at the person. Research clearly shows that even subtle shifts in weight or posture are indications of attitudes, of agreement, of feelings of closeness or liking. The nodding, or a single nod of the head is an indication of a positive response or confirmation of what is said. A slight pulling back, frowning of the brows or tightening around the mouth is an indication of disagreement or distance.

Motor activity and or gesticulations are another source of information. An increase in fidgeting, squirming, foot bouncing, finger tapping or other small muscle movements indicate an increase in tension level. Often this may be accompanied by a tightening of the muscles of the face, head and neck, a change in breathing, as in a sharp inhalation or in rapid and shallow breathing. The clenching of a hand or fist, or increased tension of same is often visible.

Crossing the arms is usually taken as a sign of defensiveness, of closing off. However, other actions also may be used. Movement of the hand toward the front of the body, especially if the palms are down or out. The Crossing of the body with an arm or leg as if to close off, that is crossed away from rather than toward. Placing an object such as a light ashtray, coffee cup or glass between you or in front of themselves is a barrier erecting behavior indicating distance or defense, just as moving them aside is an open or approach behavior.

With very little attention, you will be able to monitor changes in the skin color and temperature of the other person. Of course, muscle reading or contact mind reading or Hellstromism depend upon aspects of this. Holding the person's hand is an excellent way to sense this, as in palm reading. But holding the hand is also permissible or can be used under other formats as well. When the person relaxes, or feels open and close, the blood comes to the surface, warming and coloring the skin. The face will gain color. The lower lip becomes fuller. Breathing becomes deeper and slower. The person kind of sags and physically lets down. loosens, less generalized muscle tension. Of course, when the sympathetic nervous system is stimulated. as in fear, stress or tension, the opposite effect occurs, general tension and stiffening, loss of color and colder skin.

Another excellent source of feedback is "the friend." Birds of a feather do flock together. The friend will be less guarded in their response, and to the extent that they know the person, they will provide cues in the same manner. Head nods and other very direct signs are dead give-aways.

## INTUITION

The use of conscious information derived from the body language of the individual is a very rich source of material. Intuition may be, at least in part a natural reading of some aspects of body language, or it may come from other sources as well. The information in the remainder of this section can be used in getting more in touch with your own personal intuition.

The first section deals with Astrology. Whether there is any truth in astrology is not the Issue. It is useful in doing readings or profiles in several ways. It is a good exercise in developing facility, developing variations of patter, and of getting into your intuitive self. If you are not already familiar with these, start by acquainting yourself with the following list of the zodiac signs and their associated meanings. Then, as you are interacting with people, doing character sketches, free associate the meanings of the signs, and then check on the date of their birth. Ask for feedback, whether the things you said were accurate. This can be a confidence building exercise for future readings, and whether it is a result of the Barnum effect or not, Is a useful first step in building your intuitive nature.

For example, when first looking at a person, mentally run through the list of symbols, Ram. Bull, Crab ... or if you prefer, Aries, Taurus, Cancer... If one seems to fit, then describe the

characteristics without stating the associated sign. You might then ask the person what characteristics they feel most closely describe themselves, and perhaps later ask them their birth sign.

The same technique can be tried in subsequent weeks for the major arcana of the Tarot, for animals or birds, colors, numbers or whatever. This type of thinking is more likely to produce right brain activity, or intuition than the logical categorical stock readings.

## ASTROLOGY

The use of an astrological approach to readings has several potential advantages that will apply equally well for other methods. It takes some of the heat off of the person being read. They can look at the chart, signs, or whatever, and are not on the “hot seat.” It also takes some of the heat off of you, as it is the signs, cards, or whatever and not you personally that is in error. You are merely trying to interpret what is displayed.

A brief framework for the astrological approach follows:

1. **Aries** (First sign of the- zodiac), March 21 (roughly the dates go from the 20th of the month to the 20th of the next month) The ram; pioneering, enthusiastic, courageous.
2. **Taurus**, April 21. The Bull: stable, stubborn, well-organized.
3. **Gemini**, May 21, The Twins; intellectual, adaptable, clever.
4. **Cancer**, June 21, The Crab; sensitive, adaptable, clever.
5. **Leo**, July 21, The Lion, extroverted, generous, authoritative.
6. **Virgo**, August 22, The Virgin: critical, exacting, intelligent.
7. **Libra**, September 23, The Scales: harmonizing, just, sociable.
8. **Scorpio**, October 23, The Scorpion: secretive, strong, passionate.
9. **Sagittarius**, November 23, The Archer: honest, impulsive, optimistic.
10. **Capricorn**, December 21, The Goat: ambitious, hard-working, cautious.
11. **Aquarius**, January 20, The Water Bearer: original, open-minded, independent.
12. **Pisces**, February 19, The Fish: kind, sensitive, creative.

It is possible to do a brief reading for a person by running down the first word of each sign with little else. For example:

“I sense you as a sort of pioneer spirit, but a stable person. You are both intellectual and sensitive. You tend to be extroverted in that you meet people well. but you are also critical, sometimes being your own worst enemy. You like harmony in your relations with others, you are somewhat secretive or a private person, and are basically honest in your dealings with others. You are ambitious rather than lazy, have an original mind. You are basically a very kind person.”

If you have to read for a friend, you have a different reading by going through the second words on the list, and so on. Infinite variations can be created just from this simplistic list, and each will be unique. Readings of this sort have consistently produced accuracy ratings of 70% - 90%.

It is easy to add onto this basic framework, reading any of the myriad of astrology books available will enrich and add meat to these bare bones.

A very powerful use of astrology in a group situation involves going briefly through the signs of the Zodiac and the characteristics associated with each. Watch for reactions from people in the audience. Since most people are more familiar with their own sign and characteristics, they are likely to nod their heads or otherwise tip you off to their sign. You might also watch for one person interacting with another, as a wife to a husband, which would indicate that the sign you are identifying belongs to that person. Note the person and the sign. Later, when you are doing readings, you can identify their sign as a part of your reading. It plays very strong.

A related idea is to watch for rings, necklaces, pins and broaches, key rings and belt buckles that identify the zodiac sign. Later, from some distance away, you can mention that bit of information in a reading.

## TAROT

The tarot is a very powerful tool for the reasons previously mentioned. Whether using the cards directly in doing a reading, or as a mental tool for developing your intuition and cold reading, time spent learning the List or framework is time well spent. There are many books that can add to the list of associations and meanings that accompany each of the cards.

Pick a deck that is symbolically easy or meaningful to you for your own use in developing your abilities. Our research has indicated that the Morgan Greer deck is the easiest for the person who is totally unfamiliar with the Tarot, and the Rider-Waite is preferred by those who are well versed. The choice should be based upon your visualization and what is meaningful to you.

Listing of the cards by number, name and sample key words:

0. **The Fool:** innocence, faith, open to experience, starting new venture.
1. **The Magician:** control, desire for knowledge, concentration, sixth sense.
2. **High Priestess:** intuition, subconscious wisdom, creative ability, education.
3. **Empress:** Mother nature, fertility, nurturant. productive
4. **Emperor:** Authority, leadership. logical and rational
5. **Hierophant:** Spiritual, conforming, higher levels of consciousness
6. **Lovers:** Love, harmonizing of opposites, choice & decision.
7. **Chariot:** Strong willed, restraint, travel.
8. **Strength:** Higher nature, control of animal instincts, mind-body balance.

9. **Hermit:** Humble, not ruled by materialism, intuitive knowledge.
10. **Wheel of Fortune:** Awareness of cause & effect relations, cycles, future based on what you think and do today.
11. **Justice:** Fairness, not deceived by appearances, good judge of character.
12. **Hanged man:** Independent, spiritually aware, inner peace.
13. **Death:** Transformation of old ways, metamorphosis, change.
14. **Temperance:** Moderation, diplomatic, harmonizing.
15. **Devil:** Like material things, temptation, choices, conflict of good and evil.
16. **Tower:** Inspiration, outgrowing simplistic understandings, change.
17. **Star:** Open to new ideas, a guiding light, insightful.
18. **Moon:** Imagination, hidden talents, intuition, psychic power.
19. **Sun:** Warm person, understanding, energetic, basically successful.
20. **Judgment:** Growth of personal consciousness, liberated person, healing.
21. **World:** Peace, joy, getting it all together, integrated.

Familiarity with the 22 cards of the major arcana can be of stimulus to aid your intuition and a basis from which to develop topics or themes in doing a reading. Looking at the person, getting a feel, for their bearing, demeanor, and manner may strike you as similar to a particular card. The person might have the impulsive and spontaneous flair of The Fool, the intellectual need for understanding and control of the Magician, the spiritual quest and wisdom of The Hierophant, or the inner directedness of The Hermit. You might be struck by the fatalistic dealings of The Wheel of Fortune, or trials and temptations of The Devil. They might be going through the metamorphosis of The Death card, etc.

You might also go through the list looking for different characteristics so that your readings will have variety. There are many uses of the Tarot other than using a divinatory spread and then reading the cards. It is a wonderful tool for projecting or abstracting themes. It can be mentioned directly, as in “I get a sense of one of the cards in the Tarot deck, The Lovers card. That would signify to me that perhaps you are in the process of making some kind of a choice, a decision. That decision embodies a commitment, a commitment to a particular course of action, and at the same time excludes certain possibilities that otherwise would remain open to you. I sense that this choice or decision that you are facing is causing you a considerable amount of tension, that the indecision is weighing upon you, trying to decide which way to go. And yet, I have the feeling that you have already, at least at the intuitive level, the gut level, already kind of made the decision. Do you understand?”

Yet another use is to have the person select a card, and, based upon your reading of the person, you “divine” the card that they are holding or have selected. The uses are limited only by your imagination. Do you understand the significance of that?

## READING BRIDGE/POKER CARDS

A great resource of impromptu material can be performed with a standard deck of cards. With only the barest knowledge, you can explain that our modern deck is derived from the Tarot. The suit of Spades comes from the suit of Swords, Hearts from Cups, Clubs from Rods, and Diamonds from Pentacles. If you are familiar with the minor arcana, you can then read directly from the cards that are used today.

If you are not familiar with the Tarot, and don't wish to learn them all, you can make do with a brief combination of knowledge of suit meaning and numerology.

**Spades** (Swords) is the suit of competition, conflict, ambition, of politicians and military as well as athletics. Courage, valor, romantic in the King Arthur tradition.

**Hearts** (Cups) is the suit of love and romance, intuition, happiness, beauty, feelings and emotions.

**Clubs** (Rods) is the suit of enterprise, creation, agriculture, laborers, trades, clergy, spirituality, family, energy and growth.

**Diamonds** (Pentacles) is the suit of commerce and business, materialism. enjoyment of work and the benefits thereof, merchants, trades and money.

In terms of numbers, there are many systems and many books that can give you alternative interpretations.

**Ace:** One, Alpha, origin, indivisible, one with God, unity, beginnings, the seed, creative power, individuality.

**Two:** Union, marriage, commitment, duality, opposites, balance, night and day, good and bad, right and wrong.

**Three:** Growth and. expression, choice, decision, the child as a result of marriage, the choice as in the triangle, faith-hope-charity, body-mind-soul.

**Four:** Reality, material universe, logic, reason, solidity, foundation, four seasons, points of compass, square.

**Five:** Uncertainty, change, justice, five senses

**Six:** Sign of creation, marriage & motherhood, balance and harmony, 6 days of creation, perfect number.

**Seven:** Magical number, combines I or unity with 6 or perfection, the number of the mystic, the day of rest, soul development.

**Eight:** Justice, judgment, material progress, health, metamorphosis, the number of beatitudes.

**Nine:** Symbolic of attainment on 3 planes of being (physical, mental. spiritual), the sum of that which goes before, universal truths.

**Ten:** Perfection, completion, fate

Whether doing an individual reading or for a group, the use of regular playing cards can be a very powerful routine. Below is a transcription of the cards as used by Herb Dewey.

**Ace of Clubs** - The card of commerce, an indication that your financial condition will improve in the next 12 months. You would be advised to wear gold Jewelry rather than silver, but a definite turn for the better in finances.

**Two of Clubs** - The card of travel, a potential trip. The trip, to a place of orange trees. The potential has existed for the past two years, but the potential is definitely very strong in the coming year.

**Three of Clubs** - A strong card, you can overcome whatever stands in your way. Persevere in your efforts, in what you are doing. Work at it, and you can have whatever you choose.

**Four of Clubs** - You have a secret admirer. This person has been there for some time, and you may soon become aware of the individual. It should occur in the fifth month, in May, the person may have a previous marriage.

**Six of Clubs** - You have a tendency to keep too much within yourself. It is debilitating to keep everything inside, hostility and anger especially. Be more assertive.

**Seven of Clubs** - You are a dreamer, a romantic. You have your own world, like Alice in Wonderland. Your mind can be miles, 3.000 miles away. You get preoccupied, mentally preoccupied, and tune out the group you are with.

**Eight of Clubs** - Balancing the scales, you have paid your dues and it is not an imbalance, it is time to reap your rewards. Believe more in yourself.

**Nine of Clubs** - You are too critical of yourself. Nobody is perfect, and you can't expect that of yourself. You are your own worst enemy, it is counter productive. You will achieve with your mind, not with your hands, not through money, not through relationships, but through your mind and your own efforts.

**Ten of Clubs** - You have many acquaintances, but you are selective about your friends. Put some restrictions on relationships. You are a cut above the average, you should follow your own intuition.

**Jack of Clubs** - You don't need to settle for second-best. You no longer have to settle for second-best. If someone says you are too good for them, believe it.

**Queen of Clubs** - You possess a natural animal magnetism. I sense the symbol of the Lion, a cat. You are self-assured, fashionable, and you possess the power to intimidate.

**King of Clubs** - If you are careful of nutrition, then you shall live a long life, a good life. You possess the talent for psychic healing.

**Ace of Hearts** - To be happy you must be loved on three levels, three different levels. Spiritual - not religious - you are metaphysically inclined but also a bit of a skeptic, and you need to be loved spiritually, emotionally and physically.

**Two of Hearts** - You will not be alone in the future. The next two years are going to be much better for you, your desire for love can be filled.

**Three of Hearts** - You are prompt, dependable, reasonable. You are close to education, articulate. If marriage doesn't interfere, you would have and will go on with your education. I sense books, your future contains books.

**Four of Hearts** – Independence, even as a child you were independent. Things are in your favor to achieve a balance. You are at a different mental level than many around you.

**Five of Hearts** - Allow yourself to get ahead. Stop all that random activity and movement. As a child, you had dream of flying. The time to fly is now.

**Six of Hearts** - This is the card of proposals. The next 12 months will bring many proposals, proposals for love, career, business, or money. So many potentials.

**Seven of Hearts** - You are a tough act to follow. Those are big shoes for someone else to fill. You have charisma, people recognize it. You still blush. You are a sharp person. You didn't just come into town on a tricycle.

**Eight of Hearts** - You carry a tremendous burden on your shoulders, a thorn in your side. It is either behind you or soon will be. Due to those around you, you will have fewer burdens.

**Nine of Hearts** - This is the strongest card in the deck, a psychic card. The potential for a happy marriage or relationship, a good card, a change in your luck.

**Ten of Hearts** - Good luck, your future will be happier. You have untapped artistic potentials, unleash them.

**Jack of Hearts** - Metamorphosis, beneficial changes, learning. Be true to yourself. You are going to be happy in spite of yourself. Four leaf clovers. Rabbits feet. Butterflies. The good luck omen of metamorphosis.

**Queen of Hearts** - Your desires will be fulfilled. You deserve happiness. When you are down, do not despair. Things will fall into place.

**King of Hearts** - You might seek advice, the needed wisdom of an older person, a wise old man, the intellect of a wise, older man.

**Ace of Spades** - Beware of people who drink too much. You have the potential for duality, for good or bad. You have a tendency to draw weaker persons to you. Beware of a Taurus who drinks too much.

**Two of Spades** - You have a talent for counseling, a combination of teaching and nursing. You can read others and are a natural teacher, a sharer of wisdom.

**Three of Spades** - You have come face to face with death or trauma, or a dream of a past life. You are a survivor, and you are stronger now. A strong person.

**Four of Spades** - You receive too much advice, make your own decisions. Others who say “I know how you feel” are wrong. That is false, only you can know. Follow your own intuition. Take any advice with a grain of salt. You have the power within. Make up your own mind.

**Five of Spades** - You procrastinate too much. Make and keep your decisions. You decide in April and act in November. It is months 'til you act. You are assertive, but could be more self-assured.

**Six of Spades** - You are not a deceptive person. You are honest, honest almost to a fault. Trustworthy. That is why people are attracted to you. You are a charmer, very good at the soft sell. You could sell the stripe off of a skunk's back.

**Seven of Spades** - A secret shall become known to you shortly, as a gift from one who loves you.

**Eight of Spades** - I sense that you have had a relationship, one that hurt you, caused damage. Your pride was hurt, but you have learned from that. You have learned a great deal about yourself.

**Nine of Spades** - You are a leader rather than a follower, a self-motivator. Your mission is to facilitate, to lead, and if you do that, they will follow. You shall be known, not- by what you can do by yourself, but by those you lead.

**Ten of Spades** – Stealing, someone is stealing, stealing from you. Something a pocket bag or something. Show caution, don't be paranoid, but be careful not to leave your keys in the ignition.

**Jack of Spades** - A legal or court decision shall be decided in your favor. You worry too much. You have good karma. Take it one day at a time.

**Queen of Spades** - A person who has left you, has left your side, shall return to you and you shall be together.

**King of Spades** - You are just and fair. Many of your decisions are contingent upon others' happiness. Stop. Put yourself higher on the list. You deserve it.

**Are of Diamonds** - You shall receive good news, and it shall arrive soon, within the next month.

**Two of Diamonds** - I sense pregnancy, a child or a potential for happiness, a positive event you or someone close to you.

**Three of Diamonds** - Gemini. Two major decisions, decisions you are or will be facing, and the figure two is important.

**Four of Diamonds** - This is the card of the Psychic. You are tuned in, perceptive, intuitive, observant. It is a natural God-given gift. Cultivate it.

**Five of Diamonds** - You shall have nothing to fear in the future. Basically you are a devoted person, a one-man woman or one-woman man. There is much good in your future. Your bad luck is behind you.

**Six of Diamonds** – Music, dancing, a sensuous, romantic type of person, a way of being. As a child, you would write lyrics or poetry.

**Seven of Diamonds** - You don't run off at the mouth. You are proper, very proper, too proper at times. You make a much better friend than enemy. Verbose.

**Eight of Diamonds** - You have the potential for a job change, more of a tide change than a career change. You do the work of two people, push too hard, but in the next 12 months you shall be rewarded.

**Nine of Diamonds** - There are too many burdens. You are carrying the burdens of those around you. You are a kind of Ann Landers. Take more care of yourself.

**Ten of Diamonds** - The card of expansion, growth. You may add to your present home, a library or a nursery, perhaps a fireplace, fireplaces, candles, wine, a romantic. That is the romantic in you.

**Jack of Diamonds** - As a person, you don't deceive. You don't play mind games. You are straight with others, but you wear your heart too much on your sleeve. You are too honest.

**Queen of Diamonds** - You could be more beautiful than you are. Not up to your potential. In your mind, you have that potential.

**King of Diamonds** - This is a card of good luck. Your mind is busy, always busy. You shall never fully retire. People work for you. You have the potential for self-employment. Birds, blue birds, birds of a blue color shall be a lucky sign for you.

For a short and impromptu reading, have the person mix the cards (you can do it yourself), then deal out three rows of either 3 or 5 cards. The row closest to the person can represent their past, the middle row their present, and the distant row the future. Read the cards according to the above procedures, planting positive seeds. This is not meant to be a substitute for using regular Tarot cards and the more elaborate spreads and meanings which take more work and time.

A strong effect is to present patter indicating that something other than chance often operates in our lives. Suggest that cards have significance and meanings, perhaps offer a few illustrations. Then the person selects a card (which may be forced, marked, or otherwise determined) and in your own way you present a reading which reveals their chosen card. Don't overlook this, it plays very strong.

Another effect is to have each person think of a card, then by writing the name of their thought of card and the birth date on the back of your business card, you are in a position to engage in analyzing the significance of the card choice, astrological sign, and handwriting. You, of course, may return the cards to the authors by psychical means or by straight-forward means. That gives them a reason to keep your card.

## Colors

Symbols can be of almost any nature, and again are both powerful aids in stimulating your imagination and intuition and are powerful mystical aids in the selling of a reading. They can add an aura of mystique, of surrealistic power, of a different level or kind of communication, impressions or information.

As you look at the person, you might get a feeling of a particular color and an associated meaning of that color to you, depending upon the hue and saturation of the color. Whether you are "seeing an aura" or just sensing a color is immaterial. You can follow the traditional meanings associated with the various colors, or have your own individual reactions and interpretations. You might sense a light blue, which to you might signify healing, or it might signify peacefulness: or it might mean that the person is going to buy or have a significant experience with something light blue, as a powder blue car, a pastel blue blouse or shirt; or something with happen on a clear cloudless day. Red might mean blood, royalty, anger, excitement revenge, passion, a hot deal or Issue, or the blossom of a red rose in spring signifying love or renewal.

**Exercise:** Make a list of colors, colors that are meaningful to you. Associate different characteristics with each color. Use that list as a prompt to think in terms of colors when you are

meeting or talking to people. Is the color clear or muddy, is it transparent or opaque, bright or dull, heavy or light? If the color is clear, is that reflective of clear thinking, of purity, of positive health? If it is muddy, does that reflect confusion, outside pressures, stirred up emotions or conditions? Does the transparent nature relate to letting light in, clear perceptions without distortion, or does opaque mean they absorb energy, soak up things, have a depth, that people don't see through them? Is it a bright color that depicts lightness, alertness, vitality, or a dull color that might reflect feeling dull and drab, disinterest, loss of vitality?

This is a way of training your senses and imagination, of making yourself open to intuition, to different ways of perceiving.

### **Animals**

Animals are a very interesting source of intuitive analogy. The speed of a cheetah, power and grace of a panther, regal bearing of a lion or tiger. or the steadiness of a plow horse, the loyalty of a dog, independence of a cat, the playfulness of a dolphin, the exotic bearing of a flamingo, the grace of a gazelle, the cuddliness of a Koala bear, the solid bearing of a bull, the tenacity of a bulldog, the playfulness of a monkey or kitten, the industry of an ant or bee, the flitting about like a hummingbird, the peaceful or timid nature of a rabbit, the metaphoric change of a caterpillar into a butterfly, the list can be expanded infinitely.

The animal kingdom includes birds, the lofty eagle, the scaring grace of a gull, the sharp eye of the hawk, the colorful nature of a parrot the freedom to soar, to rise above, to fly! The cheerful song of a finch, grace of a swan, the vision of a vulture, able to see a good deal or go after the spoils, or perhaps a bit like a chicken, or tendency to act like a turkey, The range and characterization is indeed broad. Whether you use the analogy or merely use it as a step in sensing traits and attributes, it is worthy of being tried.

**Exercise:** Take a sheet of paper and make a list of all of the animals that come to mind, and that have characteristics that are meaningful to you. Your list then becomes a prompt sheet that you can use. Carry it in your wallet. First, go through people you know or are with and associate an animal to each person. Then as you meet or see other people, try to sense them as an animal on your list. Your list might look like this:

- bee
- bull
- beaver
- cat
- cheetah
- chip
- munk
- canary dog (breeds of?)
- turkey
- peacock
- lion
- tiger
- elephant
- swan

snake  
deer elk  
prairie dog  
butterfly  
monkey  
ant  
caterpillar  
draft horse  
race horse  
stud horse

It is important that your list be something that is personal and meaningful to you. You might want to divide it into a sub-list one for animals, one for birds, one for fish or insects. Stimulate your imagination. Develop different ways of perceiving things.

**Exercise:** Do the same thing for plants. You might consider the difference between a violet, a rose, a wild rose, an oak tree, a redwood, an onion, a peach tree, a palm-tree, a four-leaf clover, a thistle, an orchid, a strawberry plant, and the clinging ivy vine. Associate different characteristics with each plant: a provider of food, giver of shelter, tall, strong and stately, flexible, pretty, colorful, sticks you if you get too close, tender, tenacious. This again will aid you in the development of different perceptions, different ways of looking at things. They are tremendous metaphors for both thinking and for communication.

### **Archetypes**

The archetypes and symbols range from those of Jung to Eastern mysticism, offer another medium (sick). The wise old man, the mother, the young warrior, the veteran warrior, the pregnant promise waiting to give birth, the haunting nature of a Mona Lisa, or the purity of the young virgin. There is the ying and the yang, the anima/animus, the shadow, the ring which may be scratched and scarred on the outside but shining and bright on the inside. There are beacons, trees, bodies of water that range from fresh bubbling brooks to calm lakes to boiling angry seas. There are luxury cars and race machines, sporty models and dependable work vehicles.

### **Transportation**

An excellent framework for developing your intuition is to take a category such as transportation. Think of as many types and models as you can. Then for a few days, when you meet people, attempt to characterize them by that scheme. As your facility with that frame develops, pick another. It is a great aid in sensing different aspects, traits, or characteristics of people. It opens you to new ways of sensing and perceiving people.

**Exercise:** In the same vein, develop a list for transportation, or cars. You might see differences between a Corvette, a Jeep, a pick-up, a Ford Escort, a Porsche, a Cadillac, a Rolls-Royce. And you might include in the same list or a different one a steam locomotive, a fighter plane, a glider, a sail boat, a ferry boat and an old-fashioned paddle wheel riverboat.

## HAND READING

Hand reading is a more general term than palm reading, and is not dependent upon knowledge of the specific meanings of the different lines of the palm. Hand reading is easy to do, and a very strong learning tool. It is a rich source of information and a good way to obtain non-verbal feedback.

A general introductory comment will open the way to looking at the hands of the person. You might notice how they extend the hands and associated gestures. Examine the hands generally first. Are they weathered, roughened by harsh detergents, well manicured? Are there calluses and what might they indicate? Smokers stains, rings, warm and relaxed or cold and tense. Are there ring marks or rings? What kind? Flashy? Old-fashioned or of possible sentimental value? A birthstone perhaps? Expensive or costume? Can you see the watch? What does that tell you? Are the cuffs frayed? Is the hand relaxed and easy to turn or bend, or is it relatively stiff?

Start the intuitive machinery. What else can you sense from the person. Then begin the reading with something like “You have interesting hands.” Everybody likes to be unique, special. A few comments about observed features starts things off in an affirmative mind set, such as “Suntanned, you must spend time out of doors. The calluses must mean that you work with your hands.” These then can be followed with more inferential observations, from the shape, position of the thumb or fingers, about their strength of character, creative potential, leadership qualities. You may want to explore different approaches. For example, you might point to the features as you infer different characteristics, or you might just hold them and with half-closed eyes do a reading (In this case. try to appear as if in a mediumistic trance rather than overly tired or blind drunk).

The power of contact mind-reading has been demonstrated by Kreskin and many others. You have a very direct link and contact when holding this other person's hand(s). The feedback that you receive is immediate and direct, if you will be observant. You might start by asking some questions that you know will be answered 'yes' and observe the hands carefully. Then ask some is no' questions and observe the difference. They may pull back a bit, get colder, pale, tense. Notice also any changes in breathing, weight shift, or facial expressions. By noticing these changes, you calibrate the responses with “yes” and “no” answers. Then, without a word being spoken, you can obtain very specific information by following the “yes-no” signals you receive from the person. Maybe that is why young lovers hold hands?

There are many good books on palm reading, and it is a very quick skill to pick up, at least at the superficial level. Basic knowledge of the major lines and mounts is a nice comfort to have, but certainly not necessary. More powerful is the ability to read the person and their response. As you develop facility, it is then possible to read these cues at a distance.

**Exercise:** Take the hand(s) of another person and ask them some simple questions that will be answered “yes”. Then ask some questions that will be answered “no.” If the difference is not obvious, alternate the questions until you have a feel for the difference. Then ask the person to think of a single digit number and attempt to find the answer without their saying a word.

As you practice, try to pay less direct attention to the hands themselves, and develop more

awareness of other responses. Your peripheral vision and awareness will develop very quickly with practice.

## **HANDWRITING**

Handwriting analysis, graphoanalysis, and graphology are terms that are associated in most people's mind with analysis of character based upon one's penmanship. Technically, graphoanalysis refers to the matching or authentication of a signature or writing sample. It is used by banks and law enforcement agencies. Graphology is character or personality reading. There are a myriad of books and short courses that offer a quick overview of the common ideas. However, as in other applications of cold reading, it is not necessary to know these to present a good reading.

By using your intuition, it is possible to glean a lot of information from what the person writes, how he writes, how he uses space, and his general demeanor. Size the person up, and while focusing upon the writing, read his body language. By observing the person and his reaction to what you are saying, you can add some real power, as sensing the number of children, the names of significant others in his life, his birth sign, or whatever.

To do a cold reading without knowledge of the specific meanings usually attributed to writing features, explain that you are not schooled, but that through experience you have found that you do get certain impressions. Then proceed.

You might look for the way they use the space on the paper, writing to the left side or the right side of the paper, the neatness of the margins on each side, as well as the top and the bottom. Does their writing run uphill, perhaps indicating hope or optimism, curve up and then down in a rainbow perhaps indicating a tendency to start projects with optimism but lose interest, or is it relatively straight indicating honest.

Are the letters formed well, go below the "line" perhaps indicating subconscious materials and influences, are they looping, indicating sensitivity and sensuality, slanted indicating optimism or energy, sloped backwards indicating a person with a critical mind, stepping back to look at things, upright indicating upright and straightforwardness. Are the capitals large or small, does the signature indicate a feeling of importance or uniqueness or does it indicate a tendency to be critical of the self, self-awareness. When about the pressure they use, pressing firmly or flowing smoothly or broken and disjointed.

Below is a sample reading, using the same description as used in the astrological section above:

"My first impression from the way you use the space is that you have a pioneering spirit but are a fairly stable person. Your margins give me an impression of intellectual ability and also of sensitivity. Your formation of the capital letters would indicate you have a tendency to be extroverted or sociable, and the spacing indicates you are critical, especially towards yourself. The length of your spaces between words indicates that you like harmony in your relations with others, but that you are somewhat secretive or selective about your private thoughts. The slant of your letters indicates basic honesty, and that you are more ambitious than lazy. Your signature indicates that you have an

original mind. The pressure of your writing indicates to me that you are basically a kind person.”

The potential applications of cold reading to hand writing are a function of your imagination.

A cute little addition to a center tear would be to spice up the reading by picking up a few characteristics about the formation of letters, and in slowly getting the spelling of the word, you would also be able to comment on the significance of the way they form, certain letters. For example, if the word was “Lake”, you might get an impression of upright character, honesty as the person visualizes the way they formed the first letter. Alpha or the beginning of something is associated with the second letter, obviously an “a”. The way the third letter comes across seems physical, as a person who might enjoy life. By the way, It appears interesting the way you visualize that letter. Do you make your letters kind of fat and rounded rather than thin. and slanted?” A sense of “ka” as in cake or cars, closeness, ka being a “K”, and lastly, as they visualize the way they make the final letter, a sense of their flow of energy, energy, energy an “E”. Thus, the honesty represented by an upright start or first letter, a sense of initiative or beginnings, an “A”. Thus, as you see, there are perhaps no coincidences, the peaceful concept of “lake” is itself a building of elements of subconscious activity, as depicted In the muscle activities involved in the writing, or the thinking about it.

People are supremely Interested in themselves, and any personalized or individuated information will be very impactful. Any positive traits contribute to a relaxed and enjoyable experience.

## **PSYCHOMETRY**

The ability to obtain information from personal objects is an intriguing and highly entertaining application of cold reading. In observing this being done, one quickly experiences the feeling generated by the audience. The reader who gives out unfavorable or potentially upsetting information arouses anxiety. The skilled performer may elicit awe or many other emotions. However, the readiness and demand for additional readings from the entire audience, and indeed, repeat bookings are the true measure of success. The creation of a sense of fear of what you may be able to see in them, of the potential for exposing uncomfortable secrets, for seeing unfortunate outcomes is not and should never be the aim of a good reader. The liking, the fun, and the positive aspects of the entertainment for the audience is paramount. Let the person being read be the star. Attempts to serve your own ego directly by hoodwinking and befuddling at any means and costs to the other person is not in any real sense entertainment, and is a disservice to our craft.

In performing psychometry, the use of key questions and feedback skills mentioned previously are most useful. By focusing upon the object, attention is diverted from the person. Armed with the realization that the most common source of stress today is in the area of relationships, and the second involves work related concerns, and third is financial, you are prepared to follow a number of different directions. You may divine characteristics of the owner of the item, of questions they may have. or experiences that have been significant in their life.

It is well to start off with some affirmation establishing comments, creating a mind set

that leads into the reasons for the reading. Depending upon the setting and reason, directions will vary. If the psychometry is part of an effect, then perhaps identification of the owner is the goal. Here, knowing the owner of the object permits additional comments about how the person might dress, color preferences, and sex and age. Such specific information is very impressive, and sells strongly.

Doing psychometry as an end in itself usually will mean that the person is interested in learning more about themselves, obtaining answers to some personal question, or in rare cases is testing you and your abilities. After the initial establishment of rapport zeroing in on the area of concern is a matter of observing responses. Often, however, too much is made of devious methods of obtaining information. Don't overlook the obvious. A direct asking is very straightforward, as "I sense that you are concerned about a relationship?" If the person responds affirmatively, continue to refine it. If they don't, continue with "I sense, however, that other questions are more pressing". Remember, the person is by far more interested in your answer to the question than how you get the question. Your reassurance is what they really desire.

Reassurance can come in the form of the "strengths you have developed in the past", how they have the "ability to deal with things", and how "being open to new ideas and opportunities" is going to work for them. "No one gets ahead or what they want by just sitting around. You have to picture what you want, and then act. Don't forget your responsibility to act."

## **NUMEROLOGY**

The ability to use numbers adds (ugh) to the repertory of any cold reader. Brief patter about Pythagoras, science, and lucky numbers is enough to introduce the use of numbers in any show, and often even that is unnecessary. It is far more interesting to an individual to deal with their own numbers, be they lucky, astral, or social security, than to have predicted a number arrived at by some cumbersome handling of a note pad or dividing the circumference of Syria by the square root of the gross national product. Most performers seem unaware of the ease of forcing meaningful personal numbers.

First order of business is to establish some relationship between numbers and letters or meanings. Review the meanings for each number in the Tarot section in addition to the meanings and ideas here.

1. You are number one, basically a one-man woman (vs. vs.). There shall always be one special person in your life. With children, you shall have a favorite though you may strive to treat them all alike. You would have a favorite song, a theme song.
2. The number two seems to be significant. You would be likely to have two cars rather than one or three, two TVs, two loves in your life, two career options, and always faced with alternatives, left or right, good or bad.
3. The number three comes to me. A triangle. Three-year cycles. Often you are caught in the middle between two other people. You seem often to be a third. Third grade should have been significant for you. You seek a balance in the three sectors of life, physical, mental spiritual.
4. I sense a four. Four in a family. Four letters in a name. You playing games with four, as in

bridge. You would like four seasons rather than just winter and summer. You would have a good sense of direction based upon the four compass points. Wednesday would be a generally good day.

5. You always have a hand-full. You are perceptive and use all five senses in good balance. You like weekends and would not like working more than a five-day week. It is the number of change.
6. You always have more on your hands than you can really handle. Six is your creative number, like creation. You rest on the seventh. June would be a good month for you, and you should do better in the 6 even months of the year.
7. The magical number, the number of the mystic, the mystical, and you are strangely fascinated by the mysterious. You would think in terms of weeks rather than days or months and years, and are aware of 7-year cycles, perhaps even having been touched by the 7-year itch.
8. The eight represents balance. Equal loops between the higher and the lower. You need an extra day in the week. Graceful and artistic appreciation.
9. Nine is the number of completion, but not yet perfection. The most powerful of numbers. A reaching of a stage. The end of preparation and struggle. An awareness of universal truths (and a very easy number to force).

It is a grave mistake to merely or just present, a number, divined or otherwise. It should have context, meaning, a reason for being used or presented (other than to show that you are a good magician, an adept trickster). It may be the person's astral number, their karmic number, their lucky number or significant number, a birth or natal number.

To find the “personal number” for Bill, you would proceed as follows:

1	2	3	4	5	6	7	8	9
A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	

$B = 2, I = 9, L = 3, L = 3, 2 + 9 + 3 = 17, 1 + 7 = 8$  or adding by pairs,  $2 + 9 = 11$  and  $3 + 3 = 6, 11 + 6 = 17 = 8$

This number may be calculated to the intrigue of the person, and pronounced as their lucky number or personal number of lo-and-behold, your prediction. But unless it is a spectacular prediction, why bother? However if you are going to play a tape which makes several startling predictions, such as “a female will be interviewed: she will mention Chablis, Hawaii, the number

and the word 'cat', - then you have an effect! Therefore, you better (it is wise) have a way to force a particular number.

Forcing numbers is fairly simple, and takes little practice. What months were you born? October is the tenth month, or 10, or 1 (1 + 0). But wait, October is the seventh sign of the zodiac, thus 7. That covers three possibilities, 1, 7 or 10. What about the date? The 23rd. Ok, in numerology we add, thus 2 + 3 = 5. But in modern numerology we subtract the larger from the smaller, thus 3 - 2 = 1. Now if we want to concern ourselves with the future, as when I made the prediction, we could multiply, 2 x 3 = 6. And so it can go. Give me a number? If not correct, give me a second number, now I can add, subtract, or ask for yet another number.

Other possibilities are available with little effort. For example

For Herb,                    H = 8, E = 5, R = 9, B = 2, 8 + 5 + 9 + 2 = 24 = 6.

Dewey                        D = 4, E = 5, W = 5, E = 5, Y = 7, = 26 = 8.

Herb has 4 letters. Dewey has 5 letters. All together that is 9, and if by chance Herb is short for Herbert, 7 letters. If you know where you want to go, you can always get there. With Herb Dewey, you can easily get to 4, 5, 6, 8, 9 and possibly 7. Each is personal and relevant and it is your choice which one you use as their significant number for any effect you are doing.

Herb, as a 4 is grounded, solid, earthy, close to nature. Mr. Dewey is a 5, and as such would be more uncertain or more subject to change, not the feelings of closeness, but just or fair. Of course the 9 represents completion, the sum of all that has been developed. Power and fulfillment (right next to perfection?).

## **PUTTING IT TOGETHER**

Below is a reading that was done from a photograph of a young woman. The reading was done by Herb Dewey on a young woman as a part of a research effort in September of 1983. The reading was played for 31 students enrolled in a Paranormal and Parapsychology class at Metropolitan State College, Denver, Colorado. There were two students in that class who were in their 60's, a male who rated the reading as 80% accurate for himself and a female who rated it as 75% accurate. All of the other students of both sexes rated it as 90 - 98% accurate for themselves. The introductory patter, transitional statements and comments have been deleted to encourage you to develop your own style of presentation.

Deep sensitivity to other people  
Green aura -- healing  
Destined to be some form of healer  
Mother wanted her to be involved in nursing  
Honest to a fault  
Doesn't manipulate or play mind games  
Is not a user  
Very old-fashioned in her ways  
Wants to pay back favors if one has been done for her  
Very fair

Had too many teeth for her mouth as a youngster  
Only enemy in life shall be stress and tension  
Won't have to deal with alcoholism or promiscuity in her future  
Could not be a bad person if she tried  
Seen as a much younger girl with longer hair  
Optimistic, positive  
Has some material things in her life but these things have not changed her personality at all  
Goes through life balancing the scales, but tendency is to give more than receive  
Always been on different mental level than the people around her  
As a very young girl, would dream of flying and dream in color  
Totally romantic, would be drawn to wine and candlelight  
Would like the aroma of pipe smoke, cherry-flavored pipe smoke  
Needs to be more assertive  
Punctual, dependable  
Receptive mind  
Good memory  
Experienced feelings of deja vu -- could sense when a certain friend would call  
Would be able to determine the sex of an unborn child optimism  
Single red rose -- symbol of love for her  
Lucky number is seven  
Would see the Queen of Hearts if asked to concentrate on a deck of cards  
A planner, analytical thinker  
Talents within her  
Important that people like and accept her  
Combination of talents: healing and teaching  
Would be a counselor or philosopher  
Dreamer  
Is a "Dear Abby," able to give advice to people around her  
Spoiled child; father wrapped around her finger  
Not a product of a broken home  
Still blushes  
Thought she had too many freckles as a child  
Did not like her first name around the age of 13  
Important for her to be loved  
Highly selective as far as relationships are concerned  
High moral value about herself  
Borderline perfectionist: neat, clean, never totally happy with her own hairdo  
Doesn't get excited over housework  
Person of all seasons; drawn to the outdoors, nature and forest  
Would not hurt an animal, even if she were a man  
Has been very psychic for a very, very long time  
Very intuitive and perceptive  
Has been going through major changes in her life since 1979  
Things in her life have happened in three-year cycles  
Has had rug pulled out from her emotionally

Is now a survivor -- if anyone is going to be hurt in a relationship with her, it won't be her  
Has become stronger and mentally grown  
Would not abuse her body with narcotics or pills; consequently, she is always in the framework  
of a younger woman  
Has had an iron deficiency, which would affect her circulation  
Has had hay fever, sinus congestion  
Color purple is very strong  
Body is a barometer of her mind: when she feels good it is reflected on her body. If she has put  
on weight, she is probably not as happy as she should be  
Very, very romantic  
Leader rather than a follower  
Will always be number one in her life  
Comfortable with making decisions in management situations  
If she gives her word, she'll stick to it  
An artist: many untapped, artistic potentials  
Can relate to the unicorns and Pegasus  
Very strongly the artist  
Has mind of Sigmund Freud: able to psychoanalyze people  
Has eyes of her mother  
As a youngster, thought her nose was too large  
Many shoes around her  
State of California somehow symbolic or significant, possibly in the future  
Southern California, rather than Northern  
Important for her to be loved  
Will be relatively successful in business: will not be on welfare or a ghetto dweller  
Won't be happy doing mundane tasks such as waitressing  
Very deep knowledge of life  
Does not know how to give up or throw in the towel  
Through her perseverance, she shall accomplish the goals that she seeks  
People-motivator as far as careers go  
Not aggressive  
Excellent sense of humor  
Becoming more assertive  
Bit too proper in that she has a tendency to be her own worst enemy  
Too demanding of herself and keeps much emotion within her  
Weak link in chain would be stomach: when under stress, the stomach would bother her  
Shall always be a dreamer  
Has been mentally preoccupied with a person that she is not with: with this person mentally but  
not physically  
Seeks commitments that should be hers before year ends  
Very outgoing, gregarious person  
Very rarely will there be ambivalence or confusion in her life  
Symbol of triangle in the shape of pyramid-- excellent hypnotic subject. If, under hypnosis, she  
were regressed to one of her past lives, it would take place in Egypt.

Middle name of Ann

DREAMS - symbolically means that close relationships within her life, specifically family, would have first names that begin with one of these letters, such as D as in David, R as in Robert or Richard. E as in Edward, A as in Ann, M as in Mark or Michael, S as in Sandy or Sonny.

Major letter in life shall be "J" --will have some significant meaning

Different dates that shall be considered lucky dates for her, that symbolically some of these dates will have meaning for her (may be off a day less or a day more, but timeframe should be correct). Any decisions that are made on these dates shall be in her favor. The dates are: September 23, October 12, November 11, December 18, January 1, February 16, March 12, April 7, May 2, June 17, July 9 and August 20.

Will live many, many years

Will get her secret desires

A person to be reckoned with

Poetic, artistic -- will probably have two books published

Strong artistic talents

Sensitive, sentimental

Possess much love within her

Truly a beautiful person, both inside and outside

Has had to pay the price of being attractive

Cut above the average - has a touch of class: is a quality individual

Has been a pleasure to read this person

This reading actually took 26 minutes of non-stop dialogue. A similar reading on the photograph of a male received similar ratings from the students.

Notice the positive flavor, the support for the person being read. A number of students, students who understood the nature of the research and the concept of cold reading, subsequent to the tape, expressed a strong desire to have a personal reading done by Mr. Dewey.

The supportive, positive flavor of his readings is not by accident. Herb routinely does from 4 - 6 readings a night, 5 nights a week. He is also busy with personal appearances, radio shows, TV, nightclubs, lecture-demonstrations, civic clubs, social and fraternal groups, and parties. It is probably safe to say that he has done in the neighborhood of 100,000 readings over the past 25 years. The dean of readers, the planter of seeds.

UP-2-U

We have been as thorough as we can. All the material presented in here is part of our working repertory. You are free to adapt any of this material for your own personal use.

By your works, you shall be known. Plant carefully! The seeds You sow shall multiply!!

# Baubles and Gemstones

The summer of 1983 was even wetter and colder than usual in England, and soot-dyed moisture traced skeletal patterns on the big windows at Heathrow airport, outside of London.

Passengers for the big 747 Jumbo-jet that was scheduled to depart for Los Angeles waited in the gate lounge, having already cleared through the slow lines of the security hand-luggage check. Some dozed. Some tried to read. Parents wearily watched the acrobatics of their children.

In one corner, a bearded, bear of a man stood with his feet on either side of his attaché case, as though he dared anyone to try to take it. His eyes quickened as an old man approached him and held out a tiny purple stone, a piece of amethyst quartz.

“You won't remember me,” the old man said, “but you told my fortune at a company party almost fourteen years ago. Most everything you told me came true, too. Just the way you said it.

“You gave me this little piece of quartz from your personal collection, and told me it would bring me luck, if I hung onto it. And you said you could hold it and energize or recharge it, if I ever saw you again.”

The big man looked hard at the other, but there was no recognition, no name. He was just one of more than 100,000 people he had done psychic readings for in more than a quarter of a century.

But he squeezed the purple stone in his fist, and suddenly his eyes began to blaze.

“The power of the bit of crystal remains strong,” he said, matching the power and energy that flows through you. No, I don't remember you, but I sense the figure seven around you. Sevens everywhere. Seven would be a lucky number for you. And I sense that you will live comfortably past your eighty-seventh birthday.

“From the energy force surging around you, I sense you would be a Libra person. An Aries would be a soul mate. Would I be right?”

He was not only right about the old man being a Libra, but some fourteen years before, at a company party, he had told the man he would find seven to be a lucky number, that he would live comfortably beyond his eighty-seventh birthday, and that an Aries would make a good soul mate.

The secret of this remarkable demonstration, in the TWA terminal of the rain-dampened London airport, lay in the tiny gemstone that was handed to the master psychic by the old man, who had first received it from the psychic fourteen years before.

The stone provided the psychic with five different bits of information about the person who was carrying it. It told the psychic the individual's Zodiac sign, his lucky number, the predicted age to which he would live, his aura color, and the Zodiac sign of his soul mate.

The concept, worked out by the Shadow Man more than thirty years ago in conjunction with his readings, has been a closely-guarded secret until now, and is being revealed here in print for the first time.

Initially, his quest was for something both inexpensive and different he could give to each person for whom he read. Something the person would keep. He hit upon the gemstones, after visiting a rock shop. Stones, about the size of a person's little fingernail, can be obtained for an average cost of about ten cents.

In addition to a supply of stones, you will need to memorize the twelve Zodiac signs, in their numerical order, and the twelve colors assigned to the Zodiac. See the chart below:

1.	Aries	Blue	Lapis
2.	Taurus	Red	Ruby (imitation)
3.	Gemini	Yellow	Amber
4.	Cancer	Pink	Rose Quartz
5.	Leo	Copper	Copper
6.	Virgo	White	Clear
7.	Libra	Purple	Amethyst
8.	Scorpio	Black	Apache Tears
9.	Sagittarius	Green	Aquamarine
10.	Capricorn	Orange	Carnelian
11.	Aquarius	Silver	Mica
12.	Pisces	Gold	Pyrite

If you haven't already committed the colors associated with the twelve Zodiac signs to memory, these memory aids will help you make the task easy.

Blue is for Aries. Think of a blue ram. Red is for Taurus. Think of someone waving a red cape at a bull. Gemini is yellow. Think of Siamese (yellow) twins. Cancer is pink. Think of pink, healthy tissue fighting cancer.

Copper is for Leo. Think of the copper-colored mane of a lion. Virgo is white. Think of a white, virginal bridal dress. Libra's purple. Think of purple scales. Black is for Scorpio. Think of the black-widow spider for Scorpio.

Sagittarius, the archer, is green. Think of the green hat of Robin Hood, the archer. Capricorn is orange. Think of the stubborn goat eating an orange. Aquarius is silver. Think of a silvery splash of water. And Pisces is gold. Think of a gold fish.

# Bonus

## Excerpt from Psycho Babble

It is fairly common, either during, or after the reading is concluded for your client to ask you “Do you know what my occupation is?” A variation of this question is “Do you sense what job I would be best at?” or: “What career goals should I aim at?” I believe that my answer is the closest you will get to the ideal response. The key to the perfect answer is the word “REHABILITATE.”

Webster's Dictionary defines: REHABILITATE. REHABILITATION, REHABILITATIVE, REHABILITATOR .... To restore to a former capacity, To reinstate, To restore to good repute, To reestablish a good name. To restore to a former state as of good management or efficiency or solvency. To restore or bring to a condition of good health or useful and constructive activity. Think about this for a moment.

There are a multitude of job responsibilities that include some sort of Rehabilitation. Listed here are a few, and I am sure you can add to this list. Doctors, Nurses, Guidance Counselors, Psychologists, Psychiatrists, Chiropractors, Attorneys, Priests, Hypnotherapists, Poets, Artists, Policemen, Educators, All self help groups, Financial planners, Therapists.

No matter what our chosen profession, in many ways we feel that on some level we are able to “Rehabilitate” someone's mind, body or spirit. It is a word that will fit most people. The person that denies having any rehabilitative effect on anyone probably would not be coming to you for a reading anyway.

You don't have to wait until this question is asked by your client, make the statement during your reading.

Another word that can be used with almost the same effect is “THERAPEUTIC.” During a reading, either over the telephone, in person, or on tape I would say: “One of your strongest talents is the tact that you have a therapeutic or rehabilitative effect on most people that you encounter.” Very Strong!

When a person first sits down at my table for a reading, I will innocently ask, “How long are you here for?” The answer might be: “I just flew in from New York, or Florida, and I am here for just a day.”

Great! You get credit for knowing that she is from out of town.

If she is from near-by and questions what I mean, I say “I meant how long is the reading you want, a half hour or a full hour?” Very often, you will be given credit for your superior intuition.

# Bonus

Excerpt from Mind-blowing Psychic Readings  
(available June 1997)

## **Physically attractive woman**

I believe that you will always be on a different mental level. In dealing with men it would be very difficult for a man to work with you or have you as a co-worker without that man attempting to cross the line to make the relationship closer than perhaps what it would be.

You may find as you go through life that you will have many first dates and that if you're not impressed by the first date there won't be a second date. I believe that many men bore you because they come across as being one dimensional so they're drawn to the aesthetics, they're drawn to the face, the figure, the complexion, the hair.

You will always intimidate males and they will always see you as having an invisible chip on your shoulder. So it's reasonable to say that no man shall own you, possess you or control you. No man is going to have you jump through hoops at the count of three.

You are not the typical bombshell with no education. You are educated and certainly the major issues in your life would be men. And if nine out of ten men do not impress you the one that does would be a challenge.

Obviously you are comfortable in dealing with players. A potential relationship or husband would be a professional person, doctor or lawyer or stockbroker, somebody that would own their own business.

It would probably be unlikely that you would become involved with a truck driver or someone that works in a factory because they would not mentally challenge you.

Through no fault of your own you have attracted losers and again I say through no fault of your own. I don't believe that you are manipulative or a game player.

I simply feel that you were bored with men because they live by patterns and routines and somehow they feel it's their mission in life to pursue you. Granted, many men would see you as a fantasy or sexual object and I may go out on a limb by saying this but I feel you're a one man woman.

It doesn't matter how many men you've experienced in your life. I still feel you are a one-man woman. I feel you search for your soulmate, You search for your twin flame or lifemate that is out there.

Other women would either hate you or love you because you come across as a threat to them as they may lose their husband to you or boyfriend to you. I believe that you are mentally preoccupied with a man who is comfortable to be with, one that is non-threatening and probably one of the few men that you would not intimidate.

Based on your name I feel you would be compatible with the J's, the R's, the M's or the D's. James, John's, Joseph's, Robert's, Richard's, Marc's, Michael's, David's or Donald's. Any significant relationship that you have will be different.

It will either be an ethnic difference, or cultural difference, or age difference, or geographic difference. I doubt very much if it would be two peas in a pod. I don't believe that your mother raised any fools, you have above average brains and above average mind. You have above average intuition in dealing with people.

Deep within you want to be desired for your personality, character, your soul, your spirit, and it gets very old and tiresome and very boring to continually have men at your fingertips. I know it's pleasant to be pursued, great for your self esteem but as we realize it won't last forever. I think you would have two significant love relationships in your life.

You will attract Whites, Blacks, Hispanics, you will attract heterosexual males and even homosexual males, simply because your aura is one of romance. The energy level that you give out is one of romance.

The major issues in your life, the major accomplishments, or failures will be contingent on a love relationship where you have to be in love.

I think you are physically capable and emotionally capable of loving a man. Finding a man is not the problem. To be 'in love' is the secret.

Very few times in your life you would be 'in love.' I do think you've gone through an abusive, either mentally or physically abusive relationship with a man who did not have the loyalty, did not have the respect, did not have the compassion that you need.

You search for a chemistry, or a synchronicity between you and that person. There has to be that chemistry. You are able to close your eyes and just detach yourself from somebody that you would perhaps like or be fond of, but not in love with. I don't feel that you like to have your hair touched. You take great care of your hair and/ I don't feel that you like it to be touched or messed up.